

BAUWERK®

Parquet

Press Release

A WORLD FIRST: B-PROTECT®. SETTING NEW STANDARDS IN SURFACE FINISHING

January 2015 – Innovation is a tradition at Bauwerk. During the BAU 2015 in Munich, Bauwerk will be presenting their latest innovation: B-Protect®. Visually, one cannot tell the difference between B-Protect® and untreated, natural wood. Functionally, it offers all the advantages of a classic seal. Floors sealed with B-Protect® do not need any special care, they are resistant to stains, optimally protected against scratches and represent 100% healthy living. This prefinished flooring with the look of an oiled floor successfully combines the highest demands with minimal cleaning.



In numerous conversations with customers, it was affirmed time and time again that even when it comes to natural surfaces, the aspect of comfort is of great importance. Naturally oiled surfaces are highly valued, but sometimes their expert upkeep is perceived as costly. With B-Protect® products, Bauwerk can now offer surfaces with a permanently look natural, without the need for any special care. Customers who want high quality parquet flooring, but are led astray by the easy-care surfaces of imitation substitute products, can now relax and enjoy a high quality, natural wooden floor. With the newly developed sealant B-Protect®, the Swiss parquet manufacturer Bauwerk makes this choice possible and facilitates the harmonious combination of emotion and reason.

B-Protect® is an invisible multi-layer lacquer that is applied repeatedly during the production process. The unique composition seals the surface of the parquet and completely protects it against the ingress of dirt particles. It has been shown in tests that the property of the applied substance minimises the effects of UV radiation and the original appearance of the surface remains virtually unchanged over the years. This gives B-Protect® an important unique advantage over other coating systems.

This innovative method is unique in the flooring market the world over. With B-Protect® refined surfaces preserve the natural charm of the floor and can barely be told apart from untreated natural wood with the naked eye. Initially, B-Protect® will be included in the collections „Villa Park“ and „Clever Park“ and from April in the „Casa Park“ range. In addition to the popular colour tone of Farina, the new colour tone of Crema has also been added to the spectrum. Price-wise B-Protect® products are only slightly more expensive than the naturally oiled surfaces - depending on the colour, structure and format of the floorboards.

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B-Protect® can therefore be heralded as the most effective combination of emotional and functional aspects of parquet flooring and, thanks to the innovation of Bauwerk, once more enhances the lead of parquet in competition with other floor coverings.

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 320 articles, ranging from 2-layer to 3-layer as well as solid parquet. In 2014, Bauwerk sold more than 4.3 million square feet of parquet flooring.

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