



— 150 YEARS —

 **WISA®**

BADEN EN GEYSERS



W. J. STOKVIS'

KONINKLIJKE FABRIEK
VAN METAALWERKEN N.V.

A R N H E M

AMSTERDAM
GRONINGEN
WELTEVREDEN

DEN HAAG
BRUSSEL
SEMARANG

ROTTERDAM
LONDEN
SOERABAIA

FOREWORD

WISA has manufactured quality and innovative sanitary products since 1865. With a rich history in flushing technology, we now offer a whole range of products, including flushing systems and accessories, ceramics and toilet seats and a wellness programme. From our sales offices in the Netherlands and Germany and our separate export department, we supply quality and innovative sanitary products worldwide.

To mark our 150 years in the industry, we have used the available material to chart the DNA of WISA. We hope that you enjoy reading about our history.

Mark Grosfeld, Managing Director WISA

< Cover of the baths and geysers product range.



1865
First
Factory

BIOGRAPHY OF W.J. STOKVIS

**NAME**

Wolf Joseph (Willem Joseph) Stokvis

BORN

23-03-1840, Rotterdam, the Netherlands

DIED

25-12-1925, Arnhem, the Netherlands

PARENTS

Joseph Samuel Stokvis and Esther van Praag

PARTNER

Sientje Pinkhof (1847-1917) 1866

CHILDREN

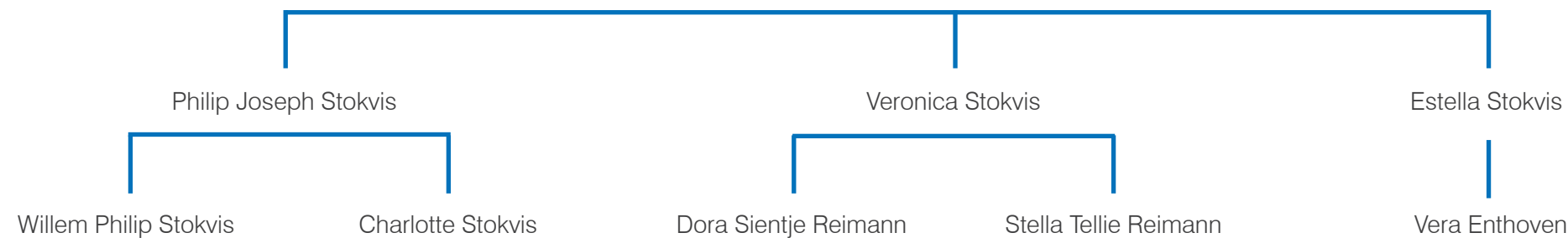
Philip Joseph Stokvis (1867 - 1943),
Veronica Stokvis (1868 - 1939), Estella Stokvis (1873 - 1952)

CAREER

Founder of the W.J. Stokvis Metalware Factory in Arnhem in 1865

HIGHLIGHTS

Knight of the Order of Orange-Nassau



1865

HOW IT ALL STARTED

W.J. Stokvis, entrepreneur

On 23 March 1840, Wolf Joseph Stokvis was born in Rotterdam. In 1865 he founded the W.J. Stokvis Metalware Factory in Arnhem. The company was later renamed WISA.

Stokvis was a strong leader and a very hard worker, the true entrepreneur. At the age of 84, he was still an active board member on a daily basis.

Metalware Factory W.J. Stokvis

By founding the metalware factory, Stokvis laid the foundation for a company that would play an active role in water management in Western Europe.

The business was prosperous and the first property was purchased on Oude Kraan in Arnhem in 1873. This was followed by many expansions.



1840
W.J.
Stokvis



1865
First
factory



1866
Marries
Sientje



1867
Birth of
Philip



1868
Birth of
Veronica



1873
Birth of
Estelle



1903
Cast-iron
cistern



1910
Knight of the Order
of Orange-Nassau



1925
W.J. Stokvis
dies

A WIDE RANGE OF PRODUCTS



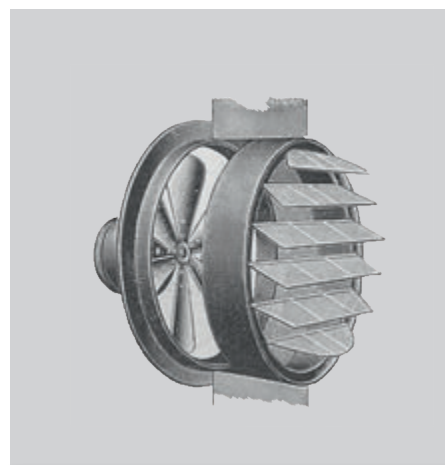
From the very beginning, the metalware factory developed and manufactured a range of products varying from taps and lamps to gas heaters. Later, development and manufacturing focused more on products for water management, mostly based on designs by son Philip.



