

Press release

Bauwerk Group unites Marketing and Sales Management

Samuel Vorrüti, responsible for Bauwerk Group Marketing since summer 2022, is now taking over as Chief Commercial Officer (CCO) for the Sales and Marketing organisation of the company group.



Since mid-July, Samuel Vorrüti has been the new Chief Commercial Officer (CCO) of the Swiss Bauwerk Group for the two brands Bauwerk Parkett and BOEN, which are both leading names in the European parquet industry. The Bauwerk Group has also included the US-based hardwood flooring manufacturer Somerset Hardwood Flooring since last year. With Vorrüti's appointment as CCO, the company is combining the Bauwerk Group's Sales and Marketing teams to address market challenges more effectively.

"Since joining Bauwerk Group in August 2022, Samuel Vorrüti has developed our Marketing organisation into an agile and effective team," emphasises Patrick Hardy, CEO of the Bauwerk Group. "The current merger of Sales and Marketing will help us better understand our customers, create innovative user experiences, and strengthen our partnerships. This step will further drive our business success as well as that of our partners."

Silvio Albertoni is the new Sales Director for Switzerland

In addition, Silvio Albertoni takes on the role of Sales Director for Switzerland at the Bauwerk Group, succeeding Marcello Trabucco, who has decided to accept a position with his former employer. Silvio Albertoni has been active in the company's sales for many years and has extensive industry experience as well as



a close connection to the market. With Albertoni's appointment, a continued strong focus on the Swiss home market is ensured. The new developments in the sales organisation make Vonrüti confident that the company will continue to strengthen its role as a successful partner for customers and partners.

St. Margrethen, July 2023

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1 Samuel Vonrüti has been the new Chief Commercial Officer (CCO) of the Swiss Bauwerk Group since July. In his new position, he is responsible for the Sales and Marketing management of the company group. Photo: Bauwerk Group

2 Silvio Albertoni takes on the role of Sales Director for Switzerland at the Bauwerk Group. Photo: Bauwerk Group

3 Patrick Hardy, CEO of the Bauwerk Group, is convinced that the decision to merge Sales and Marketing will further drive the company's success. Photo: Bauwerk Group

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Company Portrait

Bauwerk Group employs over 1,900 people in its many divisions across the world. These people work every day to make unique, sustainable parquet with Swiss precision. The group, headquartered in St Margrethen, has become a leading producer and supplier of premium parquet. The group's portfolio includes the two brands Bauwerk Parkett and BOEN, and since May 2022, the North American company Somerset Hardwood Flooring.

Selling some 10 million square metres of parquet every year, the group offers a comprehensive product range, including solid, 2-layer, and 3-layer parquet, as well as specialised hardwood floors for sports facilities. It has production plants in Switzerland, Lithuania, Croatia, and the US. Through the merger with Somerset Hardwood Flooring, the Bauwerk Group achieves a turnover of around CHF 380 million and has established itself as a global market leader in the high-quality real wood flooring sector.