

# BAUWERK®

## *Parquet*

Press Release

## THE MAGIC MILLION MARK – “VILLAPARK” SALES REACH ONE MILLION

December 2014 – To be as consistently successful as the “Villapark” parquet line, manufactured by Bauwerk in St. Margrethen, Switzerland, a product must combine a range of outstanding qualities. With one million square metres of “Villapark” having been installed, it adds up to quite an impressive story. Along with a few hundred others, the anniversary square metre was delivered to an address in the Salzburg area, where “Villapark” is presented to its best advantage in various apartments located in a premium residential estate.



“Villapark” was launched on the market in 2010. The large-sized one-strip plank with the pristine, structured wood surface comes in 12 different shades, predominantly oak and ash, along with one shade of American walnut. The surface plays as big a role as the colour: Deep brushed, which is offered in all shades and wood types, is the most popular out of the “Villapark” range which features a total of six different surfaces. The oiled or matt lacquered finish gives the surface a particularly natural haptic and visual impression.

With a size of 210 x 19 cm, the two-layer Villapark plank is expansive enough to lend a spacious impression to any room. Fully bonded, its combination of a 2.5 mm top layer and a 7 mm HDF support layer ensures the lightest of footfall sounds and works perfectly with floor heating systems. Thanks to its low installation height, this product line is ideally suited for renovation jobs and combines well with other flooring materials, such as tiles. A technological innovation on its launch five years ago and immensely popular ever since, Villapark is manufactured by the company’s most state-of-the-art, top-performance machinery.

One million square metres of Villapark is the equivalent of approximately 140 football pitches. Every square metre was manufactured in Switzerland where the terms ‘resource-friendly’, ‘sustainable’, ‘high-quality’ and ‘healthy living’ describe product quality as much as the philosophy pursued by its manufacturer.

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Seeing the anniversary square metre in the context of its new home, congratulations go to Günter Herrenreich, the managing director of Ursulinengarten Wohnbau GmbH, for choosing Bauwerk parquet. According to the building contractor, “the quality and specifications of the products fully comply with the high standards of this project.” The architect Ina Laux of Laux Architekten, Munich, agrees full-heartedly. She designed one of the six villa-style dwellings in the “Ursulinengarten” estate in Salzburg-Elsbethen. Referred to as the “Garden House”, it fully complies with the highest exclusive standards, not just the penthouse apartment.

The generous floor plan, cleverly arranged around a centrepiece, is supported and visually enhanced by large glass components in the exterior walls as well as the open-plan and uniformly-installed wooden floor. A virtually circumferential link to the outside via two L-shaped terraces in combination with a partial ceiling height of over four metres creates the ideal setting in which the oak smoked/brushed/oiled version of the large-sized Villapark one-strip planks can emanate their powerful serenity. The wood flooring extends over approx. 145 square metres and only the bathrooms and toilets are tiled. The uniform flooring lends a sense of flow to the entire space while allowing each area to retain its individuality as well as to link to the other areas and the exterior. The penthouse is both paradise and refuge: The installed “Villapark” variety provides the perfect setting for all individual styles of furnishing, perfectly balances emotion and functionality, holds back from taking centre stage and emanates a beauty that elevates it far above a mere wooden floor.

### **Company profile: Bauwerk Parquet**

Bauwerk Parquet, a Swiss company with a long-standing tradition, combines precision and reliability in the manufacture of top quality wooden floors. Proud of its origins, the company constantly strives towards innovation. In the last few years, Bauwerk has seen significant development and has set out on a new course, converting from a technological and production-oriented enterprise to a market-oriented company with a focus on healthy living, sustainability and design.

Since 2014, Bauwerk products have been manufactured at two different sites. Though a second production site has been established in Kietaviskes (Lithuania), St. Margrethen (Switzerland) still produces over 60% of the company’s product range. Bauwerk’s product portfolio comprises 400 articles, ranging from 2-layer to 3-layer as well as solid parquet. In 2014, Bauwerk expects to sell over 4.3 million square metres of parquet.

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