Bathroom tap



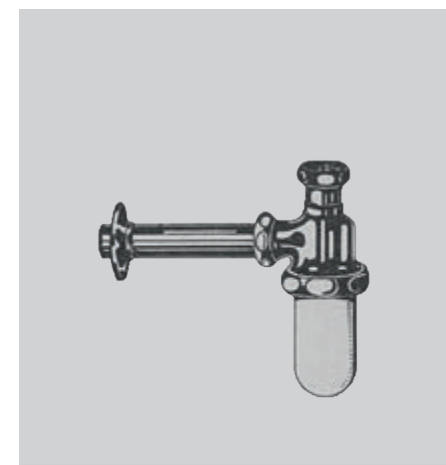
Gas heater „Desmond“



Wall ring fan



Iron



Siphon

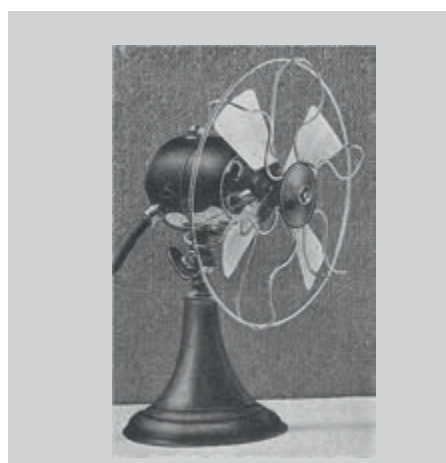
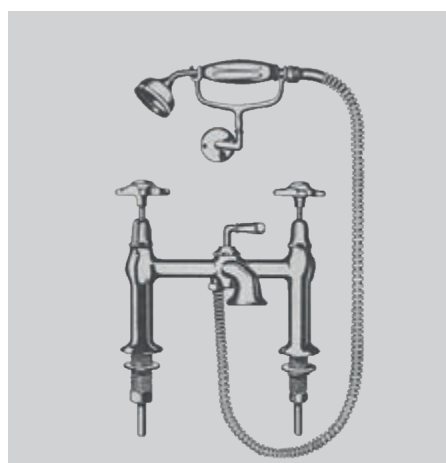
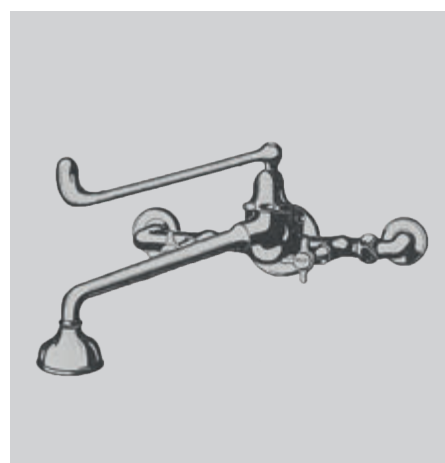


Table fan



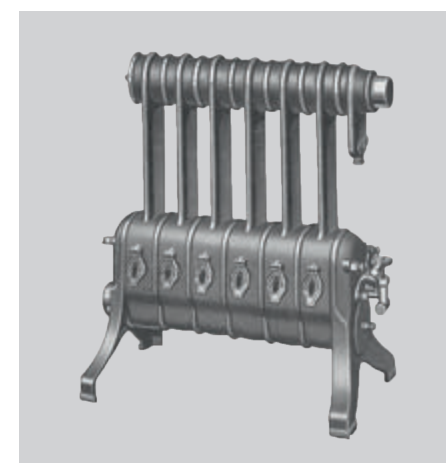
Mixer tap with hose



Mixer tap



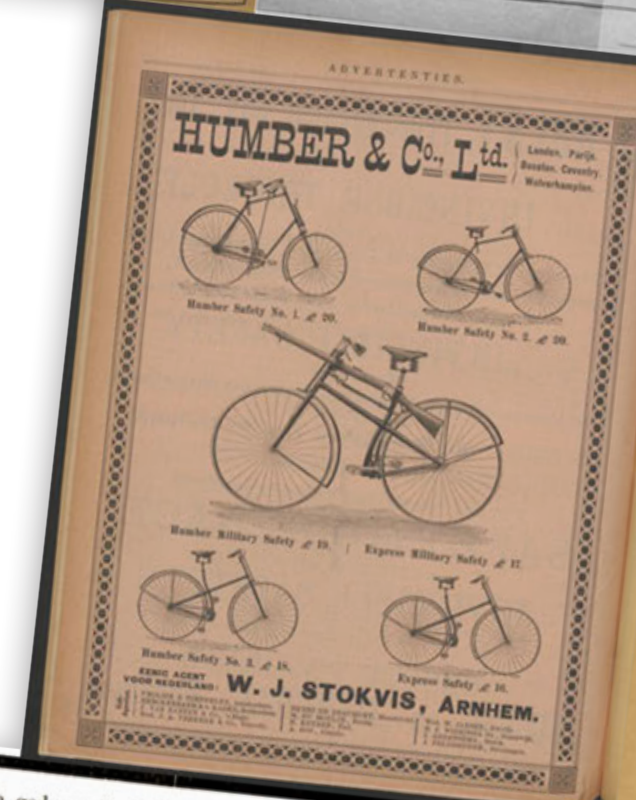
Gas cooker



Gas radiator

What do water management and cars have in common?

W.J. Stokvis, of course! Besides manufacturing sanitary products, gas heaters and light fittings, the Metalware Factory also played an important role in the early years of the Dutch car trade. W.J. Stokvis was a well-known importer of cars, with a national network of sales agents. The firm managed dealerships that included the brand names Daimler, Panhard, Levassor, Dion Voiturettes and Clément-Bayard. In addition to cars, it also traded in car tyres and related parts and bicycles, for example of the brands Centaur, Humber and Swift.

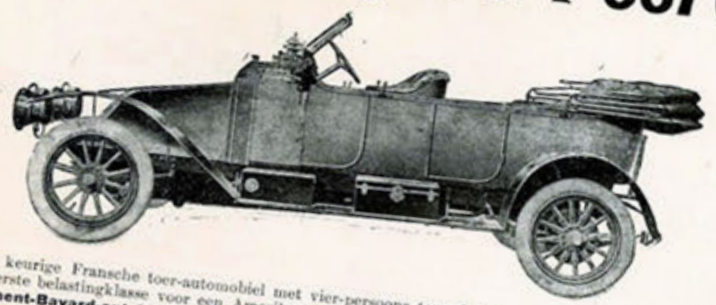


ard
A. Clément herinnert
dat alle door hem ver-
automobielen behalve van
k van nevenstaand merk
voren zijn. — Elk rijtuig
den naam Clément zonder
f van eenig ander merk
niet vervaardigd door
CLÉMENT.



