



Press release

## Very first HORNBACK Vloeren opened

*Alderman Dion Schneider cuts (p)linth*

Kerkrade, november 26 2021 – **This morning at 7:00 AM HORNBACK opened the doors of the very first HORNBACK Vloeren. With this completely new retail formula, HORNBACK fills the gap between hardware stores and specialty stores. On an area of 7,000 square meters, you will find an unrivaled wide range of floors. The first visitors entered after Alderman Dion Schneider symbolically opened the doors. He did this by cutting a (p)linth together with branch manager Marcel Thiessens.**

From tiles to laminate, wooden floors, carpeting, PVC and cast floors: you will find it in all shapes, sizes, at the lowest price and large at stock at HORNBACK Voeren. The new business is located on the Rodaboulevard in Kerkrade, just a stone's throw from the DIY store. Alderman Dion Schneider is enthusiastic: "The Rodaboulevard has been given a major upgrade in the past year. Façades have been renewed and the range of shops has been expanded thanks to HORNBACK Vloeren. It strengthens the regional function of the boulevard and offers consumers from the wider area added value. It is wonderful that the very first HORNBACK Vloeren in the Netherlands is located in Kerkrade."

### **Best of both worlds**

Branch manager Marcel Thiessens is proud: "We have been looking forward to this moment. The team is ready for it", he says. HORNBACK Vloeren combines the knowledge and service of a flooring specialist with the wide range of products and accessibility of a DIY store. "So you definitely get the best of both worlds with us. Both consumers and professionals in the construction industry are welcome. At HORNBACK Vloeren they will find a huge range of floors and accessories - such as tools, subfloors and tile adhesive - at fixed low prices. Many of the floors are in stock and directly available. If you are handy and want to lay a floor yourself, you can start right away. But, just like specialty shops, we offer plenty of inspiration. For example, at our trend & design gallery which has a surface of 800 m<sup>2</sup>. You can also count on expert advice and extensive services at HORNBACK Floors. Without any obligation we make a 3D design and you can experience what the floor looks like in your own living room thanks to VR glasses. Moreover, we can deliver the floor and you can even have it installed by our professionals via our Assembly Service. So whatever your budget is and whatever type of floor you are looking for, one thing is certain: you will always succeed with us."

### **Renovation HORNBACK Kerkrade**

With the opening of HORNBACK Vloeren, the nearby HORNBACK DIY store in Kerkrade will be given a makeover. "The range of floors will be discontinued, leaving a lot of space for other do-it-yourself products. We are expanding the range, including hardware, electricity and installation material," says Marcel Thiessens. Just like the hardware store, HORNBACK Vloeren is open seven days a week. The product range of HORNBACK Vloeren is also available online at [www.hornbachvloeren.nl](http://www.hornbachvloeren.nl).

### **For more information:**

Maarten Post, HORNBACK Nederland, 030 266 98 98, e-mail: [maarten.post@hornbach.com](mailto:maarten.post@hornbach.com).

Fenna Zwerver, Van Hulzen Communicatie, 071 560 20 60, e-mail:

[fenna.zwerver@vanhulzencommunicatie.nl](mailto:fenna.zwerver@vanhulzencommunicatie.nl).

### **HORNBACK Bouwmarkt Nederland BV**

Postbus 1099, 3430 BB Nieuwegein

E-mail: [info\\_nl@hornbach.com](mailto:info_nl@hornbach.com), [www.hornbach.nl](http://www.hornbach.nl)