

PRESS RELEASE, April 2022

# Patrick Hardy, the new CEO of the Bauwerk Group, sees innovation leadership in sustainable flooring as the key to a successful future.

**The challenges currently facing the market necessitate new ideas and a high degree of agility. To achieve this, Patrick Hardy, the new CEO and President of the Bauwerk Group since January 2022, believes his focus should be on a clear strategic direction, consistently pursuing digitalisation and maintaining high product quality.**

The global pandemic in 2021 continued to negatively impact the Group's presence at trade fairs and direct visits to customers with on-site product presentations. Nevertheless, the Bauwerk Group successfully compensated for this situation by maintaining the very close customer relationships it has built up over many years. The Group succeeded in performing well during the crisis thanks to its financially stable background, its clear focus on the core target groups of the two brands Bauwerk and BOEN and its efficient production facilities.

Being one of the largest hardwood flooring producers with its own sawmills and production sites, the Bauwerk Group can also guarantee a consistently high-quality standard for years to come. "We continue to invest in innovations, and have the most advanced research and development department in the industry with highly specialised and experienced employees. Our ongoing cooperation with universities and institutes, coupled with partnerships with external specialists in design, make us stand out", says Patrick Hardy. He intends to rigorously pursue this path of stability and reliability.

**"Natural, sustainable wood flooring is the only answer to a world experiencing a great deal of change."**

"My motivation for taking over the Bauwerk Group management was driven mainly by how important our products are to the well-being of people in their homes. Wooden floors convey an amazing feeling of naturalness and create a unique sense of cosiness in the home. A theory borne out by a further increase in demand for our products, especially during the Corona pandemic. Everything in our business revolves around wood as a raw material, and it's in the interest of all of us to use this limited natural material wisely and effectively. As Europe's leading developer, producer and supplier of hardwood flooring in the premium segment and the second-largest player in the wood flooring market, the company has a great responsibility. We are committed to upholding this throughout the Bauwerk Group", Hardy continues.

## **A carefully expanded product range for a variety of different customers**

BOEN is widely established as a wood flooring specialist with Norwegian roots. The company now sells its exclusive range of products in more than 50 countries and four continents. Despite the incredible popularity of the existing products, BOEN's management team clearly invests in current and upcoming home trends. The portfolio is being carefully but steadily expanded. For example, the trend towards pattern floors was recently incorporated into a variety of new products. And new floors have also been introduced for 2022, such as an innovative matt lacquer finish.

The natural beauty of wood is always paramount. BOEN highlights the visual and haptic properties of the wood using a variety of treatments and carefully reinterprets traditional floor finishes such as smoking or hand-finishing to create this classic flooring.

**If you require further information, please feel free to contact us:**

Finn Roger Opedal

Vice President Marketing

Phone: +47/932 69 204

[finn.roger.opedal@bauwerk-group.com](mailto:finn.roger.opedal@bauwerk-group.com)

boen.com

**About BOEN**

*BOEN is a European developer, producer and supplier of high-quality multi-layered hardwood flooring in the premium segment. Its Norwegian origins, coupled with its experience and craftsmanship, are what make its products unique on the international market. BOEN offers a wide variety of surfaces, wood types, designs and formats of the highest quality to suit all styles. With the ethos of being a trustworthy, expert and reliable partner for its customers, BOEN delivers its products in more than 50 countries on four continents. In addition to production facilities in Russia, Lithuania and Switzerland, BOEN also has its own sales offices in Norway, Germany, Lithuania, the United Kingdom, France, Poland, Sweden, Denmark, Asia and the USA as well as a broad network of partners in many other countries.*

*BOEN is part of the Bauwerk Group and was created from the merger of BOEN AS and Bauwerk Parkett AG. With a turnover of around 301 million CHF (2021) and approx. 1700 employees, the company is one of the leading companies in the European hardwood flooring industry. The administrative headquarters of the Group are located in St. Margrethen in Switzerland.*