

NOVELTIES

PARQUET SEASON
2015 | 2016

02

WEITZER PARKETT
INTELLIGENCE



PLANK APPEARANCE | OAK SAVANNE | ESSENCE | BEVELLED, INTENSELY BRUSHED



PARQUET INTELLIGENCE

OUR KNOWLEDGE.
YOUR BENEFITS.

Dear business partner!

Improve what exists and recognize and set trends. We have allowed these thoughts to guide us in the development of the new assortment with Parkett Intelligence and also drawn upon our partners' experiences. The result is a new assortment with less complexity but with more forceful items and stronger trends such as haptic of the surface. Because craftsmanship must be to SEE and above all to FEEL. We've responded to this in our iDesign Parquet assortment and update of the Healthy Plank Collection (page 15).

Since the product search happens first on the Internet, we've given more space to communication with the end customer via the website. We're keeping up with the times by expanding the digital product presentation. In the showroom you'll have the opportunity to display the most recent product information online quickly and simply. Using Weitzer Parkett App and "WP Media Centre" we're creating new routes for consultation and sales (page 26/31).

The further development of iDesign Parquet towards consistency in the colour-treatment combination is also successful. Also iDesign Parquet appears more strongly on the website to meet the desire for your own creations.

Individuality in the arrangement of living space is invariably a great desire of people. With Twist Parquet you design your own personal installation pattern, which guarantees unmistakability (page 19).

You'll find all that and much more in this brochure! We wish you much success with the new assortment from Weitzer Parkett!

Your Weitzer Parkett management:



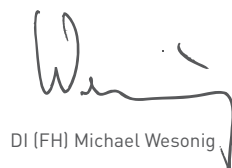
Mag. Alexandra Decker-Weitzer



Mag. (FH) Kathrin Zenker



Dr. Nicola Weitzer



DI (FH) Michael Wesonig



Carsten Ohl



THE NEW ASSORTMENT

SIMPLE AND CLEAR

Our clear objective was to reduce complexity thereby offering an attractive product selection with high availability.

The result is a clearly and consistently structured standard portfolio. Starting now, all order items are included in the iDesign product range. That brings clarity and facilitates the consultation.

THE TIMBER SPECIES? OAK. OAK. OAK.

There is nothing like oak.
Yesterday. Today. Tomorrow.
Therefore we set focus on the
various colour hues.

OUR ADDITIONAL TREATMENTS

STRONG CHARACTER IN 21 COLOURS



INTENSELY BRUSHED

Success story expanded enhanced!

Now many colours available in iDesign Parquet and a small selection available in the Healthy Plank Collection (standard portfolio).



NEW!

SCRAPED FINISH

The products look authentically because of the sawn appearance. The brushing gives an outstanding feeling from the soft and diverse planing.

Also obtainable in an exciting selection in the Healthy Plank Collection (standard portfolio).

OUR COLOUR RANGES

MAINTENANCE-FREE OR
HEALTHY PARQUET?

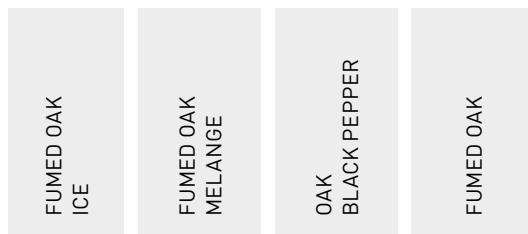
**Whatever your customer may choose:
It shouldn't fail because of the colour.**

You can easily keep track with the following presentation
of our entire colour assortment and the new surfaces.



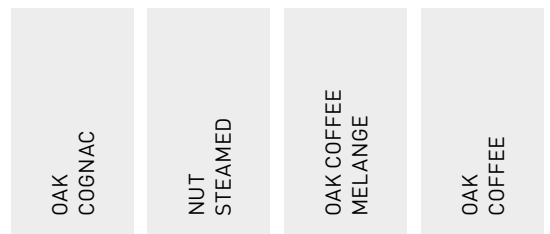
COLOUR RANGE LAVA

Dark colours stay in vogue.
New: Fumed Oak Ice in ProVital finish and Oak Black Pepper obtainable as Maintenance-Free parquet.



COLOUR RANGE TERRA

Two newcomers to Maintenance-Free parquet: The pleasant Oak Coffee Melange hue supplements the portfolio as does Oak Krokant, which reflects the trend towards slightly aged oak.



