

BAUWERK®

Parquet

Press release

DIGITAL EXPERIENCE PLATFORM

Relaunch of bauwerk-parkett.com

January 2019 — Bauwerk Parkett completely redesigns our website at www.bauwerk-parkett.com.



The new digital experience platform will become your step-by-step guide in choosing a parquet floor. In addition to new exciting information about parquet, there is a focus on the topic of ‘inspiration’. Countless reference samples and stories with excellent pictures will help you find ideas for parquet that fits your lifestyle. Our new interactive and intuitive tools will help you navigate our large range, allowing you to narrow down your search for the right parquet. With the parquet finder, it is very easy to select products that suit your needs: light or dark, small or large, on a basic or premium budget.

With the ‘My Bauwerk project’ function, you can also ensure that nothing is lost when you are looking for the perfect parquet floor: by clicking on the heart symbol (always visible everywhere on the site), you can save the images and products directly in your list of favourites. ‘My Bauwerk Project’ can be saved, expanded to include other favourites, and then submitted. Thanks to the new price indication calculator due to be released at the end of January, you will immediately see the price range for your favourite products and get a realistic cost estimate for your project.

While the website is intended as a source of inspiration and information for end customers and architects, it also offers many advantages to Bauwerk’s parquet installation partners. They will benefit from the intelligent installer search and list of results, as well as a customisable partner website. Additionally, consultation and quote requests from website and showroom visitors will be forwarded directly to Bauwerk’s parquet installation partners. Discover it for yourself: Browse our new online parquet world.

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Company profile: Bauwerk Parquet

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

More than 60 percent of all Bauwerk products are made in St. Margrethen (Switzerland). Bauwerk Parkett AG has two additional factories: in Kietaviskes (Lithuania, since 2014) and Đurđevac (Croatia, since 2017). Bauwerk's range includes more than 350 products: from two- and three-layer to massive parquet. In 2018, Bauwerk sold some 4 million square metres of parquet.

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