



NOVELTIES

PARQUET SEASON
2018

02

WEITZER PARKETT
INTELLIGENCE



BLOCK APPEARANCE | ASH LATTE | CALM (SELECT)



PARQUET INTELLIGENCE

OUR KNOWLEDGE. YOUR BENEFITS.

Dear business partner!

What's the latest news in the new "parquet season"? While developing the new 2018 range and other related Weitzer Parkett products, we worked harder than ever before to **see our products through the eyes of the end customer**.

Because, ultimately, it is their eyes that our products are aimed at. End customers have to be able to identify products and benefits **CLEARLY** and **EASILY**.

The concept behind the new line is based on this principle. Less is more – and with six grades we can serve the market together in a simpler way. Experience and market research have shown us that customers are puzzled by abstract terms. They often feel they have to first learn "product speak". This gets in the way of an uncomplicated purchase experience, which should begin by getting a good feeling about the products. The naming system for our different grades consists of simple terms which give the end customer an immediate idea of what the product looks like (page 4).

We have stumbled on a real treasure with the new iDesign Special Edition "**TWINART Parquet**". The wide twin-pattern planks which display the unique artwork of trees will only be produced in limited numbers and hand-picked during the production process. **TWINART Parquet** is the answer for demanding target groups who have a particular appreciation for special objects. We are very excited to launch these marvellous tree artwork pieces together with you (page 16).

The new website focuses on two primary objectives: giving the premium line iDesign Parquet® the place it deserves: equal footing alongside the catalogue stock. Visitors can either "Find parquet" (catalogue stock) or "Design parquet" (iDesign Parquet®) directly on the website's main page. The idea of finding your dream parquet in a simple and enjoyable way is embedded in the overall design and management of the website. Another new approach is to use the website as a tool for business development. On every page customers are able to request a quote and find their nearest partner company – in both cases **this is a direct line to you!**

There are many other new developments in the following pages.

Let's try to "see through the eyes of the customer" together and open the doors to a new, successful parquet season!

Weitzer Parkett Management:



DI Josef Stoppacher



DI Martin Karner



THE NEW APPROAC

GRAD

WITH CLEARLY
UNDERSTANDABLE
NAMES!

H TO
ING



CLEAR AND SIMPLE FOR THE END CUSTOMER.

„See through the eyes of the end customer“

This is the principle which our grading system is based on. Less is more - and with six grades we can serve the market together in a simpler way.

NEW GRADE NAMES

SEE THROUGH THE EYES OF THE END CUSTOMER

The new simplified approach to grading and the new grade names allow the end customer to know immediately what their favourite parquet will look like. The ability to **categorise** and thus choose a parquet type is also further **simplified by the accompanying pictures**.

Reducing complexity also means becoming more understandable. Experience and market studies have shown us that customers have a hard time with abstract names and terminology when learning about products. They often feel forced into first learning "product speak" before being able to make a choice. This complicates the purchase process, which should begin by getting a good feeling about the products.



EXQUISITE

The elegant and calm appearance given by grain and colour (with no light-coloured sapwood) satisfies the most exquisite taste. **Characteristics:** pin knots, fine grain, no sapwood, rift grain



CALM

This grading mixes a timeless grain combination, from simple to decorative. **Characteristics:** small knots, natural colour variation, no sapwood



LIVELY

This grading has a high percentage of sound knots with an even colour variation without sapwood. **Characteristics:** knots, natural grain variation no sapwood



LIVELY COLOURFUL

The lively colorful grading offers the whole variety of nature. The large proportion of sapwood produces a harmonious, colourful appearance. **Characteristics:** knots, sapwood and natural grain



RUSTIC

This grade demonstrates the natural growth characteristics of the oak tree. **Characteristics:** no limitation on size of knots, open knots, head cracks and variations in colour are permitted, no sapwood



RUSTIC COLOURFUL

The proportion of sapwood produces a colourful appearance with the full expressive power of the tree. Shows character and leaves the tree alive as a piece of living nature. **Characteristics:** knots of unlimited size, smoothed-out knots and head cracks, sapwood with natural grain variation, distinct variation in colour and timber structure

Which is why the new names and the old names are listed side-by-side.

Example of the **grading catalogue**:



Example of the **price list**:

COLOR/BAKET NATURE	OAK	ITEM NO.	EUR/m ²	EDGE PROFILE 40	
				FOR STEPS EUR/m Art.Nr. 29993	
PA+	calm (select)	bevelled, brushed	STOCK ITEM 27785	77,70	35,20
PVf	calm (select)	bevelled, brushed	STOCK ITEM 27786	79,70	35,60
PA+	lively (accent)	bevelled, brushed	STOCK ITEM 60146	64,00	32,70
PVf	lively (accent)	bevelled, brushed	STOCK ITEM 60144	66,00	33,10
PA+	rustic (essence)	bevelled, brushed	STOCK ITEM 27789	56,00	31,20
PVf	rustic (essence)	bevelled, brushed	STOCK ITEM 27790	58,00	31,60

Icon photo



This changes very little for you.