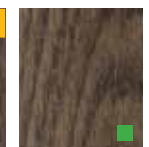
MAINTENANCE-FREE PARQUET

PROSTRONG



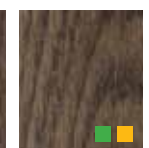
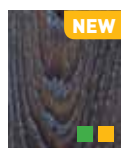
MAINTENANCE-FREE PARQUET

PROACTIVE+



HEALTHY PARQUET

PROVITAL finish



NEW IN THE STANDARD PORTFOLIO

PLANK APPEARANCE

WP Charisma Plank
FUMED OAK ICE
original | bevelled, deep brushed | ProVital finish

WP Quadra
OAK BLACK PEPPER
spectrum | bevelled, brushed | ProActive+

STRIP APPEARANCE

WP Strip 45
OAK BLACK PEPPER
nature | ProActive+

NEW IN THE STANDARD PORTFOLIO

PLANK APPEARANCE

WP Charisma Plank
OAK COFFEE MELANGE
original | bevelled, brushed | ProActive+

OAK COGNAC
essence | bevelled, scraped | ProVital finish

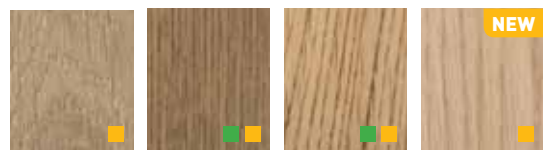
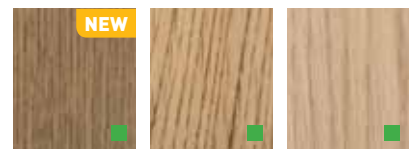
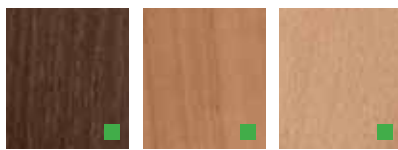
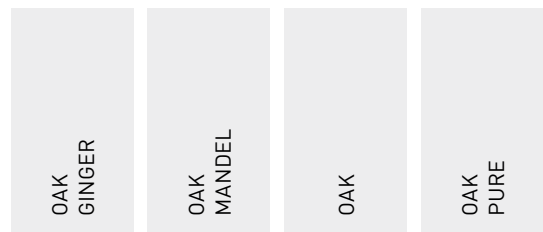
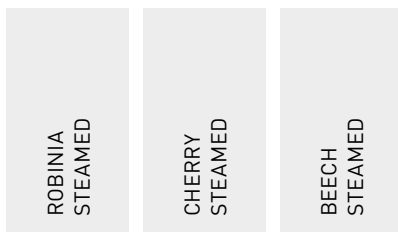
WP Quadra
OAK KROKANT
accent | bevelled, brushed | ProActive+

COLOUR RANGE FIRE

Presents current parquet colours in the red hues.

COLOUR RANGE NATURE

The colour oak Mandel is an absolute all-rounder. Perfectly combinable with other materials and colours, it now also consolidates its position as maintenance-free parquet. Due to its great popularity Oak Pure is now available as Healthy Parquet in the iDesign Parquet assortment.



WIDEBOARD APPEARANCE

WP 4100

OAK KROKANT
nature | ProActive+

WP Charisma 2-Strip

OAK KROKANT
original | ProActive+

BLOCK APPEARANCE

WP 450

OAK KROKANT
nature | ProActive+

NEW IN THE STANDARD PORTFOLIO

PLANK APPEARANCE

WP Grand plank (3 exclusive widths)

OAK MANDEL | original* | bevelled | ProActive+
OAK MANDEL | original* | bevelled, brushed | ProVital finish

OAK | original* | bevelled | ProActive+
OAK | original* | bevelled, brushed | ProVital finish

