

Parquet season 2022



The most comprehensive brand and strategy project

in the history of Weitzer Parkett

Dear business partner,

Weitzer Parkett is currently implementing the most comprehensive strategy and brand project in the company's 190-year history to date.

The company's vision, values and positioning have been taken from its very DNA, and we have planned our strategy for the coming years on this basis. This has gone hand in hand with the launch of many projects spanning all sectors of the company.

You have in your hands today a summary of the initial results of this intensive work, with even more still to come. The first actions for implementation in the new 2023 range are already in motion. As already announced, the continuing tension on the raw materials market has prompted us to bring forward the implementation of individual measures that were originally planned for 2023.

Simplicity—one of our core values—has guided the outcome of current developments. The world is complex enough, so we aim to make our processes and offers clear and progressively simpler, without equating 'simple' with 'simplistic'.

Making complexity simple is a cause we have taken to our hearts. We start with the simplification of product logic and a focused product range, which also involves omitting the unnecessary. This helps make our products available to you, while also enabling us to pay particular attention to the conservation of resources.

Weitzer is not afraid to strike a new path. We rather take action even beyond the parquet industry and use our wood-know-how to find answers for sectors such as the mobility industry. This in turn strengthens the parquet sector in the long term. Such projects suggest that the company is fit for the future and able to find ways and means for further growth.

The only constant is change. In our 190-year history, all generations of managers took that to heart and kept the company successful. Despite all current adversities and various impacts to our industry, we are positive that we have taken the right steps again this time. Let's jointly continue walking in the right direction and wakefully initiate developments whenever necessary.



DI Josef Stoppacher



DI Martin Karner





From little acorns grow mighty oaks

Our vision, values and positioning

Weitzer has devised and set down its vision, values and positioning in order to create its guiding principles for the future. These then form a basis for our actions which allow us to derive our strategy, creating clarity and reliability in the process.





Our Vision

As wood pioneers, we are committed to finding our answers straight from wood.

Since 1831, we have been totally focused on one thing: wood as a material.

Constant growth, sustainable management and a sense of community are all part of Weitzer Parkett's DNA and are deeply rooted in what we do and have been doing for seven generations. Anyone who thinks that we rely purely on tradition is mistaken — we see ourselves as pioneers who are always looking to the future. This has also led us to realign the company in a new and far-reaching way, and with this comprehensive change in our product range, we are opening a new chapter.

What makes us stand out:

Simplicity

The world is complicated enough. That makes it all the more important for us to find **clear answers and simple solutions** – even if it's not always easy. Our commitment to simplicity helps us to eliminate the superfluous, get to the heart of the matter and create clarity for all. For us, simplicity is the highest level of perfection. We work consistently to simplify our processes and procedures. Our new range—which we have already brought forward—makes our focus on simplicity clear to see. Further innovations are also still to come.

Close to people

Products made for people – that is our motivation. Focusing on the needs of our employees is a genuine concern for us, because only solutions for people are solutions with potential. Our culture is built on trust and values, and on a togetherness that permeates all of Weitzer down to its roots.

Humanity is our mindset.

Imaginative nature

We learn from nature. The natural world inspires us to find technical solutions for new wood products – from sturdy construction to surfaces with a purpose. And because we use wood, sustainable thinking and activities go without saying.

Who we are: Surface-quality perfectionists

At Weitzer Parkett, we are absolute surface perfectionists and create products that are unrivalled in their appearance, feel and aesthetics. However, our commitment to our products isn't just at surface level:

As surface perfectionists, we have no capacity for compromise.

For us, perfection means characterful surfaces, from smooth to relief planed, that make the durability of the wood tangible. Precision and quality in processing are just as important to us. That's why we rely on different surface finishes for each application, which give the parquet that functional finishing touch. And because we believe that parquet should also do more 'beneath the surface', we rely on solutions with a system.

Parquet. Perfect.