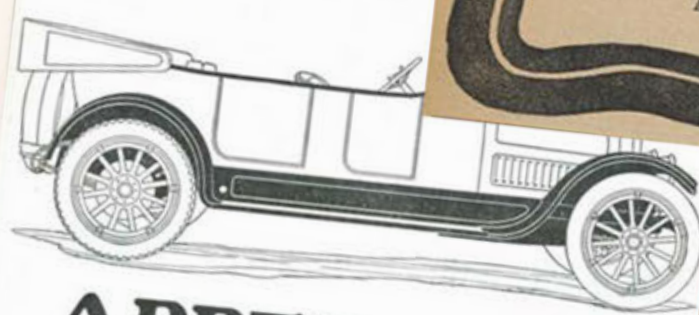
CLÉMENT-BAYARD
VOITURETTE,
7 P.K. 2 2 2 2 2 cylinders.
KAP en RUIT extra.
f 2000.—
Vertegenwoordiger voor Nederland en Koloniën:
W. J. STOKVIS, Arnhem.

Clément-Bayard f 3370.



Een keurige Fransche toer-automobil met vier-persoons torpedo-carrosserie, kap en ruit, vallend in de eerste belastingklasse voor een Amerikaanschen prijs.
Clément-Bayard-auto's zijn betrouwbaar, solide, snel en duurzaam, en werken geruischloos.
Verschillende typen direct leverbaar.
De Kon. Fabr. van Metaalwerken: **W. J. STOKVIS, Arnhem.**

Uit voorraad



De HUMBERETTE
spits der **CYCLE-CAR-BEW**
Hoofdagenteur voor Nederland en Koloniën
Koninklijke fabriek van Metaalwerken, **W. J. STOKVIS, A**
AMSTERDAM, Heizersgracht 472, b.d. Leidschestra

Rambler
BICYCLES
W. J. STOKVIS, ARNHEM

UIT VOORRAAD LEVERBAAR:

APPERSON,
8-cylinder Torpedo's voor 7 personen.
PRIJS f 9500.—
W. J. STOKVIS' Kon. Fabriek van Metaalwerken, ARNHEM.

Alle berijders van
Panhard en Levassor
en **Bayard Automobielen**
zijn tevreden.
Chassis van beide merken direct leverbaar.
Vertegenwoordiger:
W. J. STOKVIS, Arnhem.

Eenig Agent voor Nederland:
W. J. STOKVIS, ARNHEM.

HUMBER & Co., Ltd.



De „HUMBER“ TANDEM is de snelste machine der wereld.
50 ENGELSche mijlen werden in 2 uur, 46 MINUTEN gereden.
Eenig Agent voor Nederland:
W. J. STOKVIS, Arnhem.
Sub-Agent voor Noord-Holland en Zeeland: W. VROLJKE, Prinsengracht 675, Amsterdam.

CLÉMENT-BAYARD
AUTOMOBIELEN.

De nieuwe CLÉMENT-BAYARD 7 P.K., heeft een 4-cyl. motor, boring 56 en slag 100 m.m., thermopylon afkoeling, automatische smering, 2 trains ballastoren, 2 vercarden overbrenging, 450-lan-den, een zeer sterk en zwaar chassis en sterke voeren.
Prijs met torpedo-carrosserie, 2 plaatsen, kap en ruit f 2175.—
W. J. STOKVIS'
Koninklijke Fabriek van Metaalwerken, ARNHEM.

NEW HOWE
SAFETIES
kunnen wij op ontvangst van bestelling onmiddellijk verzenden.



Eenig Agent voor Nederland:
W. J. STOKVIS, ARNHEM.

HUMBER & Co. LTD.
BEESTON near NOTTINGHAM. — INFERRIAL WORKS, COVENTRY.
WELLSINGTON WORKS, COVENTRY. — EXPRESS WORKS, HOLYHEAD.
LONDON. 32 Holborn Viaduct, E.C. || PARIS, 10 Rue du Quatre-Septembre.

Des Hout W. J. STOKVIS, Arnhem.
Nadit is in den tijd van twee jaren, onder goed gevolg, machines van verschillende fabrieken beproefd, het is het begin van dit artikel wij een „Humber Safety“ bekend is geweest, niet alleen tegen afvalderingen en verongelukken, maar het is steeds gelukt den korteren tijd te maken, maar ook tegen de doornen van verongelukken.
Ondanks dat alles verloor de machine met de meeste sligste, is nog een „safety“ als een te hant uithoudt, en heeft wij nog een met reserve gelukt.
Bekker een lichtere gang, heeft de machine een afwijking, die men elders tevergeefs zoekt. Hierin draagt voortschrift het kleine voorbeeld, met den geringen auto-afwijking spring, en bij.
Hoochland.
N. FOCKEMA.
EENIG AGENT VOOR NEDERLAND:
W. J. STOKVIS, Arnhem.

Clément Bayard
AUTOMOBIELEN,
met Radiator achter den Motor.
Moderne hoogst eenvoudige constructie.
9 H.P. 4 cyl., 12 H.P. 4 cyl., 20 H.P. 6 cyl.
met MICHELIN-BANDEN.