* ohne Splint

WP Charisma Plank

OAK | essence | bevelled, scraped | ProVital finish

LANGRIEMEN-OPTIK

WP 4140

OAK MANDEL | accent |
bevelled, brushed | ProActive+

WP 4100

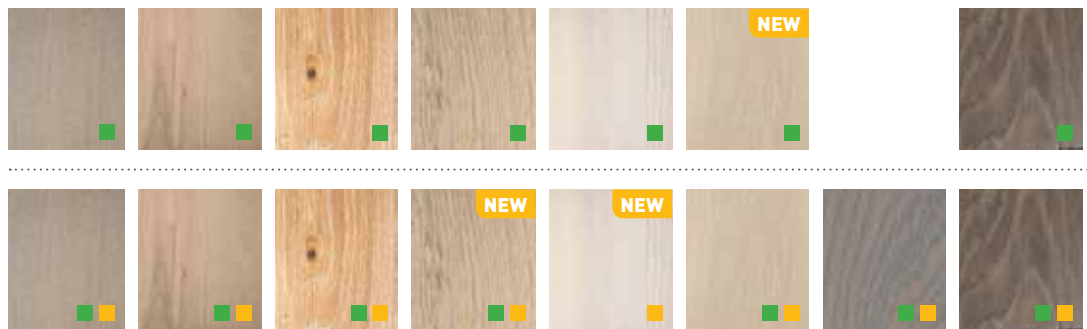
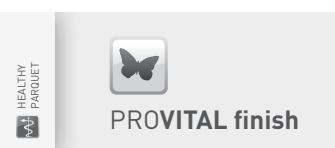
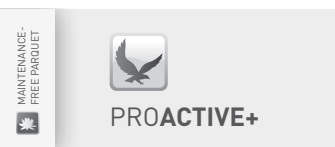
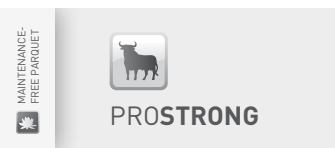
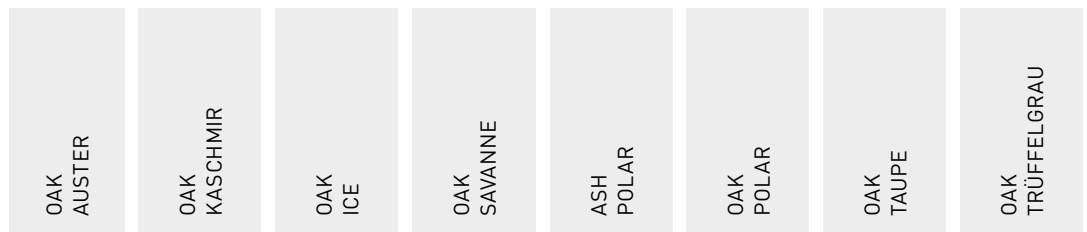
OAK | nature |
ProStrong, ProActive+, ProVital finish

BLOCK APPEARANCE | WP Charisma 3-Strip | OAK MANDEL | structure | ProActive+

COLOUR RANGE

STONE

Switch on the light side with the colour of Savanne with its discreet white cover. It is obtainable in a broad product spectrum with exciting additional treatments.



NEW IN THE STANDARD PORTFOLIO

PLANK APPEARANCE

WP Grand plank (3 exclusive widths)

OAK SAVANNE
original | bevelled | ProActive+
original | bevelled, brushed |
ProVital finish

WP Charisma Plank

OAK AUSTER
essence | bevelled, scraped
ProVital finish

WP Charisma Plank

OAK SAVANNE
essence | bevelled, intensely brushed
ProVital finish

PLANK APPEARANCE

WP Charisma Plank

OAK POLAR
spectrum | bevelled | ProActive+

WP Quadra

OAK SAVANNE
accent | bevelled, brushed | ProActive+

WIDEBOARD APPEARANCE

WP 4100

OAK SAVANNE
spectrum | bevelled, brushed |
ProVital finish

WIDEBOARD APPEARANCE

WP 4100

OAK KASCHMIR
nature | ProActive+, ProVital
finish

STAB-OPTIK

WP Charisma 3-Strip
OAK SAVANNE
nature | ProVital finish

STRIP APPEARANCE

WP Strip 45

OAK SAVANNE
nature | ProVital finish

COLOUR RANGE

SAND

Offers a harmonious selection of bright, warm hues.



THE NEW GRAND PLANK

THREE WIDTHS FOR A STRONG APPEARANCE

With the grand planks new length in three different widths a completely new sense of space arises. The mixture of formats fulfils a casual design standard, which is noble, but affordable.

- **Three exclusive widths: 280 mm | 240 mm | 193 mm**
- For professionals with tongue and groove
- ORIGINAL grading without sapwood (except for Oak Savanne)

In the standard portfolio we support the most important colour trends in the residential area (slightly aged, nature and white) as **Maintenance-Free Parquet (ProActive+)** and **Healthy Parquet (ProVital finish)**, represented by Oak Mandel, Oak and Oak Savanne.

You'll find comprehensive combination options as part of the iDesign Parquet assortment.

