

Profi Parkiet

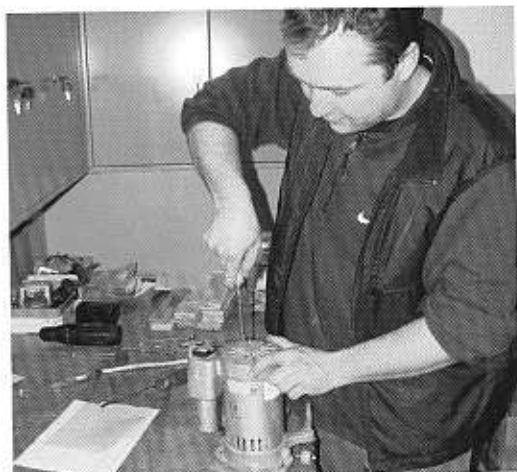
A parquet trader in Poland relies on Berger-Seidle

Profi Parkiet is one of the leading distributors of parquet installation material in Poland. In 2006, the company sold varnish corresponding to 570,000sqm and adhesive for the installation of 350,000sqm of parquet. The private company started in 1992 as a family business owned by father and son Stanislawski. By 2001 it had moved to the present location in Warsaw. Meanwhile the storage capacity has become too small and the 18 employees of Profi Parkiet are looking for another premises.

Profi Parkiet deals mostly with chemicals. At the beginning it distributed adhesives and surface finishes from German and Italian suppliers, but skipped these products when the foreign producers set out to explore the Polish market on their own. "We really lost market share when we suspended relations with the adhesive producer, SLC Rinaldi", Director Tomasz Kuciak acknowledges. When the French DIY-chain Castorama made an offer to place the Berger-Seidle brand Maximus on the shelves, another sales channel was opened up. But the experi-



Grzegorz Stanislawski (right) is the owner of Profi Parkiet.



Ireneusz Deptuszewski is repairing a Lägler edge sander in the service room.

Best Polish parquet installer in 2006

Pawel Wojtkowski is one of Profi Parkiet's expert customers and one the company is proud to serve. For Pawel is Poland's parquet laying champion of 2006. He won the professional trade contest because he prefers his own approach to installation techniques.

The challenge was to build a star pattern as is usually installed as a centre intarsia in the centre of a high class living room. All the contestants took single wood pieces, calculated the proper angles and assembled the star from the centre. Pawel Wojtkowski did it the other way round. He took the different parquet slats, built

a square first and afterwards cut out the star pattern. This method allowed for a very exact and symmetrical result.

Parquet layer is a profession which has only recently achieved official recognition in Poland. This know-how regarding wooden flooring used to be given the general term of flooring installer. Today the expertise is still not gained through learning at official schools but by learning on the job. 50% of the installation companies are said to be 2-man-outfits. The bigger enterprises employ 6 to 15 parquet layers.



Pawel Wojtkowski, parquet laying champion of Poland 2006.





The showroom displays various parquet patterns, tools and installation materials.

ment did not result in the expected turnover. After one year the effort was shut down.

Profi Parkiet's No. 1 seller today is still a German manufacturer of surface coatings and maintenance products. "The biggest part of our turnover is generated by products from Berger-Seidle," says Tomasz Kuciak, who speaks both English and German. He values reliability and trust very highly with regard to business relationships.

"Berger-Seidle understands our approach because it is also a family-run business."

The 2-component water-based polyurethane finish from Berger-Seidle is by far the top selling product of the range according to Tomasz Kuciak. Varnish is still the main coating used on parquet installed in Poland. However, oil application has risen to 10%, restrained only by problems with maintenance.



Profi Parkiet's present headquarters in Warsaw.



Green River Lumber from the USA is a rather new wooden flooring partner for the Polish trader.

Claims management is a task, which Profi Parkiet can handle on its own. Trade experts visit installation sites around the country. Berger-Seidle assists with service and advice from abroad.

Profi Parkiet sells its products to parquet shops and parquet layers. 19 distributors throughout Poland cover each region. Profi Parkiet even runs four shops of its own where consumers can inform themselves about both wooden

flooring and installation. Solid oak planks, artistic parquet from the Italian producer Berti and, quite recently, samples of the U.S. producer, Green River Lumber are on display there. Installation nails are imported from Primatex, Canada, and moisture meters come from Gann in Germany

Asked to comment on national competition, Profi Parkiet - also a partner of the German sanding machine producer, Lägler - named Bona, Uzin/Pallmann, Kerakoll, Loba/Wakol, Henkel, Murexin. "There are also some Polish producers of adhesives trying to get onto the market, but they have a hard time," says Tomasz Kuciak. ■



Pawel made the whole frame first and cut out the star afterwards.



Vice-champion Mariusz Jablonski and all other contestants assembled the star with single cut wooden pieces.



This pattern by Waldemar Kwiek won the 2nd Polish parquet laying championship in 2003.