Surfaces to perfection

A range with a new product logic

The new Weitzer range is about perfect surfaces, simplicity and the elimination of superfluous materials. That's why we've given our product groups new names, adapted to a resource-saving product design and kept only the most beautiful and sought-after parquet floors in the range. At the same time, we have focused on more variety by using new types of timber. We have remained true to proven quality of production and perfect surfaces.

Names and dimensions may change, but a Weitzer parquet remains a Weitzer parquet.

Parquet. Perfect.



New product names

Easy to understand – easy to remember

The new names provide instant information about the nature of the parquet flooring. The look and size of the individual parquet elements are already included in the product name. So, one quick look and you won't need any further explanations or memory aids.

You might already be feeling relief at how easy getting advice will be in future. We are eager to know how you are doing, or how quickly you are able to gain a clear picture via the price list.

For example:

WP CHARISMA PLANK
Dimensions: 2245 x 193 mm



Weitzer Plank 2245
Dimensions: 2245 x 193 mm



WP CHARISMA PLANK
Dimensions: 2245 x 193 mm



Weitzer Plank 2245

Dimensions: 2245 x 193 mm

WP COMFORT PLANK
Dimensions: 1800 x 175 mm



Weitzer Plank 1800

Dimensions: 1800 x 175 mm

WP 4140
Dimensions: 1400 x 140 mm



Weitzer Plank 1400

Dimensions: 1400 x 140 mm

WP 4100
Dimensions: 1000 x 125 mm



Weitzer Plank 1000

Dimensions: 1000 x 125 mm

WP 475
Dimensions: 750 x 125 mm



Weitzer Block 750

Dimensions: 750 x 125 mm

WP 450
Dimensions: 500 x 65 mm



Weitzer Block 500

Dimensions: 500 x 68 mm

WP CHARISMA 3-STRIP
Dimensions: 2245 x 193 mm



Weitzer Block 2245

Dimensions: 2245 x 193 mm

WP STRIP 45
Dimensions: 360 x 108 mm



Weitzer Strip 360

Dimensions: 360 x 108 mm

Parquet design, simply redesigned

Low construction height and the same wear layer thickness for all products

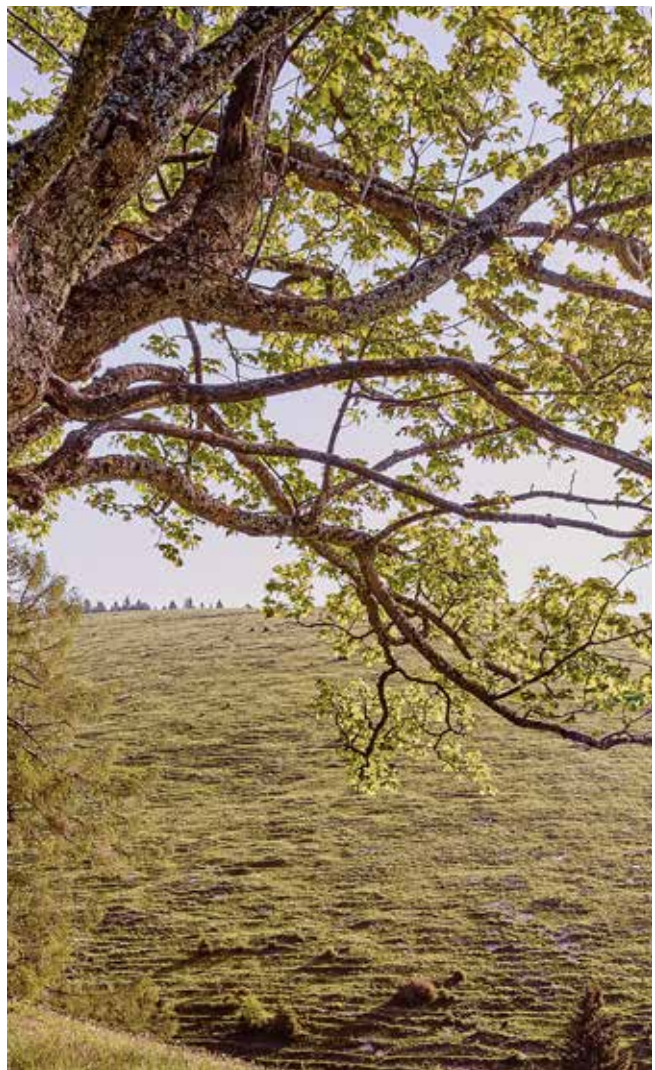
Simplicity and sustainability also go hand in hand with the new parquet design.