Ter directe levering voorhanden.
Prijscuranten en volledige inlichtingen gratis.
DE HOOFD-AGENT VOOR NEDERLAND EN KOLONIEN:
W. J. Stokvis - Arnhem.

Prijs: met coupé conduite intérieure met torpedo, met rijtuigwerk, twee 20 H.P. 4 cyl. Volledige inlichtingen v
Vertegenwoordiger voor
W. J. STOKVIS

VASTE WASCHTAFELS
TOONZALEN
HEERENGRACHT 9
TELEFOON: 116670
W. J. STOKVIS

Er zijn twee soorten
RIJWIELEN:
—SWIFT—
RIJWIELEN



1906-1936

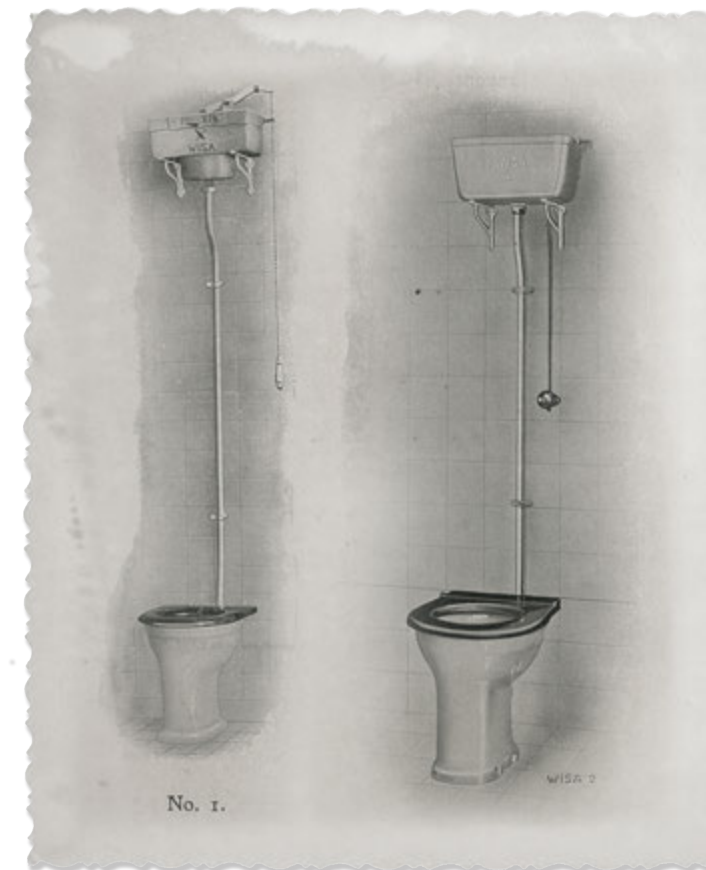
THE GREAT STOFFELS DESIGNS FOR WISA

In 1906 Stokvis took on decorative artist J.C. Stoffels as full-time designer. Until 1936 he created electrical lighting with a modern design in the style of “t Binnenhuis” and “Amstelhoek” furniture as well as copper and brass articles in historical styles.

These include the “Old Dutch Lamps” series of 1910. Stoffels also designed stands for the company at national and international exhibitions and designed print work, such as advertisements, brochures and catalogues. To this day, Stoffels’s work can be found in many national museums. His attention to the combination of design and function were highly praised.

Stokvis also started manufacturing steel furniture designed by Stoffels and from 1934 the ‘WISA Stahlrohrmöbel’ or tubular steel furniture was produced.





< Double-walled bathtub in a bathroom
designed by Stoffels

TER HERINNERING
aan het bezoek van
HARE MAJESTEIT
de KONINGIN en
Z.K.H. PRINS HENDRIK
NEDERLANDEN
der
23 April 1912

BAUVY-D

PROUD OF ROYAL WARRANT

On Tuesday, 23 April 1912, Her Majesty Queen Wilhelmina and His Royal Highness Prince Hendrik honoured Arnhem with an official visit. The royal couple drove through the working class neighbourhood of Klarendal before visiting the children's hospital, the St. Eusebius Church and the WISA factory.

After the official visit, the Royal Warrant was awarded. A notification from the royal household appeared in various national daily newspapers. Sixteen years later, on 24 August 1928, the oldest director of the W.J. Stokvis company, Philip Stokvis, also received a royal honour. Both the Royal Warrant and the honour were literally and figuratively the crown on WISA's pioneering work.



