

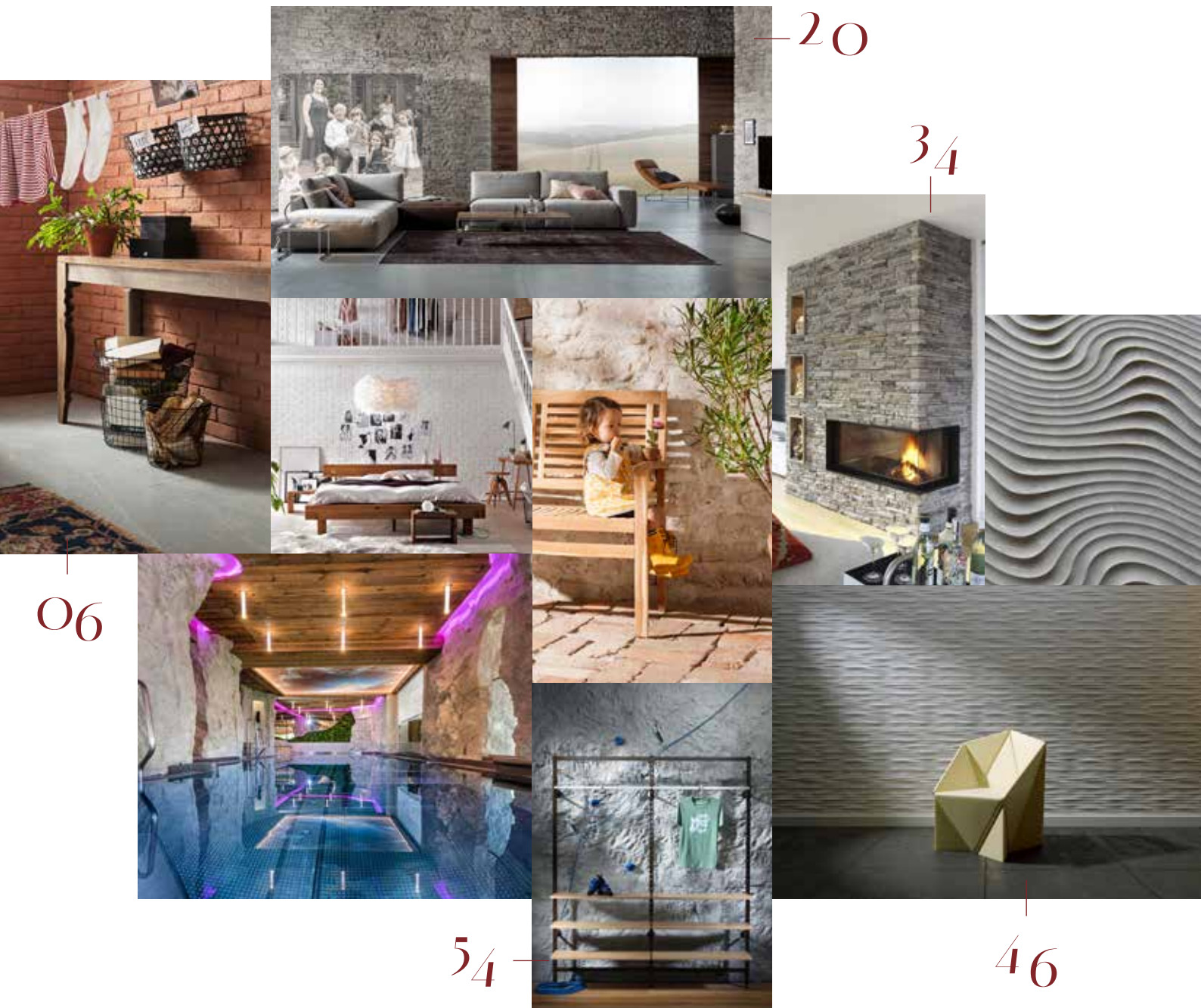
# GEWENA

Manufacture



LUXURIOUS WALL PANELING





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# Beauty alone is not enough!



It all started on a weekend in 1993 in a fairly romantic way. On the way from Austria to Düsseldorf I stopped in Laufen because I had been invited to a party. That's where I met my future wife Andrea.

Right after that I quit my job as the manager of a garden center, moved to Germany and established my own company focusing on the revegetation of hospitals with potted plants.

Once the company was no longer doing so well as a result of cuts to the health system I sought new business models.

I developed a method of producing artificial rocks to install in spas - and quickly followed up with new wall cladding types. Curiosity always drove me forward. I wanted to produce wall panels that not only look sophisticated, but are also environmentally friendly and flame-retardant, in contrast to polyester models available on the market.

Today GEWENA supplies customers around the globe, including major brands' fashion stores, restaurants, hotels and AIDA cruise ships.

