

40 years of wedi in a nutshell

Emsdetten, 16 May 2023. 40 years of wedi: the bathroom and wet room specialist kicked off their anniversary year at the world's leading trade fair BAU in April . With their exhibition stand wedi also presented their new, trend-setting brand appearance.

Visitors to BAU were able to see the new wedi brand appearance from afar: the three imposing "wedi dots" hung from the ceiling of the Munich exhibition hall. "Our company anniversary is wrapped in the motto 'Experience. System. Vision.' That is the world of wedi in a nutshell", says Thomas Seifert, sales manager at wedi. "We combine our 40 years of experience with the approach of always thinking in systems – whilst also keeping our focus on a sustainable future."

Experience, System and Vision

The BAU was indeed a successful start to the wedi anniversary year. Especially because the international construction industry met on site again for the first time in four years. "It was great to meet many interested and qualified people at our stand, to have good conversations and be able to express our enthusiasm about wedi products", says Seifert. "Overall, we drew a more positive conclusion in comparison to CONSTRUCTION in 2019. This was mainly due to the fact that we had a large number of trade visitors at our stand even on Saturday."

In its 40th anniversary year, wedi has a lot of plans, such as a big competition for installers. Workers and employees also have something special to look forward to: in the founding month of September, a large 40-year celebration is planned.

Perfect unison of design and sustainability

At wedi, the "vision" also includes the many aspects of sustainability. That is why the topic was represented in its own area on the exhibition stand at BAU. "It was important for us to explain to our visitors what measures wedi is taking in terms of sustainability. The entire company, from general business processes through the development of system solutions to production and logistics, is affected by such measures. We place great importance on a resource-friendly approach at every step of the way", says Thomas Seifert.

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A great example of wedi's long-term approach: since 2016, the blue core of wedi building boards contains at least 25 percent recycled foam. "What's more, wedi Top design surfaces in a natural stone look consist of 100 percent recycled materials – without having to compromise on function or design", adds Seifert. Going forward, wedi plans to continue using recyclable raw materials. "We are looking at this very intensively."

About wedi

The wedi Group is a leading manufacturer of innovative system solutions for bathrooms and wet rooms. The company, founded in 1983 in Emsdetten, Westphalia, is known for its building boards with blue XPS core developed by the company founder Helmut Wedi. Today, the system provider employs more than 500 people and is active in over 50 countries. At its two manufacturing plants in Germany and the USA, wedi produces complete building systems and design-oriented components for durable and aesthetic bathrooms. The strategic focus is on a high degree of prefabrication and integrated technology to ensure a safe and easy installation. wedi is certified according to the environmental standard ISO 14001 and pursues a comprehensive sustainability strategy.

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