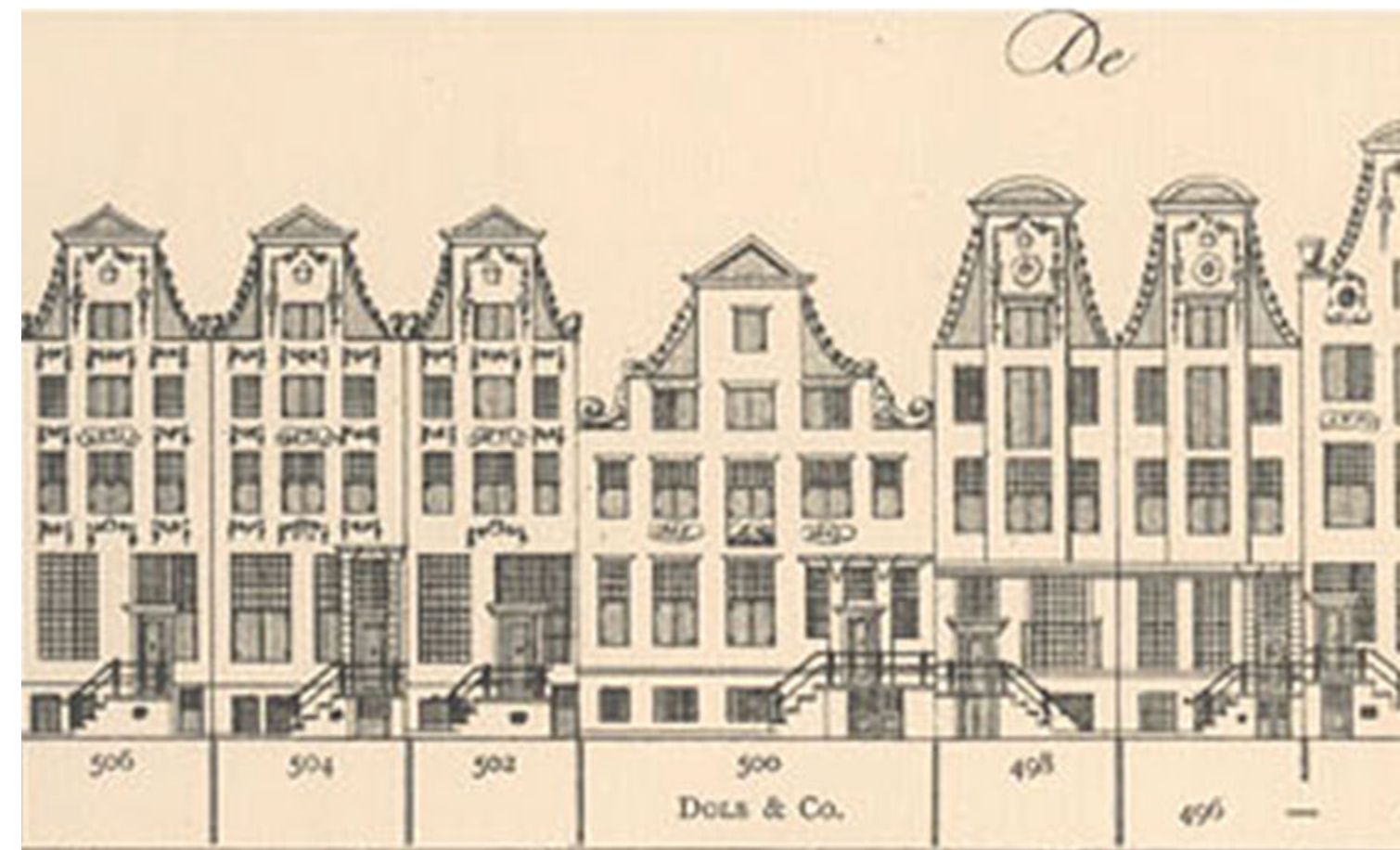
KEIZERS-GRACHT

Representatives and agents had been active in the most important cities in the Netherlands, but also abroad, since 1912. Besides their sales activities, they also played a stock-keeping role. The Metalware Factory had five branches in Arnhem, as well as branches in Amsterdam, The Hague, Groningen, Rotterdam, Nijmegen, Brussels, London, Paris, Surabaya, Semarang and Jakarta. As such, WISA could already rightly call itself a world player!