The new wear layer thickness of 2.7 mm now extends through all plank and block parquet products in the Weitzer range.

In total, this results in a height of 9.3 mm to 11 mm, which is suitable for renovation work.

Sustainability has also been taken into account in the procurement of fine woods – because even with these materials, less is still more. Using fewer resources means better resource conservation, while the option to have the product sanded down by qualified tradesmen is still available.

Parquet. Perfect.





Double-Click

Weitzer Plank 2245

3-layer Parquet: Dimensions: 2245 x 193 x **11** mm with approx. 2,7 mm wear layer



Double-Click

Weitzer Plank 1800

3-layer Parquet: Dimensions: 1800 x 175 x **11** mm with approx. 2,7 mm wear layer



tongue and groove

Weitzer Plank 1400

2-layer Parquet: Dimensions: 1400 x 140 x **9,3** mm with approx. 2,7 mm wear layer



tongue and groove

Weitzer Plank 1000

2-layer Parquet: Dimensions: 1000 x 125 x **9,3** mm with approx. 2,7 mm wear layer



tongue and groove

Weitzer Block 750

2-layer Parquet: Dimensions: 750 x 125 x **9,3** mm with approx. 2,7 mm wear layer



tongue and groove

Weitzer Block 500

2-layer Parquet: Dimensions: 500 x 68 x **9,3** mm with approx. 2,7 mm wear layer



Double-Click

Weitzer Block 2245

3-layer Parquet: Dimensions: 2245 x 193 x **11** mm with approx. 2,7 mm wear layer



tongue and groove

Weitzer Strip 360

2-layer Parquet: Dimensions: 360 x 108 x **10,3** mm with approx. 3,6 mm wear layer



Fumed Oak



Oak Havana



Walnut



Oak Amber

NEW



Ash Amber

NEW



Oak Mandel



Oak



Ash



Beech

NEW



Oak Auster



Oak Pure



Oak Kaschmir



Oak Savanne



Oak Polar



Ash Polar



Wood and colours

It's the right variety that matters

Connoisseurs of our range will already have realised that some colours have not made it into the new product selection. There is just no more room for 'shelf warmers'. Instead, a more diverse set of timber types will provide more benefits for all parties. Beautiful and apparently forgotten wood species, such as ash and beech, are ready for a comeback. We don't always have to use oak.

We are giving these new shooting stars an opportunity in market tests: The wonderfully warm **brown amber** is available in oak and ash wood. Let's see if these promising trends deliver the goods.

We look forward to your feedback!



















Maintenance-Free Parquet



Healthy Parquet



The range

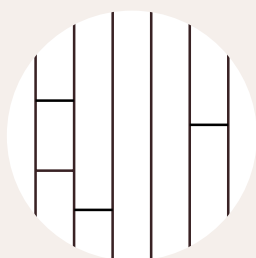
											
		Fumed Oak	Oak Havana	Walnut	Oak Amber	Ash Amber	Oak Mahogany				
											
Weitzer Plank 2245	calm			●			●				
	lively	●	●	●			●				
	lively colourful			●	●	●	●	●	●		●
	rustic			●			●				
	rustic colourful						●				●
Weitzer Plank 1800	calm			●			●				
	lively	●	●	●			●				●
	lively colourful			●	●	●	●	●	●		
	rustic			●			●				
	rustic colourful										●
Weitzer Plank 1400	calm						●				
	lively						●				●
Weitzer Plank 1000	calm						●				
	lively	●	●				●				
	lively colourful										
Weitzer Block 750	calm						●	●			
	lively	●	●				●	●			
	lively colourful	●		●	●	●	●	●			●
Weitzer Block 500	exquisite										
	calm						●				
	lively	●	●								
	lively colourful				●	●					
Weitzer Block 2245	calm										
	lively	●									
	lively colourful	●		●	●	●	●	●			
Weitzer Strip 360	calm	●									
	lively										
	lively colourful				●	●		●			