- Gerald Wernig, CEO



# The company

Gewena produces luxurious wall paneling made of stone, timber, moss and glass that looks stunning and brings nature indoors. But in fact, those are perfect imitations - they're environmentally friendly, can be mounted while saving time and are available in countless designs.



„Traveling is my inspiration. I am full of ideas when I am on the move. I see something nice in nature, obtain the raw materials and take them home where we try to imitate it.“

- Gerald Wernig, CEO



Michael Großbötzl from „Wand Werk“ in Linz, Udo Franzen from „123-wandgestaltung“ in Oldenburg and Peter Marchl from „AdiK“ in St. Marein are three Gewena dealers running their own business and providing input for new plans. Together we are experimenting with plenty of commitment and enthusiasm. Once a suitable method has been established, the partners are tasked with manually producing the walls on site at customer premises. It is like „genuine haute couture“.



IMITATING NATURE

We take great pleasure in recreating nature by artistically imitating it. The laboratory for our experiments is the production hall in the Bavarian town of Petting. A large facility in which employees are applying color and exotic looking materials in many different ways until they can no longer be distinguished from their natural counterparts. We cater to any customer demands, adapt colors and structure individually. No wall should be like the other. However, the laboratory is

not only used for experiments, this is also where aspects are discussed, planned and where team members have a laugh together.



For expectations to convert to results - and because these men quickly lose sight of the relation between development costs and economic benefit - two women watch the company's finances closely: Anna Volk, 66, who has been responsible for sales, marketing and accounting since 2003 and Wernigs wife Andrea Nickolai, 50, who looks after Gewena's accounting in addition to her job as the manager of a private hospital. A division of responsibilities that works like clockwork.

MEET THE CORE TEAM



# New York

COLLECTION

„I remember coming to New York in 1974. I remember the first morning getting up and walking around the streets, and I thought, ‚I’m home.‘ I felt really at peace here.“

- Anthony Hopkins



# Bricks







# URBAN

# VIBES

For this collection we were inspired by the remarkable brick buildings of New York, that were build after the industrial revolution in the 19th century. Billions of bricks shaped the iconic city as it stands today. Our Collection brings a piece of New York into your home.

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09









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# Brick Types

CHOOSE YOUR STYLE



MANHATTEN



BRONX



BROOKLYN



QUEENS



LITTLE ITALY



# Mediterranean

COLLECTION

“Take me to the ocean. Let me sail the open sea. To breathe the warm and salty air and dream of things to be.”

- Erica Billups



dolce vita







The sweet scent of cypress trees, a salty sea breeze, the feeling of warm sunlight on your skin and narrow alleys surrounded by historical buildings - the Mediterranean area is truly magnificent. With this collection you can bring a little bit of this vacation feeling into your home.











La vita è bella.











# Stone Types

CHOOSE YOUR STYLE



MARSALLA



CANONAU



TOSKANA



FLORINA



BARI



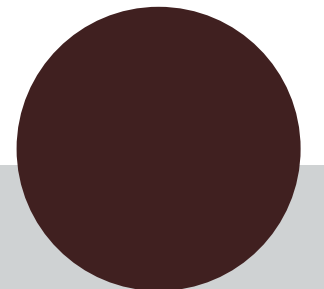
AMALFI



MOSTAR



DUBROVNIK



JESLA





# Modern Elegance

COLLECTION

“Understanding the person or people living in a home is a far greater need in design than focusing purely on the aesthetics. The home is designed around emotional needs.”

- Amanda Talbot



pure







## THE SOPHISTICATED LOOK

You don't want your wall to be a showstopper that immediately catches everyone's eye?

With this collection we wanted to create a modern and sophisticated look that remains in the background in an elegant way. Especially when painted in neutral tones.











# A concrete finish







# Stone Types

CHOOSE YOUR STYLE



VERSAILLES



DUNDEE



CONCRETE



SLATE



# Design

COLLECTION

„Be faithful to your own taste, because nothing you really like is ever out of style.“

- Billy Baldwin

shapes







## C R E A T I V E   S U R F A C E S

Why stop at bricks and stones? If you want the look of elephant skin as a wall, you should have it. Go wild and experiment with color and shape. With this collection we want to celebrate creativity and individualism.





ENDLESS  
possibilities





# Wall Types

CHOOSE YOUR STYLE





# Rockstone

COLLECTION

“There is no better designer than nature.”