The new names will be used side-by-side with the old names.

We are pushing the use of the new names right through to the end customers.

**A few adjustments have been made as a result of this overhaul,
as shown below:**

Up to 2017:

WP Grand Plank Oak original
WP Grand Plank Oak original*
WP Charisma 2-Strip Oak original
WP Performance Plank Oak original*

From 2018:

Oak spectrum
Oak accent
Oak nature
Oak accent

*no sapwood



BLOCK APPEARANCE | NUT STEAMED | LIVELY COLOURFUL (STRUCTURE)



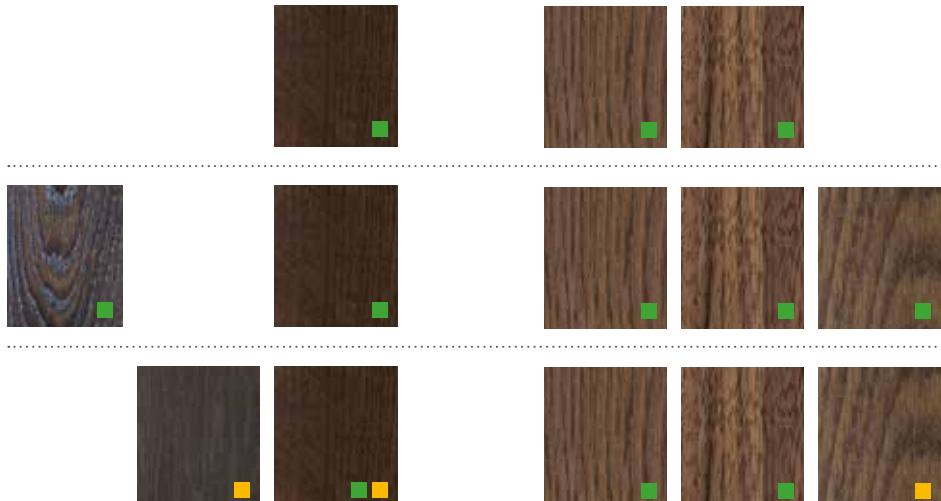
THE ASSORTMENT 2018

SEE THROUGH THE EYES
OF THE END CUSTOMER.

We are guided by this underlying principle and have put the range's focus on popular and trendy items that are very well received by end customers. The new products which have been added show a large amount of potential.

COLOUR RANGE **LAVA**

COLOUR RANGE **TERRA**

FUMED OAK
ICEFUMED OAK
MELANGEFUMED
OAKOAK
COGNACNUT
STEAMEDOAK
COFFEE

PROSTRONG



PROACTIVE+



PROVITAL finish

NEW
GRADING-
PICTURES!

**NEW IN THE
STANDARD PORTFOLIO:**

PLANK APPEARANCE

WP QUADRA

NUT STEAMED

lively colourful (original) | ProActive+

NUT STEAMED

lively colourful (original) | ProVital finish

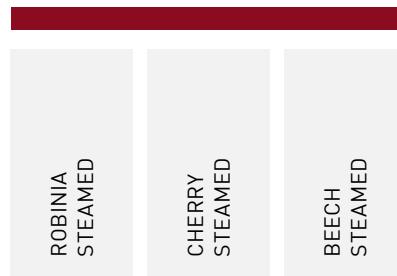
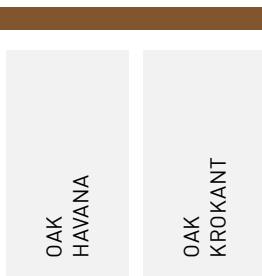
WIDEBOARD APPEARANCE

WP Charisma 2-Strip

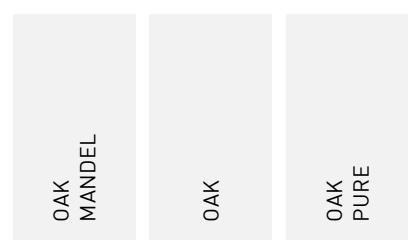
NUT STEAMED

lively colourful (original) | ProStrong

COLOUR RANGE **FIRE**



COLOUR RANGE **NATURE**



BLOCK APPEARANCE

WP 450
NUT STEAMED
lively colourful (original) | ProActive+
NUT STEAMED
lively colourful (original) | ProStrong

