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**With Passion to
Market Leadership**

**Antique Parquet is the Expert for
Restoring Historic Floors**

From Passion to Market Leadership

How Thomas Reiner Conquered a Niche with Antique Parquet



Thomas Reiner

Everyone talks about AI and digitalization. Thomas Reiner offers the absolute counter-concept: He renovates historic parquet floors by hand and has become the leading expert in this field. The restorer discovered this market niche himself and fills it with love and passion for his work – while providing compelling value to his customers. – An article about Antique Parquet from Vienna by Thomas Rupp

From Cabinetmaker to Leading Expert for Historic Parquet Floors

After completing an apprenticeship as an art cabinetmaker, Thomas Reiner undertook a traineeship at the Württemberg State Museum in Stuttgart. There he made a name for himself restoring historic carriages. In 1983, he took the leap into self-employment and started his career as a restorer – initially focusing on historic furniture. Over the following years, Thomas Reiner worked on significant projects including the histo-

ric waiting rooms in Leipzig Central Station, Ludwigsburg Palace, Lichtenstein Castle, Köpenick Palace in Berlin, Rottenburg Cathedral, Ebrach Monastery, Breisach Minster, and others. He carried out object restorations for numerous museums.

He was repeatedly called to Vienna for special assignments. There he discovered the enormous potential of carelessly discarded parquet floors. During renovations, valuable historic floors were regularly thrown away – without much consideration. These were floors that had survived for centuries, whose inlays of oak, maple, walnut, mahogany, and rosewood testified to a time when craftsmen were true artists.

Reiner saw not only a cultural tragedy here, but also a market gap: there were hardly any specialists for rescuing and restoring these historic treasures. In 2007, he founded Antique Parquet – with the clear mission of giving historic parquet floors a second life.

The Niche as Strategic Advantage: Why Specialization Works

Even though he wasn't familiar with the „Mewes-Strategy“, the following development can be explained using its implementation phases. Sustainable success is known to arise through consistent concentration on a clearly defined niche and solving the biggest bottleneck for a specific target group. Let's take a closer look:

Phase 1: Strengths Analysis

Reiner brought a unique combination: solid craftsmanship skills, decades of restoration experience, deep historical knowledge, an established network in

monument preservation, and genuine passion for historic parquet floors.

Phase 2: Finding the Niche

Through his work, he identified a market segment with the highest niche potential that he could optimally serve with his skills – from technical know-how to knowledge of monument protection, material science, and historic craft techniques. The number of providers was negligible. This niche wasn't characterized by price competition – anyone wanting to have a 250-year-old parquet floor restored seeks the best provider.

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Phase 3: Target Group Focus

Antique Parquet concentrates on customers with the highest standards: owners of historic buildings, architects in the luxury segment, museum directors, and monument conservators. These customers need authentic, professionally restored historic floors – and find few providers who meet this standard.

Phase 4: The Biggest Bottleneck

Depending on the commission, the central bottleneck lies in access to authentic, restored historic parquet floors and/or in the restoration of existing floors plus the expertise for their installation. The entire renovation of valuable buildings fails if the floors cannot be optimized analogously to other building components.

Phase 5: Innovation Through Tradition

Thomas Reiner solves these bottlenecks on several levels: He has systematically built up Europe's largest ►

inventory of historic panel parquet floors. Over 10,000 square meters of authentic floors are available to customers here. He has also perfected traditional restoration techniques with consistent handwork – every floor is treated like a piece of furniture.

This innovation is actually a paradox: Reiner innovates through the consistent application of traditional methods. This „backward-looking“ innovation creates absolute authenticity and results that are indistinguishable from originals.

At the same time, he integrates sustainability: The reuse of historic floors is resource conservation at the highest level. This positions Antique Parquet as a pioneer of circular economy in the luxury segment.

In addition, there is comprehensive documentation: Every floor is photo-

graphed, its origin researched, its history documented. Customers receive a piece of history with provenance – an emotional added value.

Particularly spectacular was the discovery of a parquet from 1745 with inlays of oak, maple, walnut, mahogany, and rosewood – a masterpiece of Baroque craftsmanship.

Antique Parquet now has Europe's largest inventory of historic parquet floors.