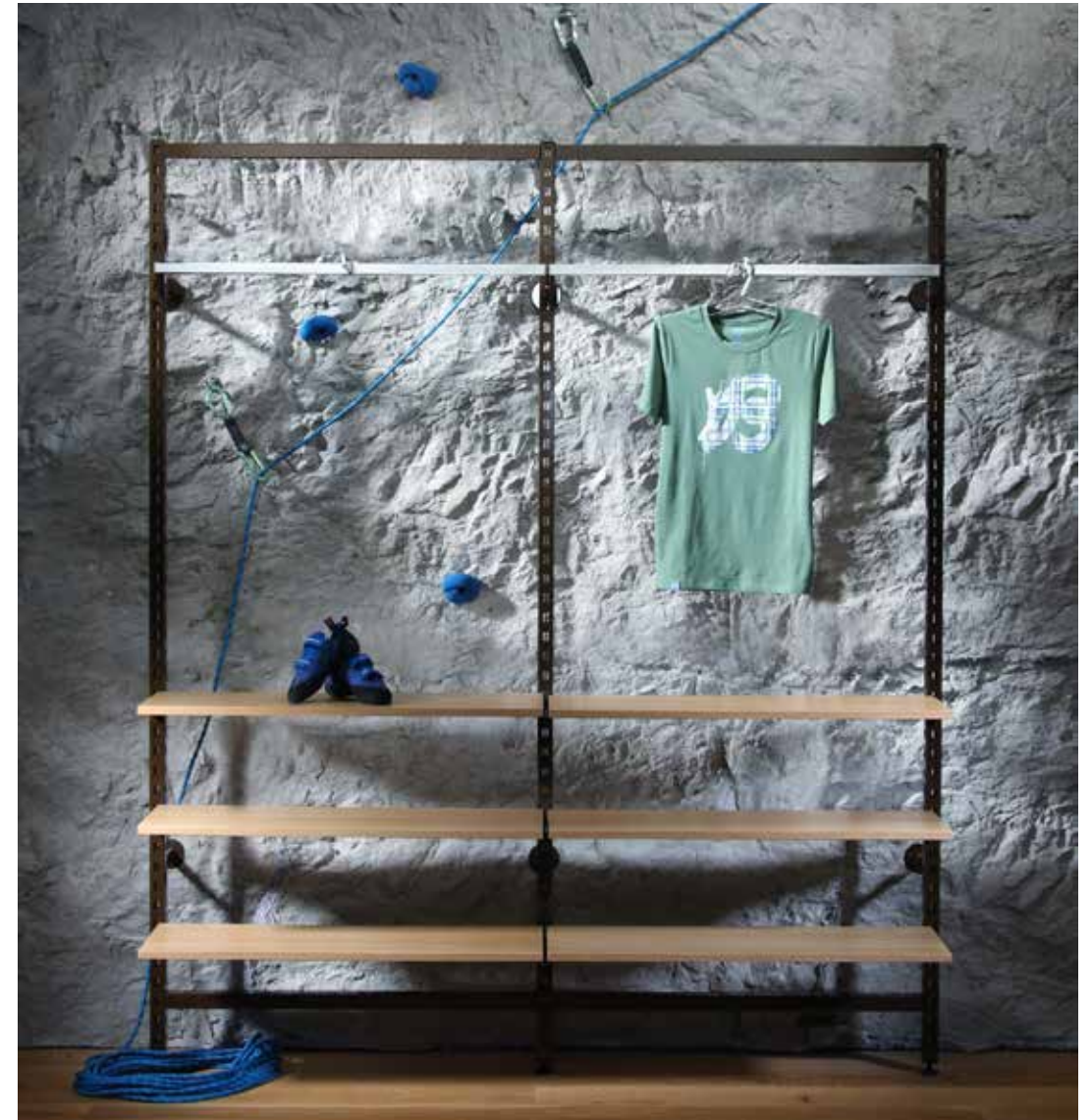
– Alexander McQueen



natural







## TRY A BOULDER LOOK

For this collection we were inspired by nature. Either you prefer a rocky look on your walls, a stone grotto for your bathroom or a boulder look for your spa, sauna or even shower - there are no limitations. We offer six different surfaces, which can all be combined with one another and reduce unwanted repetitions.





# ROCK YOUR WORLD









# The color? Your choice

## R A L C O L O R S T A N D A R D



We use the standardized RAL color system for our walls. This color system ensures color fastness in every project. You can either pick your favorite tone out of more than 200 different colors or combine them to to a unique wall paint.

## O U R R E C O M M E N D A T I O N S

**For Brick Walls**  
red tones, bicolor,  
shades of white

**For Mediterranean walls**  
warm and earthy tones like  
terracotta, beige or ocher

**For Modern walls**  
black, white and neutral  
tones like beige or grey

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Gewena Manufacture

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**Gewena Stone Manufaktur**

Bahnhofstraße 48  
83410 Laufen, Germany

Tel: 0049 8686 98 48 304

E-Mail: [info@gewena.com](mailto:info@gewena.com)

Web: [www.gewena.com](http://www.gewena.com)