WISA was based on
Keizersgracht at number 472 >

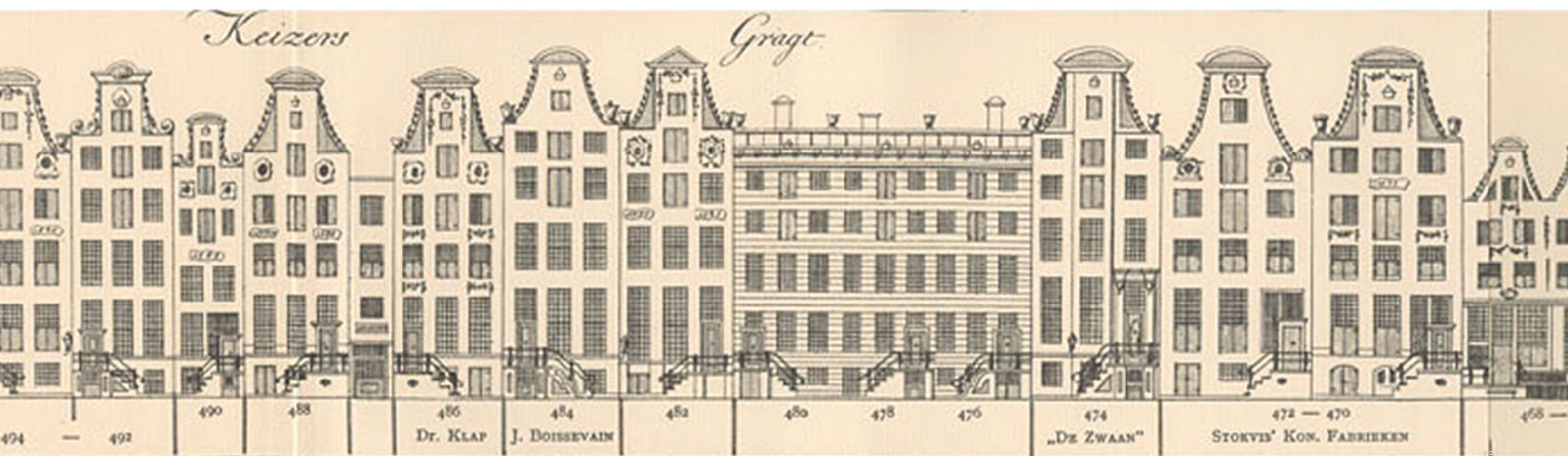


506 504 502 500 498 496 - 494





492 490 488 486 484 482 480 478 476 474 472 470 468 466

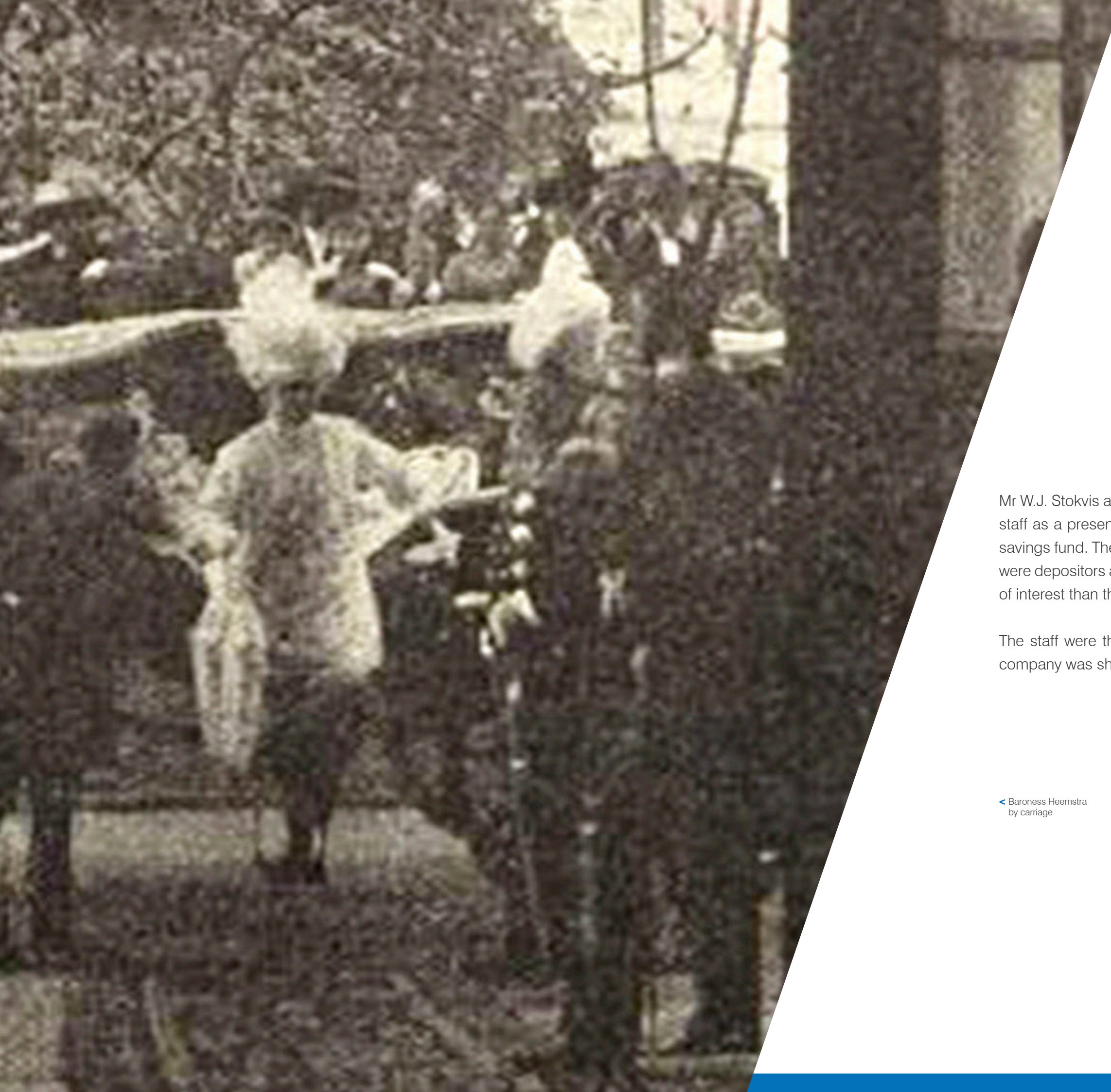


1915

GOLDEN JUBILEE CONFIRMS WISA'S SUCCESS

On 1 January 1915, WISA celebrated its 50th anniversary. This was a period in which WISA flourished and could proudly call itself an important Dutch manufacturer and employer. During World War I (1914-1918), the machine factory operated at full capacity.

To mark the company's 50th anniversary, a well-attended reception was held in the headquarters on Oude Kraan in Arnhem on 3 January 1915. Guests included the mayor of Arnhem and the Baron and Baroness Van Heemstra.



Mr W.J. Stokvis and P.J. Stokvis presented 10,000 guilders to the staff as a present. This amount provided the initial capital for a savings fund. The interest was intended to provide the staff, who were depositors at the municipal savings bank, with a higher rate of interest than they would have received normally.

The staff were thus well taken care of and the success of the company was shared with everyone who had made it possible!