**SUCH WIDE
MAINTENANCE-FREE
PLANKS**
ARE AVAILABLE ONLY
AT WEITZER PARKETT

DIMENSIONS:

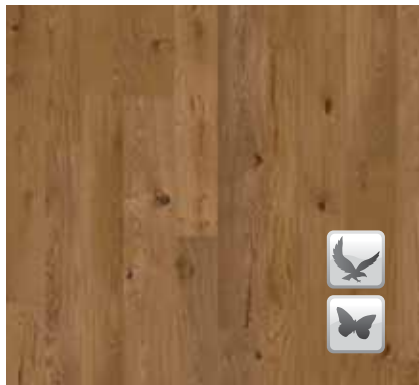
2400 x 280 x 14 mm | Overall thickness 14 mm with approx. 3,6 mm wear layer

2400 x 240 x 14 mm | Overall thickness 14 mm with approx. 3,6 mm wear layer

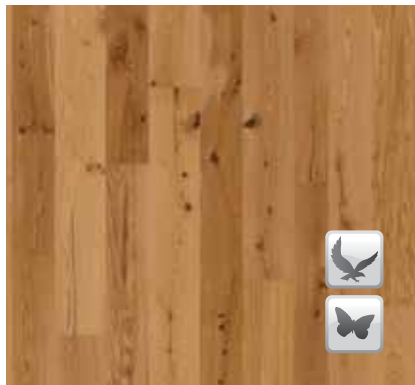
2400 x 193 x 14 mm | Overall thickness 14 mm with approx. 3,6 mm wear layer

0 cm 100 cm 200 cm 300 cm

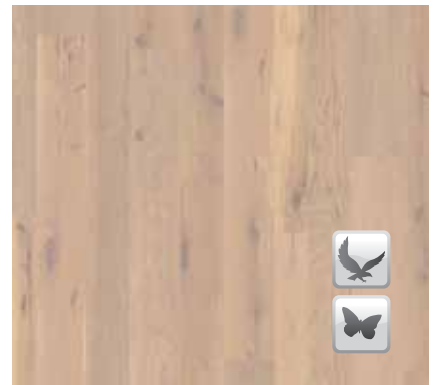
NEW IN THE STANDARD PORTFOLIO:



OAK MANDEL | ORIGINAL

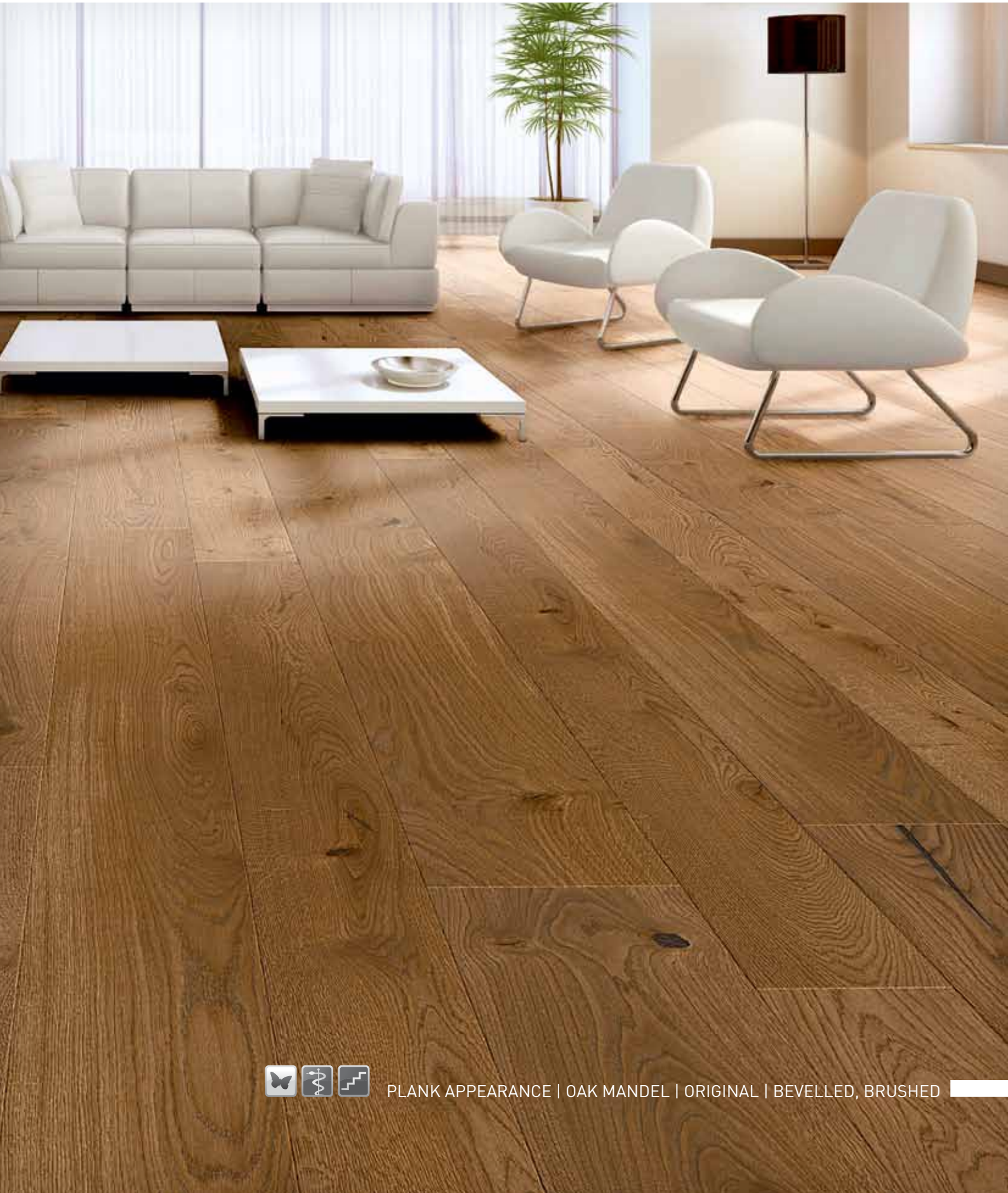


OAK | ORIGINAL



OAK SAVANNE | ORIGINAL

SIMPLE AND IMPRESSIVE:
3 WIDTHS—1 ROOM!



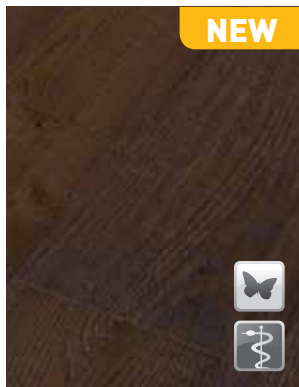
PLANK APPEARANCE | OAK MANDEL | ORIGINAL | BEVELLED, BRUSHED

HEALTHY PLANK

THE WELLNESS COLLECTION

The updated Healthy Plank collection comprises four new products, which distinguish themselves primarily through haptic surfaces: Intensely brushed and scraped.

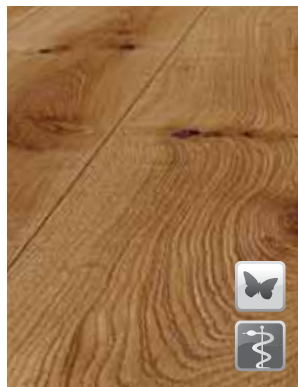
You'll find the suitable sales promotion tools on page 24.



