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Press Release

Samuel Vonnrüti: Bauwerk's new CMO

Samuel Vonnrüti is taking charge of all marketing in the Bauwerk Group in mid-August.



Marketing specialist Samuel Vonnrüti, employed by Vitra in recent years, will be working on developing the Bauwerk Parquet and Boen brands as the Chief Marketing Officer (CMO) of Bauwerk Group in Switzerland.

Samuel Vonnrüti has extensive experience in marketing, product management, and innovation. And this is what he brings to the table working for the global leader in the manufacturing of premium parquet floors. Previously, Vonnrüti was managing the Work and Public Spaces product division at Vitra. Before that, he worked at Franke Kitchen Systems for many years, including as the chief marketing officer. In that role, he was responsible for the entire product portfolio and all global market activities.

«I am looking forward to discovering new challenges at the Bauwerk Group," said Samuel Vonnrüti. "With my years of experience in the interior design industry, I will promote the brands of the Bauwerk Group,

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strengthening their identities and focus markets.»

Vonrüti reports directly to Patrick Hardy, the CEO and President of the Bauwerk Group. "We are very happy to have Samuel Vonrüti on board going forward. He already inspires our team with his expertise and positive attitude," said Patrick Hardy. Hardy is convinced that "with him on our team, we will be able to consistently advance the transformation and digitisation of our sales and marketing channels."

Samuel Vonrüti has a master's degree in Information, Media, and Technology Management from the University of St Gallen, and a bachelor's degree in Business Administration from the University of Bern. He lives with his family in Eastern Switzerland.

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Bauwerk Group employs more than 2000 people in its many divisions all over the world. These people work every day to make unique and sustainable parquet with Swiss precision. The group, headquartered in St. Margrethen, has become a leading producer and supplier of premium parquet. Bauwerk Group's portfolio includes the Bauwerk Parquet and Boen brands, and since May 2022, the North American company Somerset Hardwood Flooring.

Selling some 11.5 million square metres of parquet every year, the group offers a comprehensive product range with solid, 2-layer, and 3-layer parquet, as well as specialised hardwood floors for sports facilities. It has production plants in Switzerland, Lithuania, Croatia, and the US. With the addition of Somerset Hardwood Flooring, Bauwerk Group has reached a turnover of CHF 400 million (up from CHF 302 million in 2021), solidifying its position as the market leader in quality parquet.

www.bauwerk-parkett.com

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