NEW IN THE STANDARD PORTFOLIO:

PLANK APPEARANCE

WP Comfort Plank
OAK
calm (select) | bevelled, brushed | ProActive+
WP Charisma Plank & WP Quadra
OAK LIGHT
see „Putty colour“ (page 22)

COLOUR RANGE **STONE**

OAK
AUSTEROAK
KASCHMIROAK
ICEOAK
SAVANNEASH
POLAROAK
POLAROAK
TAUPEOAK
TRÜFFELGRAU

PROSTRONG



PROACTIVE+



PROVITAL finish

NEW IN THE STANDARD PORTFOLIO:

PLANK APPEARANCE

WP Comfort Plank

OAK KASCHMIR

calm (select) | bevelled, brushed | ProActive+

BLOCK APPEARANCE

WP 450

OAK KASCHMIR

calm (nature) | ProActive+

COLOUR RANGE **SAND**



iDESIGN PARQUET[®] UNIQUE AS I AM.

iDESIGN PARKETT® WITH ITS INDIVIDUAL SOLUTIONS CONTINUES TO MEET THE END CUSTOMERS' NEEDS. THE MOST REQUESTED COLOURS AND GRADES ARE PART OF THE ASSORTMENT:

DIRECTION IN 2018

From 2018 we will make an even greater distinction between iDesign Parquet® and the catalogue stock in terms of instruments and sales channels. Hopefully this will reinforce the end customer's perception of iDesign Parquet® as a premium range.

Together we are strengthening the market position with the tried and tested special editions, while also bringing something new to the industry by offering **TWINART** Parquet alongside our existing product range. More about that on the following pages...