WP CHARISMA PLANK

OAK COGNAC

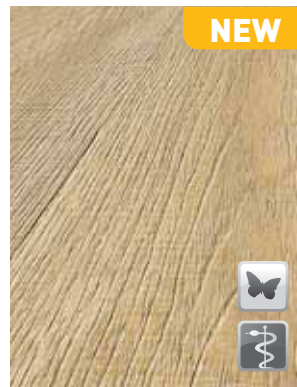
essence | bevelled, scraped



WP CHARISMA PLANK

OAK

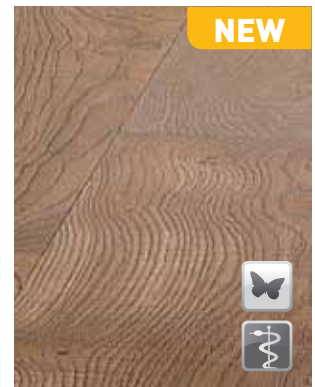
essence | bevelled, intensely brushed



WP CHARISMA PLANK

OAK

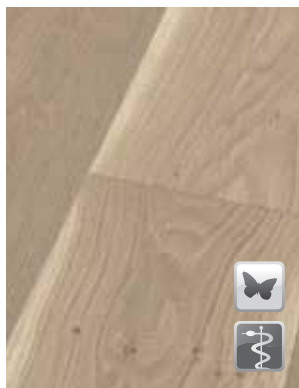
essence | bevelled, scraped



WP CHARISMA PLANK

OAK AUSTER

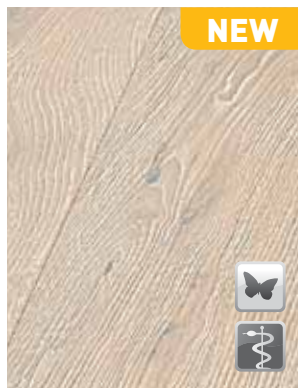
essence | bevelled, scraped



WP CHARISMA PLANK

OAK KASCHMIR

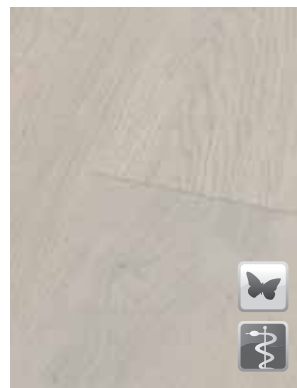
spectrum | bevelled



WP CHARISMA PLANK

OAK SAVANNE

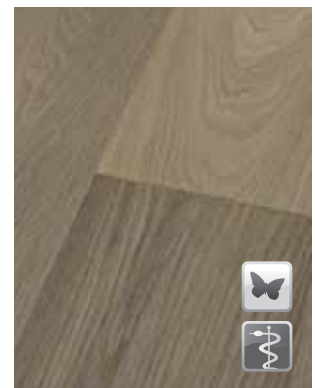
essence | bevelled, intensely brushed



WP CHARISMA PLANK

OAK POLAR

accent | bevelled, brushed



WP CHARISMA PLANK

OAK TRÜFFELGRAU

select | bevelled

WOODEN STAIRS **WP MULTI**PLEASE NOTE
THE NEW
**CARRIER PANEL
THICKNESSES FOR
LARGE DIE PLATE**

INTELLIGENT NEW DEVELOPMENTS

**BLOCK STYLE PROFILE—
LARGE DIE PLATE****Block step profile without shadow gap!**

An aesthetic solution for design-conscious customers.
Practical and inexpensive: Also best suited for covering
old stairs.

**INTELLIGENT LOOSE EDGE
PROFILE FOR STEPS (LEP)****With 3 mm radius. Fast and flexible solution!**

Suitable for WP Grand Plank, WP Quadra, WP 4140, WP 5100,
WP 4100, WP 550, and WP 450 with 250 cm fixed length. In combination
with external tongue* suitable for Imperial Plank, WP Charisma and
WP Comfort Plank.

* is included in delivery

**RISER WITH
SREW CONNECTION**INTELLIGENT
INNOVATION**Perfect joining technology!**

No joints, threaded connection of riser and tread.
The block step is now even less ostentatious in design
and can also be installed between two walls.

FORCE-FIT CONNECTION


































































of the riser
with the tread



Accurate, factory-prefabricated edge
(including appropriate screws)

23 COLOURS CONFIGURABLE WITH 4 ADDITIONAL TREATMENTS

- The desired surface “intensely brushed” expanded by 21 colours
- New! “Scraped”: A gentle haptic surface structure. Sawn appearance combined with a soft planing, also obtainable in 21 colours
- Less complexity: six product groups within the plank and wideboard appearance (Imperial Plank, WP Grand Plank, WP Charisma Plank, WP Quadra, WP 4140, and WP 4100) in up to three grades

NATURE			STONE								SAND	
OAK MANDEL	OAK	OAK PURE	OAK AUSTER	OAK KASCHMIR	OAK ICE	OAK SAVANNE	ASH POLAR	OAK POLAR	OAK TAUPE	OAK TRÜFFELGRAU	AHS LATTE	ASH ICE
												
												
												
												
												

iDESIGN PARQUET[®] SPECIAL EDITIONS - LIMIT

OAK

ALPINE SUN

PLANK APPEARANCE | WP CHARISMA PLANK | OAK ALPINE SUN | ESSENCE | BEVELLED, DEEP BRUSHED

**SATISFIES THE YEARNING FOR NATURE TO THE EXTENT POSSIBLE DURING RESIDENCE.**

Bring nature in its most beautiful form to the floor for your customers:

The Alpine Sun colour makes a unique work of art of the oak parquet through its authentic greying.

Each piece is hand-selected and appears as though gently touched by the sun.

ED TIME IN LIMITLESS DESIGN!

TWIST PARQUET



PANEL APPEARANCE | TWIST PARQUET | OAK | SELECT | SOFTLINE, DEEP BRUSHED





THE NEW PANEL APPEARANCE WITH MUCH MORE LEEWAY! LAID THE WAY IT PLEASURES.

Twist parquet finally gives the room the individuality it deserves! Weitzer Parkett combines the most important trends from haptics, colour, and size in a unique item.



