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**Topic: A portrait of wedi**

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## The joy we get out of doing better

**Why make complex plans when simple ones are also an option? Why endure tedious processing if the quick premium solution is obvious? Why install cumbersome protection when safety features are already integrated? Asking questions is always the first step on the path to creating useful innovations. wedi, the supplier for systematic construction and renovation work, has been around for 30 years, providing answers for the bathroom and wellness area.**

It all started in 1983 with the innovation from master tiler and company founder Helmut Wedi. He developed a 100% waterproof building board. It could be tiled directly and also precisely and quickly shaped as desired. In addition to its lightness, when tiled it appeared to be so stable that it could even be used to build free-standing elements. The first tile backing element was born. It revolutionised the procedures used by planners and tilers, in the best sense of the phrase. Hitherto unknown freedom in design opened up within the drafting process. Tradesmen could implement their ideas in built rooms much faster and in a much more reliable manner than before. The Emsdetten-based family-run company, which is now being managed in its second generation by Stephan Wedi, is building on this usage principle. Today, wedi is synonymous with complete building systems, unusual design elements and an extensive customised building service. Services in the areas of sales support and application technologies help wedi's partners to market their services better. To this end, the market- and trend-oriented wedi experts contribute to training sessions for dealers, tradespeople and architects.

## **Always one idea ahead: building materials that can be tiled directly within the system**

The original, ground-breaking wedi building board made from extruded high-density polyurethane foam has, in the meantime, given rise to an entire range of systematic products. Used in conjunction with suitable wedi installation aids and optimally coordinated wedi system chemistry, a whole host of wedi building boards for every application and elements for floor-level showers ensure a design that is both creative and reliable. Contractors at wedi can rely on high-quality products. Indeed, from impact sound-deadening boards to decoupling mats, here they get the entire system from a single source.

## **Perfect in form and functional: directly tileable design elements for bathroom and wellness oases**

Individual bathroom architecture and unusual room concepts are on trend. wedi design elements broaden freedom in design enormously.

With the free-standing designer showers from the wedi Fundo line in a classy round or shell shape, bathrooms and wellness areas can set standards. Any kinds of lines go, e.g. shower partitions, room dividers or privacy screens, when they are designed using the wedi Moltoromo modules.

The bathroom suite looks just unique with the wedi designer range, Sanbath. Washstands, shower cubicles or even entire bathtubs are available here as ready-to-install elements, which can be tiled or coated in a completely individual fashion. The same applies to the wedi Sanoasa collection, which ranges from the multi-functional wellness shower cubicle, over benches, to heatable wellness loungers in the shape you'd like.

## **Creative and reliable: the individual customised building service**

Extravagant bathrooms and unique wellness facilities are a particular challenge for architects and the tradespeople involved in the design process. wedi accompanies its partners in all phases of the design and building process with its customised building service. The service includes joint technical planning and individual, precise production of building and design elements. The test set-up of the facility in the wedi production halls provides additional reliability. And last but not least, the ready-to-install delivery of all elements greatly speeds up the construction site process.

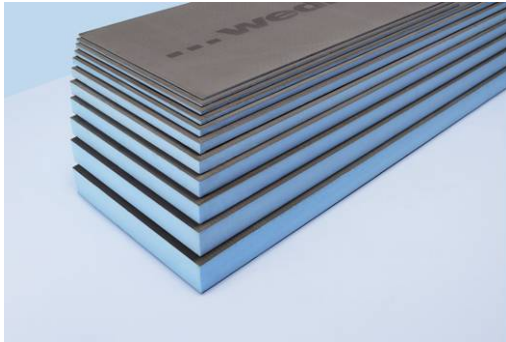
## **An unbroken desire to innovate**

The practice-oriented impetuses from wedi are catching on – and not just in Germany. They have also enjoyed international recognition for a long time. In 36 countries around the globe, designers of bathroom and wellness areas use wedi's solutions to cost-efficiently implement their ideas in an aesthetically perfect manner, making no compromises when it comes to function. The fact that there are still plenty of things that can be made even better with the right innovations is what drives the wedi developers. In close contact with practitioners on the construction sites, year after year sophisticated solutions for what have until now been fiddly details are coming into being. This is also underlined by the new innovations for floor-level showers, which were presented at BAU 2013.

The shower element is called Fundo Plano, and its inclusive integrated drain is just 65 mm tall. This, the world's flattest system, enables floor-level showers to be installed even in places where there are low assembly heights – e.g. in the case of barrier-free renovation we have in stock. Now, a floor-level shower can now be installed in a much faster and more reliable manner than before, even in the case of suspended timber floor structures – with the new product, Fundo Ligno.

## Images

Image



Caption

Key point as text: It forms the foundation: the wedi building board



Key point as text: A wide range of floor-level shower products for diverse applications



Key point as text: Numerous designer products, such as benches and loungers ...



... and bathtubs and washstands.

Image



Caption

Key point as text: Customised building service



Key point as text: Customised building service

## Press contact

Stephanie Hesse  
wedi GmbH  
Hollefeldstr. 51  
48282 Emsdetten  
Telephone +49 2572 156-144  
Fax +49 2572 156-160  
[Stephanie.hesse@wedi.de](mailto:Stephanie.hesse@wedi.de)