

Press release

NEW CEO AND PRESIDENT PATRICK HARDY: ‘QUALITY AND INNOVATION STILL OUR FOCUS.’

Patrick Hardy has been the CEO and president of the Bauwerk Group since January 2022. Despite the currently difficult market situation, Hardy is convinced that the future will bring more opportunities than challenges. Some areas may need a rethink, but Hardy will not compromise on reliability or product quality.



Patrick Hardy, new CEO and president of the Bauwerk Group

The Swiss Bauwerk Group and both of its brands, Bauwerk Parkett and Boen, began 2022 under new leadership: Patrick Hardy, a dual Swiss and Dutch national, has always worked for powerful brands. In late 2021, Hardy took over the duties of Klaus Brammertz who led the Group between 2009 and 2021 and is now on its supervisory council. The updated company strategy is currently in its final stages of development, and Hardy will continue working towards its clear vision of being an ‘innovation leader for sustainable and natural wooden floors.

Accelerating digital transformation

The professional career of Patrick Hardy, who was born in the Netherlands, includes such premium brands as Victorinox, Bally, and Swarovski, where he held sales, marketing, and business manager positions. ‘The role our products play in people’s well-being was the main reason behind my motivation to take over the management of Bauwerk.’

Bauwerk Group Schweiz AG
Neudorfstrasse 49, CH-9430 St. Margrethen
Ph +41 (0)71 747 74 74, F +41 (0)71 747 74 75



info@bauwerk.com, www.bauwerk-parkett.com

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His move to the Bauwerk Group took place in a time of upheaval and global challenges. Patrick Hardy views this as an opportunity, intending to focus more on digitisation: ‘We will take advantage of process digitisation to boost our efficiency, reduce costs and act more quickly. We also want to increase the intensity of digital services to benefit our clients and to highlight consumers' needs: It is essential to point out the critical advantages of parquet to various target groups. In the future, parquet should be the first choice when interior designers, planners, and end customers decide on a floor type.’ Hardy intends to implement the new culture internally first: ‘Digital transformation certainly involves a significant challenge, but it’s also a key to success.’

Nature and sustainability still in focus

The unique natural character of wooden floors offers a perfect antithesis to the digital world. ‘As Europe’s leading manufacturer of parquet and second-biggest player on the wooden floor market, we see this as a great responsibility that we have taken to heart within the Bauwerk Group.’ The company will continue working on the issue of climate change and its effect on the availability and quality of timber, as well as the constant fight to reduce greenhouse gas emissions. The rising prices of raw materials also demand a new approach. ‘Our clients know that even in a time of sharply rising costs and the associated price hikes, we will not make any compromises when it comes to quality.’

The significance and quantity of the certificates that the company has already been awarded demonstrate its success in making forward-looking decisions: most Bauwerk Parkett products meet the strict requirements of the eco Institut label and other independent certification bodies, meaning that these products are healthy, sustainably-made and of verified quality. Thus, parquet by Bauwerk delivers a perfectly balanced living atmosphere every day, and brings natural character to your life at home, for personal well-being and unparalleled comfort within your own four walls.

Other plans and successes in various fields pertaining to sustainability will be discussed in the new Sustainability Report that Bauwerk Group plans to publish in late April.



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A pioneer and an innovative leader

Bauwerk Parkett is an embodiment of the Swiss passion for precision, something customers can perceive in every product. The parquet manufacturer from Switzerland also makes sure that its products always impress with their carefully crafted design. This is not only about the right look, but also about combining beauty with intelligent function in a way that creates true value.

While the product portfolio for Bauwerk Parquet has seen some streamlining, the Group's premium brand continues to invest in innovation. 'Internally, we have built-up huge expertise, with a large research and development unit and highly specialised, seasoned staff. We're also maintaining ongoing collaborations with universities, institutes, and external designers. It is Bauwerk's internal competence and the passion of its employees that have given the company its competitive edge in the past, and it is these traits that will make it possible for us to set new industry standards and achieve success in the future.'

Company profile: the Bauwerk Group

The Bauwerk Group is Europe's leading developer, manufacturer, and supplier of premium parquet floors and the second-largest supplier of hardwood floors on the market. With some 9.3 million square metres of parquet sold under the brands Bauwerk and Boen every year, the group offers a comprehensive range of solid, 2-layer, and 3-layer parquet flooring as well as hardwood flooring for sports facilities. Its core markets in Switzerland, Norway, and Germany, as well as Austria, England, France, Italy, Sweden, China, and the US, are managed by local subsidiaries. The head administrative office for the group is located in St. Margrethen, Switzerland. Its production sites are located in St. Margrethen, Kietaviškės (Lithuania), and Durdevac (Croatia). During the 2021 financial year, Bauwerk Group generated CHF 302 million in net sales, employing a total of around 1,600 people.

Further details:

- [Sustainability](#) at Bauwerk Parkett
- [2020 Bauwerk Group Sustainability Report](#)

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Neudorfstrasse 49, CH-9430 St. Margrethen
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For press inquiries, please contact:

Rainer Häupl
bering*kopal, Büro für Kommunikation
Phone + 49 711 74 51 75916
rainer.haeupl@bering-kopal.de
www.bering-kopal.de

www.bauwerk-parkett.com

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