

Product offensive for the industry meeting

wedi celebrates 40 years – with new innovations for creative bathrooms at BAU 2023

Emsdetten, March 21, 2023. Shaped by core principles such as a sustainable production with a high percentage of recycling or time-saving installation for the last 40 years, wedi's product range is enhanced by new colour and design accents. In 2023, the year of its anniversary, the bathroom and wet room specialist will once again be presenting a whole range of new product innovations. Combining creative design options with durable and functional solutions, wedi expands its range just in time for BAU.

New products include a new Fundo shower element for suspended timber floors and a prefabricated, illuminated design surface for wedi Sanwell niches. Three new designs are available for the wedi Top Wall and Fundo drain covers, and a new shower wall module enables quick installation by reducing labour and risky installation steps on site. With its product range supplemented by the new products, wedi addresses important industry trends.

Trend 1: Time-saving solutions

Schedules at construction sites are tight, and staffing levels in many companies are low. The new Sanwell shower module is an ideal solution to this problem: cold and hot water pipes, as all other connections and the Hansgrohe iBox are integrated inside the module. After delivery of the completely waterproof module, simply adjust (e.g. width and height if required), set up/connect and fix to the substrate - the individual solution is ready to receive its finish. And all this is well received: in March, the Central Association of Sanitary Heating Climate awarded the Sanwell shower wall module the ZVSHK Award 2023.

The wedi Sanwell Top LED niche also convinces with its time-saving "Plug & Play" technology. Milling, fastening, bonding, sealing and other preliminary work are completely eliminated. The integrated custom-fit LED light strip provides a pleasantly warm light.

Trend 2: Safety during bathroom renovations

Bathroom renovations and refurbishments are becoming increasingly important for many craft businesses. However, especially in old buildings, the existing substrate is timber. Much needed assurance is provided for such installations by the floor-level **Fundo Ligno Plus shower**

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element. Thanks to its low installation height of 23 mm, it can be quickly and easily integrated into the suspended timber floor without laborious levelling measures or building up further height.

Trend 3: New design and colour accents

Colour accents are becoming more and more important in the design of showers and bathrooms. wedi helps shaping this trend: among other things, with new **drain covers** in "metallic black", "metallic rose-gold" and "metallic gold". The colours are matched to common fittings from leading brassware manufacturers. Thanks to the high-quality PVD coating, the brushed surface structure and the high colour brilliance are long-lasting and durable.

Trend 4: Combination of design and sustainability

Joint-free shower and bathroom walls are also on trend – as is the desire for sustainable solutions. What could be more obvious than satisfying both requirements with one product? For the **wedi Top Wall**, three new designs made 100% of mineral materials are now available, enabling a lively wall and surface design for wet rooms. The integrated "flakes" are made entirely of recycled mineral materials.

"The recycled proportion of the XPS core of our building boards is around 25 percent," says product manager Sebastian Hinze. "Because we recycle the XPS waste from our production process into granules." The company's comprehensive sustainability strategy, which has been certified by an independent 3rd party, also verifies the use of 100 percent green electricity from hydropower in the wedi production process.

40 years of wedi - Experience. System. Vision.

At BAU, the system provider will be presenting the core message "40 years of wedi. Experience. System. Vision." On the occasion of its 40th anniversary, wedi presents its vision of the bathroom of the future on a 150 m² island stand in Hall A 4 (No. 321). Series of different exhibits will give a detailed picture of the various possibilities for visitors. Hourly practical demonstrations will take place to show the practical implementation: for example, the installation of wedi Fundo shower systems, seating benches, shower wall modules and building panels used as partition walls. The implementations are carried out by wedi application engineers and a specialized moderator.

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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 enable safe and easy installation. wedi is certified according to the environmental protection standard ISO 14001 and pursues a comprehensive sustainability strategy.

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