LAVA

TERRA

FUMED OAK MELANGE

FUMED OAK

OAK COFFEE

OAK KROKANT

GESCHLIFFEN

BRUSHED

DEEP BRUSHED

INTENSELY BRUSHED

SCRAPED

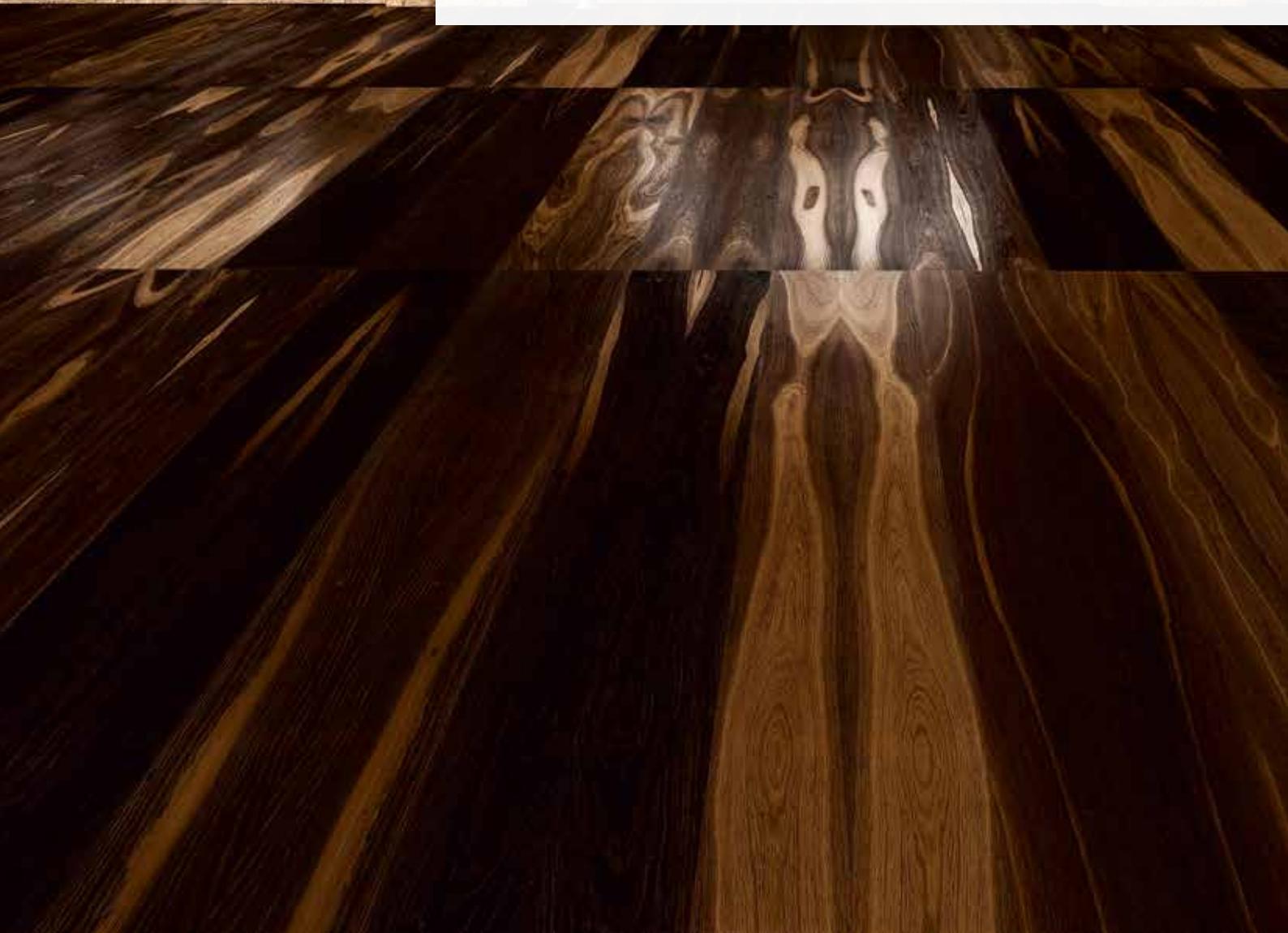


FOURTEEN COLOURS WITH FIVE SURFACE TREATMENTS IN
SIX PRODUCT GROUPS AND UP TO FOUR GRADES
CONFIGURABLE





iDESIGN SPECIAL EDITION
WEITZERART:





TWINART

THE PRECIOUS ARTWORK OF TREES.

TWINART brings the art of mother nature into your home.
This parquet reveals unique twin-patterns which are a pure creation of
mother nature



THIS IS WEITZERART: TWINART

THE ARTIST.

TWINART brings the art of mother nature into your home. This parquet reveals unique twin-patterns which are a pure creation of mother nature. For our experts, finding suitable planks is like a treasure hunt. Because the tree only reveals the rare and hand-picked pieces in the middle of the production process. The patterns they produce reflect the tree's life cycle. They are captured in its cross section, carefully produced and uniquely framed in your home.



THE TREASURE.

Some trees have rare patterns hidden on the inside that we treasure. These twin-patterns tell the impressive tale of the tree's life. This is what makes TWINART a hand-picked masterpiece, full of unforeseen secrets.

THE ARTWORK.

Every day the tree tells new stories of its life. Every day you can find a new pattern from an almost inexhaustible source. Discover the extraordinary. Discover the precious artwork of trees.

THE PRECIOUS ART-
WORK OF TREES.



iDESIGN SPECIAL EDITION

The tree only reveals the rare and hand-picked pieces with unmistakable twin-patterns in the middle of the production process. Every plank is unique and the pattern on them cannot be predicted – for end customers who are seeking the extraordinary.

The final look of the flooring cannot be planned. Single planks can be ordered for customers who want to see a sample of the overall look. You will of course receive a credit voucher for the sample plank (€95) when placing an order.

TWINART CAN
BECOME PART OF
YOUR SHOWROOM!

We are strongly backing TWINART Parquet for end customers, architects and for use in showrooms.

3-LAYER PARQUET

- Dimensions: 2245 x 350 x 16,6 mm with approx. 3 mm wear layer
- The plank appearance is emphasized thanks to bevel of the longitudinal and header joints
- Tongue and groove joint on four sides
- Spruce supporting material with vertically arranged growth rings
- Suitable for underfloor heating
- TWINART Parquet is installed exclusively using complete adhesion.

WP TWINART

Oak | bevelled, deep brushed | ProVital finish
Delivery times on request.

WP TWINART

Fumed Oak | bevelled | ProVital finish
Prices and delivery times on request.





BLOCK APPEARANCE | FUMED OAK | LIVELY (ORIGINAL*) | FRENCH HERRINGBONE 60°

*no sapwood



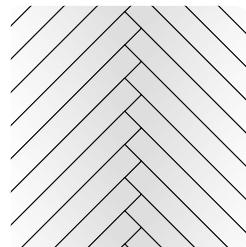
HERRINGBONE AND FRENCH HERRINGBONE

No matter if featured in popular house and home magazines or at interior design fairs: we are breathing fresh life into herringbone floors.