Plank Appearance

Block Appearance

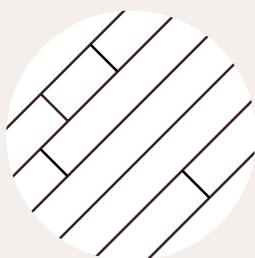
Strip Appearance

Perfectly laid parquet



straight

Weitzer Plank
2245, 1800, 1400,
1000
Weitzer Block
750, 500, 2245
Weitzer Strip
360

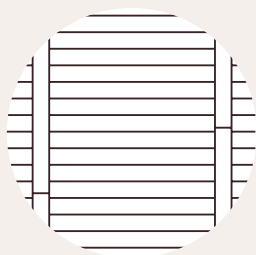


diagonal

Weitzer Plank
2245, 1800, 1400,
1000
Weitzer Block
750, 500, 2245
Weitzer Strip
360

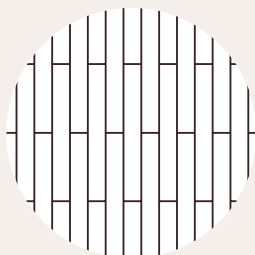
**Your laying work
makes the parquet a
masterpiece.**

With perfect Weitzer parquet flooring, it's easy to create beautiful floors according to our laying patterns. A simple overview shows you which products you can use to create the most sought-after patterns.