TWIST PARQUET

4 FORMATS

-  ■ 193 x 193 x 14 mm
-  ■ 386 x 193 x 14 mm
-  ■ 579 x 193 x 14 mm
-  ■ 772 x 193 x 14 mm

2 PRODUCTS

- OAK ICE | ESSENCE | BEVELLED, STONEWASHED
powerful white tones combined with a distinct brushing
- OAK | SELECT | SOFTLINE, DEEP BRUSHED
a soft, rounded bevel enhances the formats



INSTALLATION POSSIBILITIES

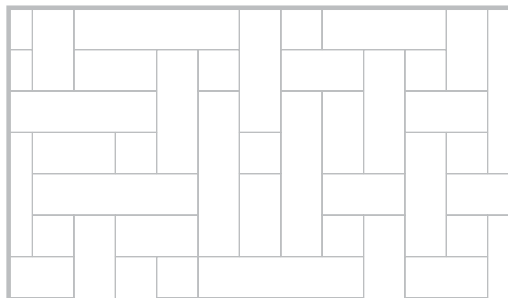
ENDLESS

WP Twist MIX:

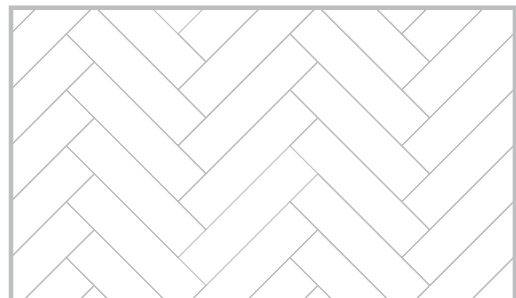
All four formats invite you to design and play—entirely individual, creative patterns emerge ad libitum.

WP Twist 772 \ Completely in vogue – contemporary and generously interpreted:

WP Twist 579 / The traditional herringbone finish in the exciting panel-appearance format with us.



■ MIX installation



■ HERRINGBONE installation

A vertical strip on the left side of the page shows a close-up of wood grain texture, with various shades of brown and tan, showing the natural patterns and knots of the wood.

MERCHANDISING

CHERISH AND MAINTAIN WITH HEART AND MIND

Whoever has inspired customers can count himself lucky.

So that it gets and stays that way, instruments that help to create trust and show reliability are needed. With new media, we face the future; with the high-quality design of the exhibition, we build on the foundation of the past.

Go new ways with us to customer retention in your exhibition.

CLEANING AND MAINTENANCE AGENT SHELF

BECAUSE
CUSTOMER
RETENTION
IS IMPORTANT!



ANTI-AGEING IS IN VOGUE.

Especially with parquet we are keen on ensuring that it stays beautiful as long as possible. Inform your satisfied parquet customers about floor cleaning and care possibilities and show your service strength.

NEW BENEFITS UNFOLD WITH THE NEW CLEANING AND MAINTENANCE AGENT SHELF:

- Maintenance and cleaning products are a good customer retention instruments. Service features secure repeat business
- That's how you keep in contact with your customers even after installation.
- Gain extra business

FOR THE BEST PRESENTATION IN YOUR STORE!

Fixed placement with all of the relevant cleaning and maintenance products for the end customer.
Attractive introductory SET PRICE + free shelf.



NEW!
Ask for the handy trial sizes of cleaning soap. That's how you amaze your customers with a little attention.

ADDITIONAL EQUIPMENT FOR YOUR EXHIBITION

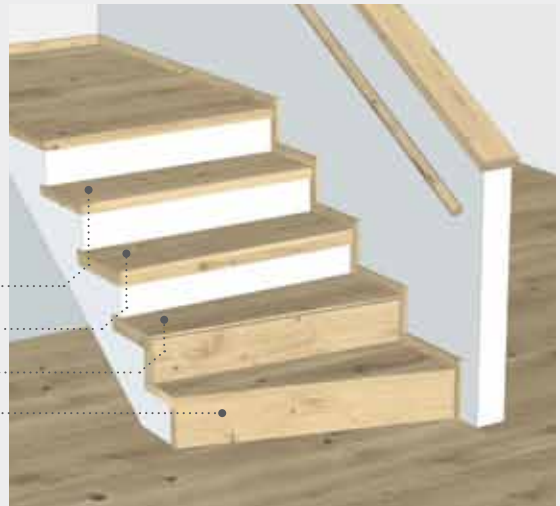
WE NOW OFFER MODULES OFTEN ASKED FOR AS OPTIONAL EXTRAS FOR YOUR WEITZER PARKETT EXHIBITION.



STAIRCASE MODULE

The new staircase module shows your customers the entire stair covering possibilities from Weitzer Parkett. Simple to place and graphically well explainable for your customers.

