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Press release

Bauwerk Parkett launches new Business Portal

Current pricelists, delivery times, special offers and accessories: Bauwerk Parkett's new digital Business Portal is a place for floor installers to quickly and easily find everything they need, and place orders in real time, from anywhere.



Bauwerk Group directs its focus on digitisation. "We are making a concerted effort to drive the transformation of our sales and marketing channels forward," emphasised Samuel Vonrüti, Chief Marketing Officer for the Swiss group since summer 2022. The launch of the new Business Portal for Bauwerk Parkett's business customers represents an important step for the parquet manufacturer. This digital portal will be available to Bauwerk's floor installation partners 24/7 starting from May 2023 for the DACH countries, June 2023 for Italy, and there will be subsequent rollouts for other countries.

The online portal makes placing orders a matter of a few minutes and clicks of the mouse, at any time of the day. "It's what you expect from online shopping. But better," enthused Thomas Hofer, Head of 360 Customer Marketing & CRM for Bauwerk Group. A personal dashboard contains all important information, including the order status, its costs, planned delivery date and any relevant notifications. Individual net prices are also saved for every customer that is given access to the system.

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Comprehensive overview at all times

Everything in the Business Portal takes place in real time, because its software is linked to the actual stock at Bauwerk Parkett's storage facilities. This means that floor installers no longer have to deal with cumbersome requests and communication via phone or email. With the Business Portal, they have a comprehensive overview and full control at all times, meaning that they can devote more time to their projects.

In Bauwerk Parkett's Business Portal, customers will also find the price information and the parquet accessories they need, regardless of where they are located. The virtual outlet offers a clear, immediate view of the special offers on Bauwerk Parkett's products and best-value items, as well as custom colours and formats.

For extraordinary customer experiences

Samuel Vonrüti explained: "With Bauwerk Parkett, we have been designing and developing innovative parquet solutions since the 1940s. But for us, innovation means much more than just a new or improved floor: for us, it also encompasses the digital services and tools that support and satisfy our clients at various stages of their projects." With solutions like its Business Portal, Bauwerk Parkett seeks to deliver an extraordinary experience for its customers at every point of contact with the company's brand and its products.

(In Switzerland) the address for the new Business Portal is:

<https://b2b.bauwerk-parkett.com/ch-en/>

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About Bauwerk Parkett

Bauwerk Parkett is a Swiss company with a long tradition of making parquet with reliability and precision, satisfying even the most demanding requirements. Bauwerk Parkett is proud of its origins, but also focuses on innovation. The company has undergone many changes in recent years, and is now treading a new path. Originally a technology and product-oriented enterprise, it has developed a market focus, working to promote such issues as healthy living, sustainability, and design.

Bauwerk Parkett's range includes over 350 products, from 2- and 3-layer to solid wood parquet. More than 60% of all Bauwerk Parkett products are made in St Margrethen (Switzerland). Its parent company, Bauwerk Group, operates two additional factories in Europe (Lithuania and Croatia), and two production facilities in the US (Kentucky and Tennessee). In 2022, Bauwerk Group sold some 10 million square metres of parquet.

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