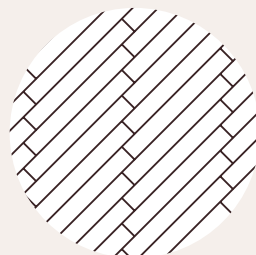
ladder-type

Weitzer Plank
1400, 1000



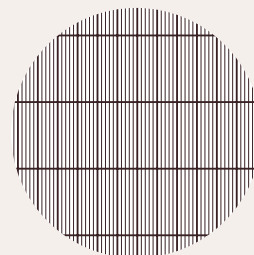
lamella pattern

Weitzer Plank
1400, 1000
Weitzer Block
750, 500
Weitzer Strip
360



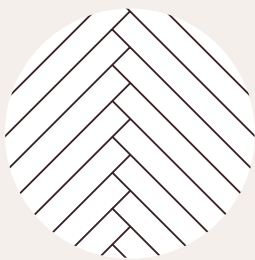
diagonal lamella

Weitzer Plank
1400, 1000
Weitzer Block
750, 500
Weitzer Strip
360



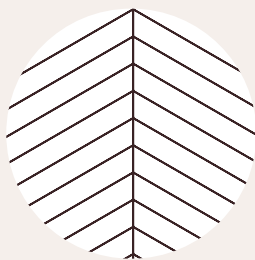
parallel

Weitzer Strip
360



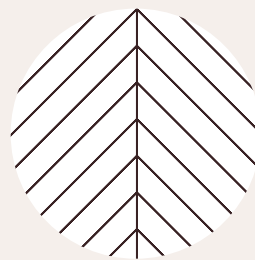
herringbone

Weitzer Plank
1000
Weitzer Block
750, 500
Weitzer Strip
360



french herringbone 60°

Weitzer Plank
1000
Weitzer Block
750, 500



french herringbone 45°

Weitzer Plank
1000
Weitzer Block
750, 500



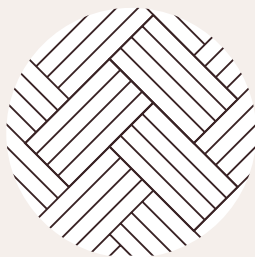
twin-herringbone

Weitzer Block
750, 500
Weitzer Strip
360



triple plait

Weitzer Block
750, 500



quadruple plait

Weitzer Block
750, 500



herringbone with border detail

combination:
Weitzer Block
750, 500 with
Weitzer Plank
1400, 1000

The Weitzer collections

New design – new products



Maintenance-Free Plank Collection

Pro
Active+

Weitzer Plank 2245	Oak Havana , lively colourful, bevelled, brushed, ProActive+	Art.Nr. 69494
Weitzer Plank 2245	Oak Amber , lively colourful, bevelled, brushed, ProActive+	Art.Nr. 69500
Weitzer Plank 2245	Oak Mandel , rustic, bevelled, brushed, ProActive+	Art.Nr. 69523
Weitzer Plank 2245	Oak , calm, bevelled, brushed, ProActive+	Art.Nr. 69560
Weitzer Plank 2245	Oak , lively, bevelled, brushed, ProActive+	Art.Nr. 69555
Weitzer Plank 2245	Oak , rustic, bevelled, brushed, ProActive+	Art.Nr. 69563
Weitzer Plank 2245	Oak Auster , rustic, bevelled, brushed, ProActive+	Art.Nr. 69543
Weitzer Plank 2245	Oak Pure , lively, bevelled, brushed, ProActive+	Art.Nr. 69519
Weitzer Plank 2245	Oak Kaschmir , lively, bevelled, brushed, ProActive+	Art.Nr. 69498
Weitzer Plank 2245	Oak Kaschmir , rustic, bevelled, brushed, ProActive+	Art.Nr. 69511
Weitzer Plank 2245	Oak Polar , lively colourful, bevelled, brushed, ProActive+	Art.Nr. 69502



Healthy Plank Collection

Pro
Vital
finish

Weitzer Plank 2245	Oak Amber , rustic, bevelled, brushed, ProVital finish	Art.Nr. 69526
Weitzer Plank 2245	Oak Mandel , rustic, bevelled, brushed, ProVital finish	Art.Nr. 69524
Weitzer Plank 2245	Oak , calm, bevelled, brushed, ProVital finish	Art.Nr. 69561
Weitzer Plank 2245	Oak , lively, bevelled, brushed, ProVital finish	Art.Nr. 69556
Weitzer Plank 2245	Oak , rustic, bevelled, brushed, ProVital finish	Art.Nr. 69564
Weitzer Plank 2245	Oak , rustic, bevelled, scraped, ProVital finish	Art.Nr. 69536
Weitzer Plank 2245	Oak , rustic, bevelled, rustic gebürstet, ProVital finish	Art.Nr. 69530
Weitzer Plank 2245	Oak Auster , rustic, bevelled, brushed, ProVital finish	Art.Nr. 69544
Weitzer Plank 2245	Oak Pure , lively, bevelled, brushed, ProVital finish	Art.Nr. 69520
Weitzer Plank 2245	Oak Kaschmir , lively, bevelled, brushed, ProVital finish	Art.Nr. 69499
Weitzer Plank 2245	Oak Kaschmir , rustic, bevelled, brushed, ProVital finish	Art.Nr. 69512



Collection Bestform Plank



Weitzer Plank 1800	Oak Amber , lively colourful, bevelled, brushed, ProActive+	Art.Nr. 69337
Weitzer Plank 1800	Oak Mandel , rustic colourful, bevelled, brushed, ProActive+	Art.Nr. 62617
Weitzer Plank 1800	Oak , lively, bevelled, brushed, ProActive+	Art.Nr. 55709
Weitzer Plank 1800	Oak , rustic, bevelled, brushed, ProActive+	Art.Nr. 48375
Weitzer Plank 1800	Oak , rustic, bevelled, brushed, ProVital finish	Art.Nr. 57034
Weitzer Plank 1800	Oak , rustic, bevelled, rustic gebürstet, ProVital finish	Art.Nr. 64584
Weitzer Plank 1800	Oak Auster , rustic colourful, bevelled, brushed, ProActive+	Art.Nr. 65023
Weitzer Plank 1800	Oak Pure , rustic colourful, bevelled, brushed, ProActive+	Art.Nr. 62192
Weitzer Plank 1800	Oak Pure , rustic colourful, bevelled, brushed, ProVital finish	Art.Nr. 62222
Weitzer Plank 1800	Oak Kaschmir , rustic colourful, bevelled, brushed, ProActive+	Art.Nr. 64821
Weitzer Plank 1800	Oak Kaschmir , rustic colourful, bevelled, brushed, ProVital finish	Art.Nr. 64822