Phase 6: Cooperation Instead of Competition

Thomas Reiner systematically built a network of architects, monument conservators, and restorers. As a member of the Austrian Restorers' Association (ÖRV) and the Association of Restorers (VDR), he established himself as a recognized expert. These cooperations function as multipliers and con-

tinuously expand his network developed over decades.

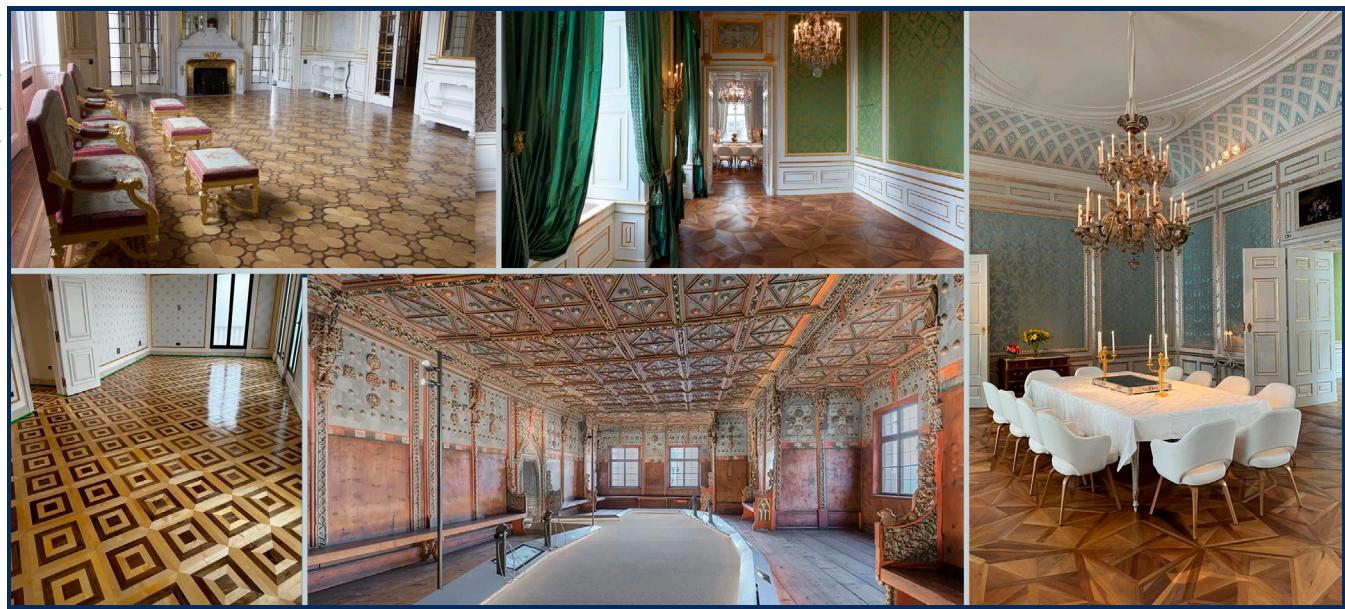
Phase 7: Market Leadership

Consistently following the described path, not least with a good portion of love and passion for the parquet floors and their living history, made Thomas Reiner and his Antique Parquet the leading specialist for historic parquet floors in Europe. The company has locations in Vienna, Kirchberg in Tyrol, and Reutlingen. The warehouse is located in Kleinneusiedl near Vienna Schwechat Airport.

**Reference Projects:
Where Excellence Becomes Visible**

The project list reads like a who's who of European cultural history: Imperial Hofburg Vienna, Hohensalzburg Fortress in Salzburg, Schönbrunn Palace, Stefan Zweig Villa and Emslieb Castle in Salzburg, Belvedere Palace in Vienna,

Fotos: antique-parquet.com



Worldwide reference projects document the work of Antique Parquet and the significance of historic floors.

Sisi Museum, and many more. In addition, there are countless private villas and hotels such as the Sacher Hotel or the Hotel Cipriani in Venice. Internationally, Antique Parquet has realized projects in London, New York, Los Angeles, Miami, and Panama City, among others – proof of worldwide recognition.

