

**WEICON GmbH & Co. KG**

## **Development in the fast lane**

### **75 years of Weicon**

Muenster, October 2022 - Weicon, the manufacturer of adhesives and sealants based in Muenster, Germany, is celebrating its 75th anniversary this year.

### **From tool dealer to global player**

The small family business, which started in 1947 with the sale of tools, has developed over the past 75 years to an internationally active manufacturer of specialty chemical products with nine foreign branches, production sites in Ascheberg and the Rhineland, more than 350 employees and around 1,300 trade partners in more than 120 countries.

After tools such as hammers, pipe crackers & co., special chemical products were added to the Weicon range in the mid-1960s. Today, the company offers more than 450 adhesives, sealants, technical sprays, high-performance assembly pastes, greases, and stripping tools that can be used in all areas of industry.

### **From Muenster to the world**

In addition to its headquarters in Muenster, Weicon operates branches in Dubai, Canada, Turkey, Romania, South Africa, Singapore, the Czech Republic, Spain and in Italy and supplies its products to more than 120 countries around the world.

The key driver of this international positioning was Ralph Weidling, who joined the company in 1987. Under his leadership the Muenster-based company expanded all over the world. His daughter Ann-Katrin expanded Weicon's orientation at the level of digitalization and sales on online marketplaces, which she has been rapidly advancing since her start in 2017.

## **Strengthening the online presence**

As a result, the strategic orientation of the Muenster-based family business has evolved in recent years - from a supplier for industry and technical trade to a company that additionally offers consumer products via various online platforms and its own web store. One example of this is a bicycle care set that Weicon has launched on the market.

Managing director Ann-Katrin Weidling on strengthening the company's position in the e-commerce sector: "Shopping at the click of a mouse is something most of us take for granted these days. It is practical and convenient to make purchases around the clock and from wherever. The world is becoming more and more digital and we need to take advantage of that and be present online."

## **Motorboat vs. tanker**

Ralph Weidling, CEO of Weicon, on the flexible orientation of his company: "Typical for us is the quick adaptation to new situations. In contrast to large, rather cumbersome corporations, we can react immediately and seize our opportunities. We are more like a small and maneuverable motorboat that can dock anywhere at a moment's notice. Unlike the slow tanker, which needs a lot of time for every maneuver, we have a huge advantage there."

## **Sustainable tools**

This rapid adaptability is also evident in the Muenster-based company's new developments. At the Hardware Fair, the largest tool trade fair in the world, Weicon presented the first stripping tools made from sustainable raw materials at the end of September. The material of the tools is based on vegetable oils as well as natural waxes, fibers and minerals.

"Two years ago, we already changed the packaging of our tools from plastic to cardboard. Now we are the first company in the world to launch stripping tools made from renewable raw materials. For us, this is the next step towards a sustainable future," says Ralph Weidling.

## **Award-winning employer**

In addition to a wide range of high-quality products and a strong service mentality that sets Weicon apart from many other companies, the team plays the biggest role at the Muenster-based family business.

"Because we can only be successful with our strong and satisfied team. That's why we have been one of Germany's top medium-sized employers for four years now. The title is awarded annually by the business magazine Focus Business. Each of these awards is a great sign of appreciation from our employees. Nowadays, you have to go to great lengths to find and retain a good team. The awards show that we are a convincing employer and do a lot right in areas such as work-life balance, working atmosphere, training opportunities and benefits," says Ann-Katrin Weidling.

674 words

96 rows

4166 signs (incl. blanks)

## Further information:

[www.weicon.de](http://www.weicon.de)

## Corporate profile:

Since 1947, WEICON GmbH & Co. KG has been producing speciality products for the industry in Germany. The range of products includes special adhesives and sealants, technical sprays and high-performance assembly pastes and greases for all areas of industry - from production over repair up to maintenance. Another field of activity is the development, sales and distribution of stripping tools.

The company headquarters is located in Muenster, Germany. WEICON has subsidiaries in Dubai, Canada, Turkey, Romania, South Africa, Singapore, in the Czech Republic, in Spain and in Italy. The company is represented by WEICON partners in more than 120 countries all over the world.

## Media contact:

WEICON GmbH & Co. KG

Thorsten Krimphove M.A.

Public Relations

Koenigsberger Str. 255

48157 Muenster, Germany

Phone: +49 251 93 22 294

Fax: +49 251 93 22 256

Mobile: +49 151 121 0606 7

E-mail: [t.krimphove@weicon.de](mailto:t.krimphove@weicon.de)

Website: [www.weicon.de](http://www.weicon.de)

Social Media:

[www.facebook.com/weicon](http://www.facebook.com/weicon)

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