

# BAUWERK®

Parquet

Press release

Design meets competence

**Boundless design freedom and the art of peak precision: experience Bauwerk Parkett at BAU 2023.**



*The BAU international trade show in Munich remains one of the most important meeting points for the construction industry in the world. This year's show will take place on 17-22 April 2023, and Bauwerk Parkett will participate with a joint booth for the Swiss Bauwerk Group in one of the new halls. Its 420 square metres will become a stage for the global leader in quality parquet to demonstrate the creative variety offered by this type of flooring. Architects and partners from the woodworking industry can look forward to an inspiring visit to the booth.*

"After three years of not attending due to the pandemic, BAU is going to be our first big international

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show," said Samuel Vonrüti, Chief Marketing Officer at the Swiss Bauwerk Group. "We can't wait to meet our partners and clients again in person for valuable conversations and for a chance to show them unique parquet patterns. Only combined with the competence of our partners in installing parquet, Bauwerk Parkett brings unparalleled designs to the floor."

### **Rich product variety and digital services**

The topic of creativity in laying patterns is a particular focus for Bauwerk Parkett, a traditional Swiss brand. In addition to an exclusive presentation of the design concept for an innovative product development, Bauwerk Parkett will unveil expansions in the product ranges for two successful parquet formats. A new colour will round off the big reveal at the show. At BAU, Bauwerk Parkett will also launch a new digital B2B portal for its business partners.

The new edition of Bauwerk's Artwork magazine will offer the show's guests 'Inspiration To Go' with new reference articles and an overview of product ranges, as well as new features and trend reports.

As a follow-up to the trade show, we will send you detailed press information about Bauwerk Parkett's latest new features.

We hope you will find the time to visit Bauwerk Parkett's booth at the show in Munich! You will find the Swiss parquet maker in Hall 6 at Booth 502. Pia Kautz, Content & PR Manager at Bauwerk Group, is your contact for PR matters at the show. You can contact her at: [pia.kautz@bauwerk-group.com](mailto:pia.kautz@bauwerk-group.com)

Best regards,

Rainer Häupl, bering\*kopal, and Pia Kautz, Bauwerk Group

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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 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 2021, Bauwerk Group sold some 9.3 million square metres of parquet.

[bauwerk-parkett.com](http://bauwerk-parkett.com)

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