- Profil 40
- Profil 58
- Profil Block
- Profil Block STYLE **NEW!**



FORMATS WALL

You have space and room—the new formats wall shows your customers all of the obtainable formats in original size and gives a good overview.

- Imperial Plank
- Grand plank
- WP Charisma Plank
- WP Comfort Plank
- WP Quadra
- WP 4140
- WP 4100
- WP 450
- WP Strip 45



SHOP FURNITURE FOR PLANKS AND IDESIGN PARQUET

The new shop furniture for parquet presentation in two sizes is a special opportunity to facilitate your customers' decision in favour of the parquet of their dreams. Eight drawers currently offer space for expressive samples of the plank appearance.



SHOP FURNITURE 1250
Dimensions: 1250 x 650 x 1010 mm



SHOP FURNITURE 2500
Dimensions: 2500 x 650 x 1010 mm

Fixed placement of each module or individual placement upon request

HEALTHY PLANK COLLECTION

The following presentation options can be selected for the healthy plank collection:

HEALTHY PLANK
FAN STAND
Dimensions: 2200 x 730 x 1160 mm

HEALTHY PLANK
SAMPLE BOARD
Dimensions: 870 x 360 mm





WP MEDIA CENTRE

FOR A CONSULTATION KEEPING UP WITH THE TIMES

The “WP MEDIA CENTRE” is a modern instrument that offers you and your customers practical benefits. The goal: to find product information online quickly and without complication.

For your customers: During waiting times, your customers discover the world of Weitzer Parkett with its intelligent functional solutions.

For our partners: Perfect supplement for your exhibition — are your customers interested in a special product that isn't shown in the exhibition? Show it “WP MEDIA CENTRE” with all of the accompanying information.



YOUR ADVANTAGES. YOUR BENEFITS.

- Simple parquet selection by configurator or item number with image views
- Designstudio with previews for all products that are available in display variant
- Access to the current stock levels and prices in a protected area
- Always up on the very latest—ongoing data updating through online operation
- Place selected products on shopping lists, print, save as PDF
- Direct sample ordering of iDesign Parquet—“iDesign Preview”



- Works on existing hardware—monitor, tablet, PC, etc.—no investment necessary!
- No costs for you—Weitzer Parkett provides you the software valued at EUR 225/partner as a service feature!

We'll gladly make two pages on your company available on request for a flat charge.





GRAND PLANK
IN THREE WIDTHS





WEITZER PARKETT

COMMUNICATION

COMMUNICATION WITHOUT ONE WAY

Many routes lead to the customer—and each route needs its own communication.

We've designed our online and offline communication so that we can communicate to the end customer more versatily and efficiently. The end customer too has more possibilities to get in touch with you and to learn about our products.

WEBSITE

Before the purchase, the end customer pursues the product and information search mainly via the Web. Only then does one go to the specialized company. The advanced development of our website takes this path.

THE MOST IMPORTANT NEW DEVELOPMENTS:

- all products are available online
- Optimized product search and comprehensive filtering possibilities
- Better integration of the design studio into the product selector
- Accessories in form of cleaning and maintenance products and skirtings are now also displayed per product.
- The stair is given more presence.
- Outstanding iDesign parquet appearance using your own configurator in the Web.



PRICE LIST

We've now integrated the comprehensive information part about the products into the price list. That makes the price list to complete works of technical information and prices.



NEW!

Well-structured price list
For stock items and
iDesign Parquet

GRADING FOLDER

The grading folder contains all of the grading images of Weitzer Parkett's stock items.

IMPERIAL PLANK:

With presentation of the Oak vibrant grade, the end customer is shown the specifics of the Imperial Plank.



NEW!

WEITZER PARETT APP

THE DEVELOPMENT OF DIGITAL PRODUCT PRESENTATION IS A LOGICAL STEP IN ORDER TO FOLLOW THE TREND OF THE TIMES.

We rely on additional measures here in addition to the “WP Media Centre”!

- Free Weitzer Parkett app for Android and iOS as well as for the Web.
- All Weitzer Parkett brochures for the end customer in all available languages.
- The brochures are interactive and enriched with images, videos, links, and so forth.
- With this additional information, our brochures become vital and even more interesting!

AS SOON AS THERE ARE NEW DEVELOPMENTS, THE ONLINE BROCHURES CAN BE UPDATED AT ANY TIME. THUS WE ALWAYS STAY CURRENT AND EXCITING!





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 weitzer-parkett.com

COVER: TWIST PARKETT
OAK ICE | ESSENCE | BEVELLED, STONWASHED