**Publisher | Editors**

HEWI

Marketing + Innovation

HEWI Heinrich Wilke GmbH

PO Box 1260

D-34442 Bad Arolsen

Phone: +49 5691 82-0

presse@hewi.de

www.hewi.com

Clara Brenneker

Phone: +49 5691 82-214

cbrenneker@hewi.de

Nicolo Martin

Phone: +49 5691 82-106

nmartin@hewi.de

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**HEWI founds MIDAS Coating GmbH**

**Strengthening and expansion of design and surface competence**

HEWI, based in Bad Arolsen, has founded MIDAS Coating GmbH as a wholly owned subsidiary. This company continues the business operations of the surface specialist ROPAL Europe AG based in Burgwald.

With the expertise of MIDAS Coating GmbH, HEWI is expanding its own added value in the production of fittings and sanitary products. With regard to the variety of materials, surfaces and colours that characterise the various product lines, the North Hessian company is bringing the expertise of a proven surface specialist into its own group of companies.

"The extremely high level of expertise in PVD and electrostatic powder coating, classic lacquering and the sophisticated combination of the individual techniques, particularly for finishing non-metallic surfaces, fits perfectly into the implementation of our innovation strategy," explained HEWI Managing Director Thorsten Stute. "With this expansion of our value creation, we are also increasing our flexibility internationally and creating measurable added value for our customers."

Veit Bechte, who has been responsible for research and development at HEWI for several years, was appointed Managing Director of the newly founded MIDAS Coating GmbH.

"With our barrier-free sanitary equipment solutions," says Veit Bechte, "we offer a wide range of customizable solutions that our customers and builders want to get in the usual quality and delivery time. This expanded surface know-how gives us a head start in the contract business."