< Baroness Heemstra
by carriage

2^{DE} NEDERLANDSCHE
JAARBEURS
UTRECHT

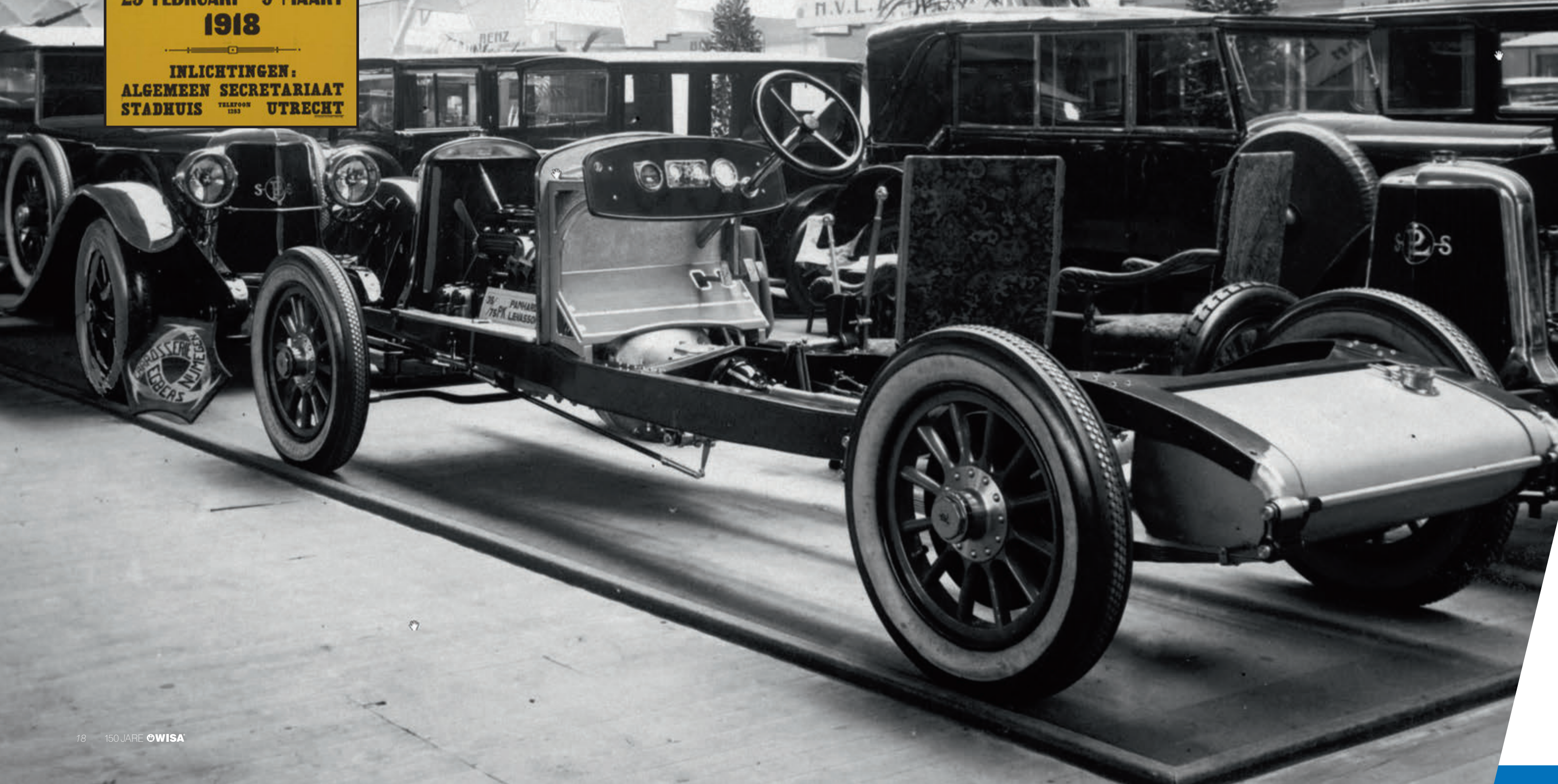
25 FEBRUARI - 9 MAART
1918

INLICHTINGEN:
ALGEMEEN SECRETARIAAT
STADHUIS 1203 UTRECHT

W.J. STOKVIS. ARNHEM
KOMPLEKKE FABRIEK VAN METAALWERKEN

OAKLAND WHITE
UTRECHT - D.V. GEBOES, BUREAU - AMSTERDAM

A
UTRECHT





1918

MARKETING AVANT LA LETTRE

Long before it became common for larger companies to engage advertising agencies, Stokvis realised the importance of positioning to distinguish himself from his competitors. Cornelis Stoffels's designs effectively ensured that the Stokvis company had a prominent presence.

At international trade fairs, Stokvis attracted attention with its uniquely original stands, brilliant print ads and intriguing advertisements.

< The Panhard and Levassor
were displayed at the company's
stand at the 1924 RAI Exhibition.



1918
Agencies

Mr Van der Voort, then director of WISA, organised annual exhibitions to display the various WISA articles. People could admire the beautiful copper lamps, Dutch style ornaments modelled after the paintings of Jan van Eyck, Gerard der Borch, Frans van Mieris, Gabriël Metsu and in particular the painter and smith Quinten Massijs. Photos of these paintings show how meticulously these lamps were reproduced. There were also beautiful models of French lamps. Of course, washbasins and sanitary articles with the latest innovations were also displayed.

Besides displaying at exhibitions, Philip Stokvis also gave lectures. In 1925, for example, he gave a lecture with dia slides in the “Heerenlogement” at the Keizersgracht about “Artificial light in art”. He also gave a presentation about the history of the lamp in the Art Society building. In this unique way, he was able to build WISA’s innovative reputation.

The showrooms of furniture factories in the Netherlands were used to exhibit a special collection of lighting ornaments. A partnership was entered into with the J.A. Huizinga company so that people could see WISA products in a suitable interior setting. This was a very pioneering initiative at that time! The Huizinga showrooms played an important role in spreading the New Art and promoting modern design in the Netherlands. Huizinga attracted young designers for this purpose. Huizinga and WISA complemented each other perfectly.