Success Factors of Positioning:

1. *Compelling Value with Decoupling from Price Competition*: The target group pays premium prices for premium performance – without alternative.
2. *Incomparability*: Every historic floor is a unique specimen. This leads to a natural limitation of supply. There will never be a mass market here.
3. *Emotional Connection*: Customers buy history, authenticity, and sustainability – an emotional component that transcends rational purchasing decisions.

Thomas Reiner's work has changed the industry. He established new quality standards and helped ensure that historic floors are now regarded as valuable cultural assets. His focus on sustainability triggered a rethinking.

Today, historic floors are no longer disposed of but regarded as valuable cultural assets.

In collaboration with the Federal Monuments Office, an exhibition about the history of parquet was opened at the Mauerbach Charterhouse featuring objects from Antique Parquet, which has attracted great interest and has now been extended for the sixth time.

The „Antique Parquet Case“ Demonstrates:

- *Specialization beats diversification*: In saturated markets, those who do something specific for a defined

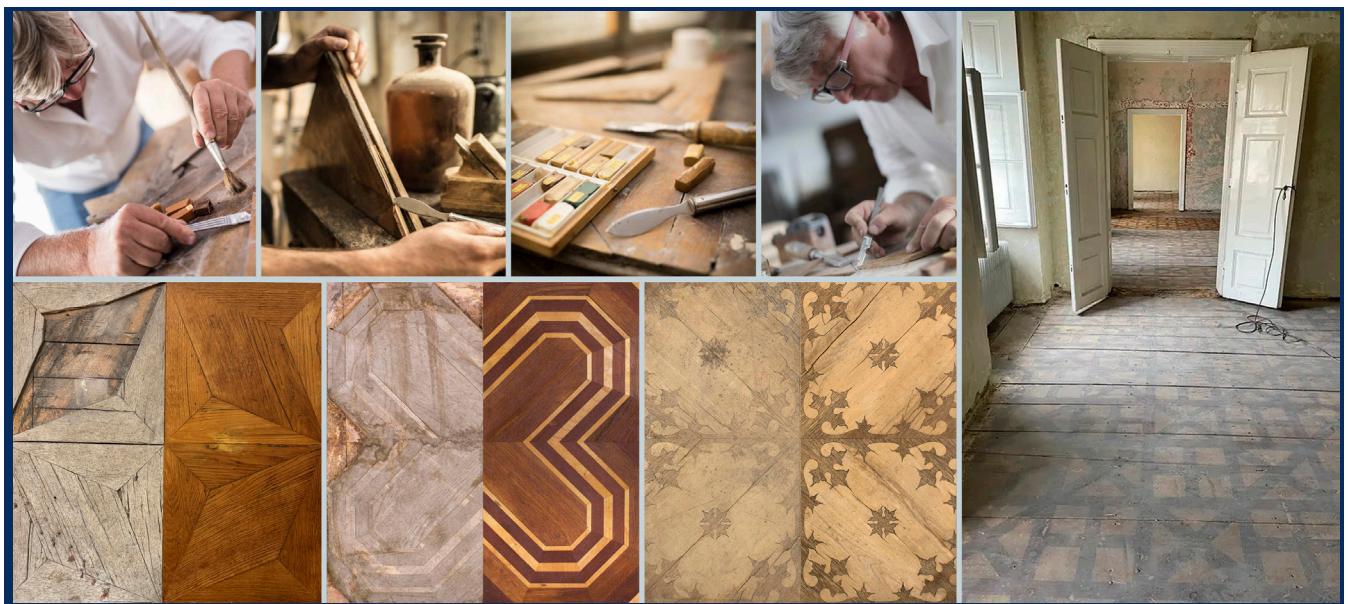
target group better than everyone else win.

- *High entry barriers protect*: A niche with solid know-how and a specific network keeps competitors away.
- *Authenticity convinces*: Those who turn their passion into a business model radiate credibility.
- *Quality justifies premium prices*: In the right niche, customers gladly pay more for unique performance.
- *Networks multiply success*: Cooperations extend reach without additional marketing costs.

Thomas Reiner shows that sustainable success arises from consistent focus, solving real bottlenecks, and the courage to pursue a niche. In a world of arbitrariness, this is the path to relevance, profitability, and personal fulfillment. ■

Further information:
www.antique-parquet.com

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Predominantly handwork – The renovation of historic parquet floors by Thomas Reiner is carried out largely without machines.