

Smart setup: changes in the wedi management team

Emsdetten, 23 July 2024. The wedi management changes: Andreas FÜRER (51) was appointed to the management board as of the 1st of July. Since the 1st of May, Dennis Platteel (54) has also been strengthening the international activities of the bathroom and wet room specialist from Emsdetten as Sales Director of Europe and Head of Key Account Management.

Andreas FÜRER, who joined the company as Chief Operations Officer on the 1st of January 2024, was appointed to the Management Board in the same capacity as of the 1st of July. "This strategic decision strengthens our management and sends a clear signal for growth and innovation," - says Fabian Rechlin, wedi Managing Director and CEO, of the strategic dual leadership.

FÜRER sees a large potential in the traditional company. "For me, wedi is the epitome of a successful midsize company: innovative products, a well-thought-out system approach and, above all, employees who are convinced of both and also convey this to the outside world," - he concludes after six months in Emsdetten. "I will do everything possible to ensure that wedi is well positioned in the future and that we take the next steps together. Above all, the topics of system construction and sustainability are of great importance to me."

Andreas FÜRER brings extensive experience in the industry and a proven track record. After studying process engineering at the University of Applied Sciences Frankfurt am Main, the graduate engineer (FH) worked in the glass and solar industry. This was followed by positions as production manager and later head of operations in the sensor technology sector. In 2019, he was promoted to plant manager and managing director at a leading glass pharmaceutical packaging company.

Active internationally and in the Benelux

Dennis Platteel, a thoroughbred "wedian" takes responsibility as the "Sales Director of Europe and Head of Key Account Management". Between 2016 and 2024, the Dutch-born was responsible for the Benelux countries as Country Manager. His long-time colleague Laurent Knoors has now taken over the sales tasks locally.

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After eight years in business operation, Platteel is now taking care of the wedi Group's strategic orientation throughout Europe. "With vision, courage and enthusiasm, Dennis has placed the Benelux region on a successful course," - says wedi Managing Director Fabian Rechlin, honouring the work of the 54-year-old. "I am sure he will continue his work with equal success in his new field." Platteel himself attaches particular importance to personal contacts. "I am convinced of the importance of staying in touch with local teams, direct customers and their customers to learn from them," - he says.

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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