Collection Character Block

Pro
Active+

Pro
Vital
finish

Weitzer Block 2245	Fumed Oak , lively, brushed, ProActive+	Art.Nr. 69410
Weitzer Block 2245	Oak Havana , lively colourful, brushed, ProActive+	Art.Nr. 69749
Weitzer Block 2245	Walnut , lively colourful, ProActive+	Art.Nr. 69416
Weitzer Block 2245	Oak Amber , lively colourful, brushed, ProActive+	Art.Nr. 69408
Weitzer Block 2245	Oak , calm, brushed, ProActive+	Art.Nr. 69428
Weitzer Block 2245	Oak , calm, brushed, ProVital finish	Art.Nr. 69429
Weitzer Block 2245	Oak , lively colourful, brushed, ProActive+	Art.Nr. 69419
Weitzer Block 2245	Oak , lively colourful, brushed, ProVital finish	Art.Nr. 69431
Weitzer Block 2245	Oak Auster , calm, brushed, ProActive+	Art.Nr. 69406
Weitzer Block 2245	Oak Pure , calm, brushed, ProActive+	Art.Nr. 69407
Weitzer Block 2245	Oak Kaschmir , calm, brushed, ProActive+	Art.Nr. 69405



Collection Herringbone

Pro
Active+

Pro
Vital
finish

Weitzer Block 750	Oak kernger. , lively, bevelled, brushed, ProActive+, FG	Art.Nr. 69727
Weitzer Block 750	Oak Havana , lively colourful, bevelled, brushed, ProActive+, FG	Art.Nr. 69717
Weitzer Block 750	Walnut , lively colourful, bevelled, ProActive+, FG	Art.Nr. 69735
Weitzer Block 750	Oak Amber , lively colourful, bevelled, brushed, ProActive+, FG	Art.Nr. 69709
Weitzer Block 750	Oak Mandel , lively colourful, bevelled, brushed, ProActive+, FG	Art.Nr. 69725
Weitzer Block 750	Oak , calm, bevelled, brushed, ProActive+, FG	Art.Nr. 69741
Weitzer Block 750	Oak , calm, bevelled, brushed, ProVital finish, FG	Art.Nr. 69742
Weitzer Block 750	Oak , lively, bevelled, brushed, ProActive+, FG	Art.Nr. 69739
Weitzer Block 750	Oak Auster , lively colourful, bevelled, brushed, ProActive+, FG	Art.Nr. 69721
Weitzer Block 750	Oak Pure , calm, bevelled, brushed, ProActive+, FG	Art.Nr. 69719
Weitzer Block 750	Oak Kaschmir , lively, bevelled, brushed, ProActive+, FG	Art.Nr. 69723

