

Beat: Business

## HESSENREPORTER PAYS A VISIT TO HÜMA

### HANNOVER MESSE 2016

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**USPA NEWS** - Real-life stories on "hr-Fernsehen": hessenreporter tells the stories of extraordinary people and the challenges they face. As part of the three-part TV report "Die Existenzgründer" ("The start-ups"), cameras followed the founders of hüma PARKETTSYSTEM GmbH over the course of a year.

The results of the filming will be shown by the broadcaster Hessischer Rundfunk in the second and third episodes of the programme, airing at 18.30 on 24 and 31 January 2016.

The report tells the story of Manuel Mannheim and Felix Hüllenkremer. As qualified civil engineers with a specialist interest in wood, they each have extensive networks that include research associates at the Fraunhofer Institute for Wood Research. It is within that creative atmosphere that they developed a vision: to produce a highly robust, real wood parquet flooring that offers a particularly diverse range of applications thanks to its plastic-based joint and locking geometry.

The engineers took the courageous step of striking out on their own with hüma, and founded a start-up that manufactures parquet flooring solutions, in particular for use in damp and wet areas. The basic idea behind the vision was to make high-quality parquet flooring for use in all living spaces a reality. By establishing their start-up, they put that idea into practice. And in so doing, the bold inventors filled a real gap in the market and, as a result, have already been able to persuade various investors to get behind their idea. Their exciting journey is recounted in the report by Hessischer Rundfunk which makes up the second episode of the hessenreporter series.

The visionaries began by winning a prize for start-ups for their waterproof parquet flooring system. The painstaking manual work involved in the manufacture of the first parquet flooring is also covered in the programme. As the story develops, the focus will turn to how the company founders managed to convince backers and investors to get behind their parquet flooring innovation. On 24 January, Hessischer Rundfunk will show how an idea became a trademark. Following on from that, the third and final part of the series to be aired on 31 January will look at the grant of a six-figure subsidy... A fascinating account of a business start-up "" and a story not to be missed.

#### Article online:

<https://www.uspa24.com/bericht-6931/hessenreporter-pays-a-visit-to-huema.html>

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