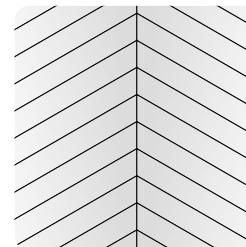
We offer this style in the following product groups

WP 4140, WP 4100

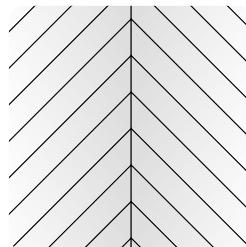
WIDEBOARD APPEARANCE



HERRINGBONE



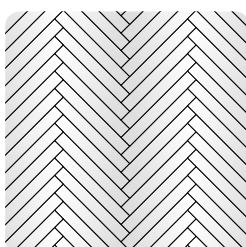
FRENCH
HERRINGBONE (60°)



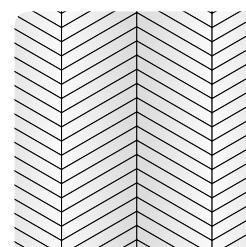
FRENCH
HERRINGBONE (45°)

WP 450

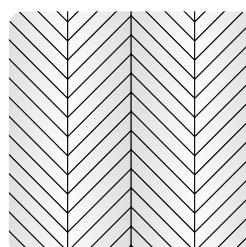
BLOCK APPEARANCE



HERRINGBONE



FRENCH
HERRINGBONE (60°)



FRENCH
HERRINGBONE (45°)

Delivery time: 3-4 weeks

Applies to French Herringbone: All items suitable, except bevelled products with the ProStrong and ProActive + surfaces.

WP MULTI

WP PROFIL 40 STIL

With the addition of WP Profile 40 style, you can offer your customers an elegant supplement to the WP Block style. The mitred version meets sophisticated design requirements and follows the trend towards a simple, elegant design.

WP Profile 58 and WP Profile Block are being discontinued.



WP PLANK SWITCH

With the WP Plank Switch solution Weitzer Parkett once again lives up to its performance promise to deliver intelligent parquet and staircase solutions.

WP Plank Switch allows ANY PRODUCT with click connection to be rearranged during laying. This method allows any planks to be connected using the tongue and groove system.



Packaging unit

6 – 8 planks per pack depending on product group

PUTTY COLOUR

ADAPTED FOR OTHER PRODUCT GROUPS

In addition to the upturn in popularity of wild knots, many customers are also opting for parquet with a subtle pattern. The sandy tone of the smoothed knots plays a central role.



The following products are now available with a light sandy tone.

- WP Charisma Plank Oak lively (accent) in ProActive+ and ProVital finish
- Quadra Oak lively (accent) in ProActive+ and ProVital finish



The following products are available to your customers in either dark or light sandy tones.

- Charisma Plank Oak rustic (essence) in ProActive+ and ProVital finish
- Quadra Oak rustic (essence) in ProActive+ and ProVital finish

Products with a light sandy tone are referred to in their respective product groups as "Oak light" in the price list.

PROVEN PARTNER-TOOLS

UPDATED FOR THE 2018 ASSORTMENT

THE NEW WEBSITE

MOBILE FIRST

The restructuring of the website design reflects our new objectives. The “mobile first” philosophy is what defines the usability of the new website. The majority of our visitors use a mobile device. For this reason the layout of the website is designed with this group in mind. Other important objectives which influenced the direction we took include:

- the increased use of the website as a tool for business development: on every page customers are able to request a quote and find their nearest partner company – in both cases this is a direct line to you!
- The improved search function should make it far easier for end customers to find their dream parquet.
- The premium line iDesign Parquet® is positioned on the main page alongside the catalogue stock. Visitors can either “Find parquet” (catalogue stock) or “Design parquet” (iDesign Parquet®).
- The simple and enjoyable process of finding your dream parquet runs throughout the entire design and management of the website.
- We provide our showroom partners with the opportunity to customise their partner sites. This includes your choice of up to two individual pictures and text about your company, e.g. description of your services (naming of parquet manufacturers other than WP not permitted).

You'll notice that we are appealing to end customers in a more emotional tone. A parquet is a living space which is used by us in different ways. We live and experience our own life story on parquet. See for yourself – Weitzer Parkett will be online in a new style from 01.02.2018.

OTHER NEW ADDITIONS

THE NEW GRADING BOOK

We are replacing the grading folder with a contemporary, handy and practical version in book form. With a wood-effect cover it fits in well with our products, it looks elegant and, thanks to its format, it's also durable and practical for everyday use.

BROCHURES WITH A NEW LOOK

The “Living with parquet intelligence” brochure has been slightly revised. Along with many new living situations and new cover design, iDesign Parquet is now featured for the first time. This way, you get two brochures in one! Simply turn the brochure over and find out more about iDesign Parquet.

In the “Maintenance-free and Healthy parquet” brochures you will also find quite a few new living situations.



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COVER: PLANK APPEARANCE
OAK AUSTER | RUSTIC (ESSENCE)
BEVELLED, INTENSELY BRUSHED