Pro
Active+

Pro
Vital
finish

NEW

Collection Ash

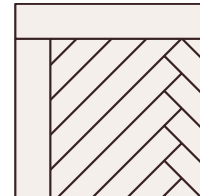
Weitzer Block 2245	Ash Amber , lively colourful, brushed, ProActive+	Art.Nr. 69409
Weitzer Plank 2245	Ash Amber , lively colourful, bevelled, brushed, ProActive+	Art.Nr. 69504
Weitzer Block 2245	Ash , lively, brushed, ProActive+	Art.Nr. 69424
Weitzer Plank 2245	Ash , lively colourful, bevelled, brushed, ProActive+	Art.Nr. 69552
Weitzer Block 2245	Ash , lively colourful, brushed, ProActive+	Art.Nr. 69420
Weitzer Block 2245	Ash Polar , lively, bevelled, brushed, ProActive+	Art.Nr. 69403
Weitzer Plank 1800	Ash Amber , lively colourful, bevelled, brushed, ProActive+	Art.Nr. 69342
Weitzer Plank 1800	Ash Amber , lively colourful, bevelled, brushed, ProVital finish	Art.Nr. 69343
Weitzer Plank 1800	Ash , lively, bevelled, brushed, ProActive+	Art.Nr. 69395
Weitzer Plank 1800	Ash Polar , lively colourful, bevelled, brushed, ProActive+	Art.Nr. 69344
Weitzer Strip 360	Ash Amber , lively colourful, brushed, ProActive+	Art.Nr. 69576



More innovations

Edging, now made easier

Laying the original Viennese pattern is now even easier! The Weitzer 1400 and 1000 plank and Weitzer 750, 500 strip parquet can now be laid together.



Perfect parquet. Perfect stairs.

At Weitzer the popular 40 style, 58 style and 30 block style profiles have become favourites among customers and are part of our current range of stairs.



40 style



58 style



30 block style

NEW



Hardwood briquettes

We utilise valuable raw wood material, from the trunk to the branches, and even use the waste products during production. It would be a shame to waste the thermal energy of this material: and so, we have produced hardwood briquettes as part of Weitzer Energie. Just wood shavings and water – and nothing else. Initial feedback from the market has already confirmed the first-class quality of these briquettes from Weitzer.

With a new brand comes a new design

The new brand strategy has been made apparent by the design relaunch. This design is the visual translation of our identity, the Weitzer Parkett brand. Communicating our values is just as important as a design that reflects the times. In this way, we create a better image among consumers, one which they associate with the Weitzer brand. This in turn forms the basis for their trust in the brand and in its products, and strengthens their decision to make a purchase.

The website is making a fresh start with this new look – and we will be updating our other tools step by step.

weitzer-parkett.com

The website's target group is still the end consumers who are likely grappling with the concept of parquet flooring for the first time and who wish to gain a clear picture of the topic as simply as possible. During this phase of the journey, customers want to choose a favourite parquet without being overwhelmed by too much technical detail. Have a browse or delve as deep into the subject of parquet as you want. After all, searching for the perfect parquet should be fun and not too demanding.

In addition to the new structure and new look, there are two essential functions:

The new parquet configurator and improved partner search make finding the perfect parquet simpler and better than ever.

Once again, a great deal of care has been taken to ensure ease of access and usability on mobile devices. An increasing proportion of visitors to our website use a mobile phone or tablet.



