

Topic: 30 years of wedi

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Date: November 2013

wedi would like to say a big thank you for your trust over the past 30 years

The success story of many companies begins in a garage. This wasn't exactly the case with wedi, though this company also had a somewhat unconventional beginning: in a 250-square metre tent. In 1983, Helmut Wedi began producing the support elements for bathtubs in that tent, his son Stephan Wedi then developed the company to become a system provider serving the business areas building materials, design objects and customised building services. Since those beginnings, wedi can look back on 30 years of success on the market and today can be proud of the fact that it has become the market leader in terms of expertise in the segment floor-level showers, that it is the market leader when it comes to innovation and quality, and that it is the premium brand on the market. These successes are reason enough for the Emsdetten-based company to celebrate and thank its partners from the building trade, retail and architecture for their trust.

Many of the inventions which were pioneering at the time they were developed have meanwhile become obsolete. But that is certainly not the case with wedi building boards. Known colloquially as the blue board, its meaning for bathrooms and their construction has grown continuously over the past 30 years. The extruded polystyrene rigid foam as inner core makes it watertight, light and stable, while also allowing flexibility when it comes to the realisation of design ideas and demands on site. wedi is able to surprise its customers time and time again with new and practical solutions. A recent and perfect example of this is wedi Fundo Plano Linea with integrated linear drain which runs close to the wall. With an installation height of only 70 millimetres, this makes it the flattest complete system of its type and a real problem-solver when carrying out bathroom renovations. Or wedi Solso – the ideal base structure for showers with modern PVC coatings.

The values embodied by Helmut Wedi are carried on

"We benefit from the characteristics that my father defined at that time. They have set wedi apart from the rest for 30 years and have made the company strong", says Stephan Wedi. Firstly, due to the innovative culture that has been fostered and lived in each and every part of the entire company, and which has always aimed at improving and providing the maximum benefit to the customer. Secondly, due to the systemised internationalisation of the market cultivation, which, in essence, already began as far back as 1984. And thirdly, due to the commitment and loyalty of the employees, who can always be relied on. This demonstrates that despite the fact that the company now operates on a global scale, the welfare and concerns of employees are still a priority.

Thank you and here's to another 30 years

The successes and awards would, however, have never been possible without the trust that partners have shown and put in wedi. It is for this reason that the company is not planning to hold a big anniversary event, but is instead running a "Thank You" competition with prizes which have also been providing impulses over the past 30 years and which have delivered added value. This, as well as an interesting journey into the past can be viewed at www.wedi30years.com. Though wedi is taking a little time to look back on the last 30 years, it is still always focussed on the future: "We want to continue to write history when it comes to bathroom designs", is how Stephan Wedi described the goal for the next 30 years. "Our innovative strength not only helps us to find new solutions and develop new products but also to continuously scrutinise our processes and business model. We always have an eye on the market." What resulted from these processes could be seen at the Cersaie trade fair and were extremely well received by the trade professionals there.

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