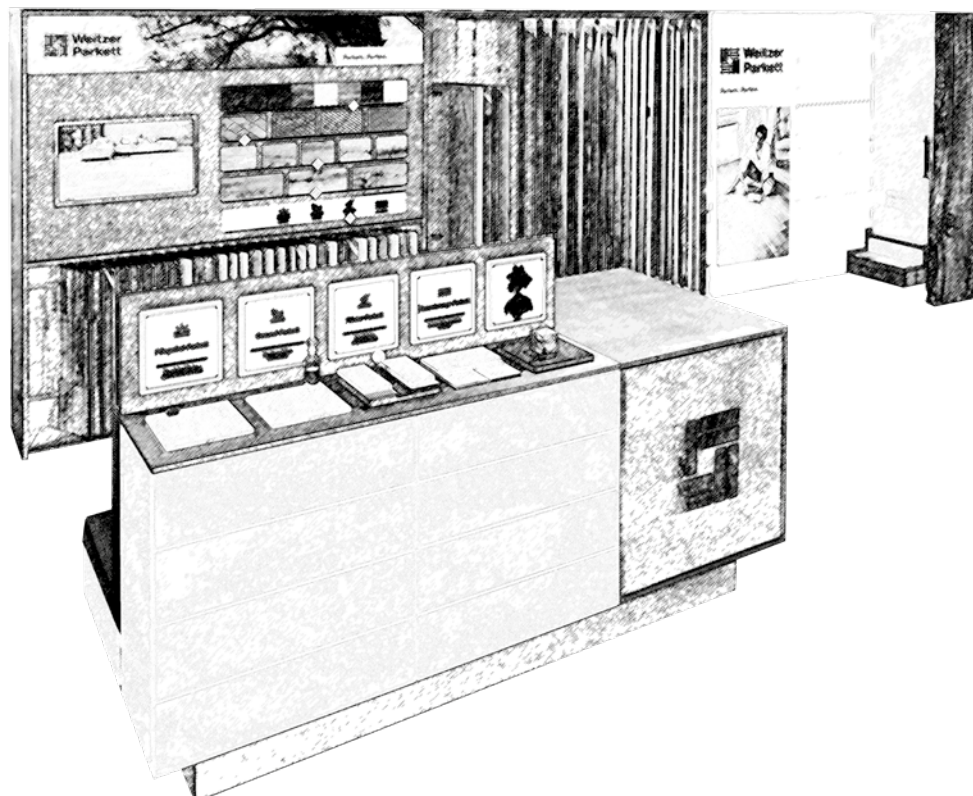
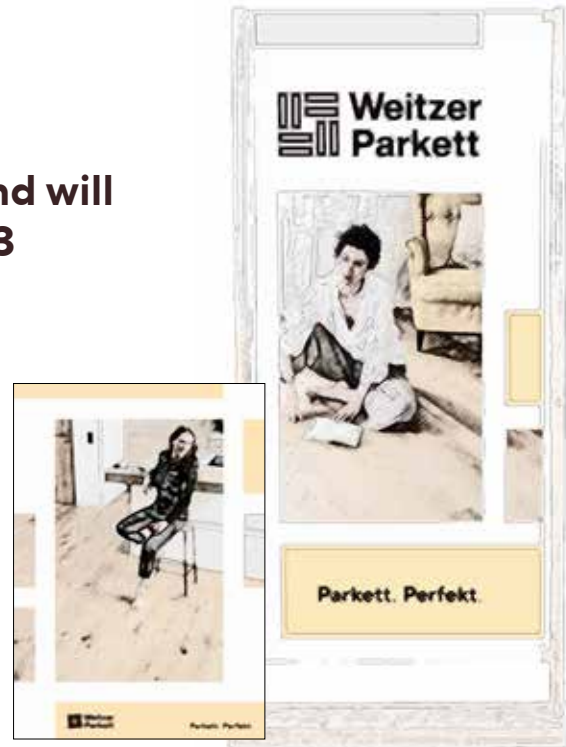
What happens next?

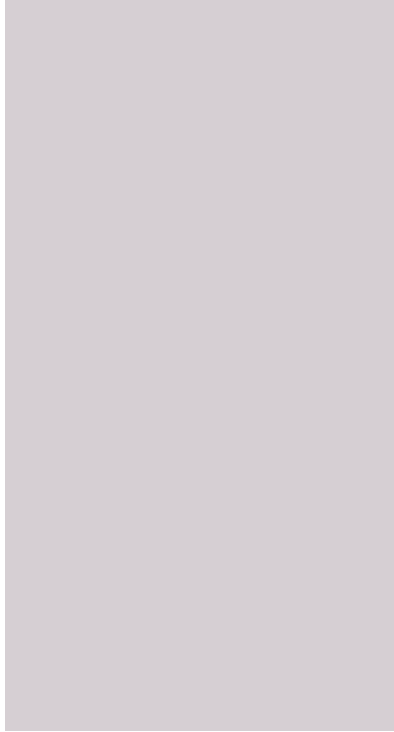
All other resources are to come, and will be launched on the market in 2023

Our brochures are being redesigned and updated in line with the new range and will be available in 2023.

The Module exhibition and Basic exhibition as well as the sample display stands will also receive a design and sample update in 2023.

All further information will be available in the fourth quarter of this year.





 **Weitzer
Parkett**

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Parquet. Perfect.

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