▲ Huizinga showroom

1927 ROYAL ACROSS THE BORDER

Philip Stokvis personally made sure that the good name of the company was established around the globe. For example, he travelled as a member of a Dutch delegation on the “Marnix van St. Aldegonde” motor vessel to the Dutch East Indies to strengthen ties with the local trade union movement. The Royal Warrant played a hugely important role in this task. In 1927 everyone was delighted when Her Majesty the Queen granted the Dutch East Indies Department in Surabaya permission to use the “Royal” designation as well.

WISA had some fairly influential international clients, including several European monarchs. For example, WISA supplied a number of bronze electric chandeliers to the Imperial Palace in Vienna. In Romania, people were also familiar with the reputation of the Dutch manufacturer. WISA was commissioned to manufacture electric chandeliers for the Queen’s Palace in Sinaia, where Carmen Sylva spent most of the year.

Romanian Royal Library
fitted with electric chandeliers >





Above: Oude Kraan in 1945. On the left, the destroyed W.J. Stokvis factory buildings. All these buildings disappeared in the years after the war.

1940-1945 WORLD WAR II

During World War II, our factories continued to operate as usual. Despite receiving quite a few orders, the firm's net profit fell as a result of falling revenues and rising costs.

The factory on Oude Kraan in Arnhem suffered severe damage in the war, but continued to operate here for many years after the war.

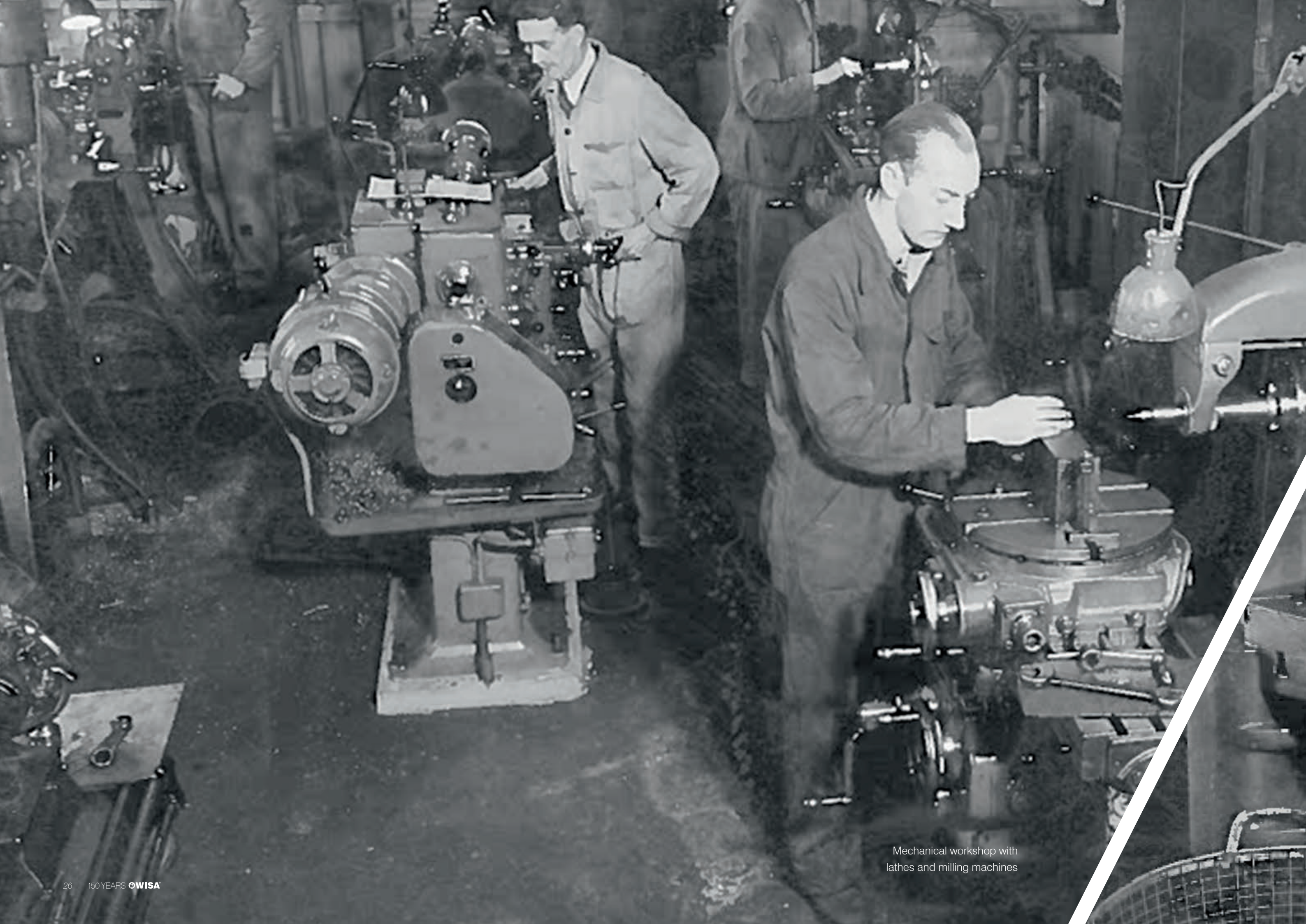




Grinding and
polishing tap parts

The foundry





Mechanical workshop with
lathes and milling machines



Eccentric press
stamping metal parts

1945

ARNHEM LEGEND TURNS

When Royal Metalware Factory W.J. Stokvis N.V. celebrated its eightieth birthday, the board of directors gave the office staff a premium-free retirement, widows' and orphans' pension and a gratification. The workmen received an extra week's wage.

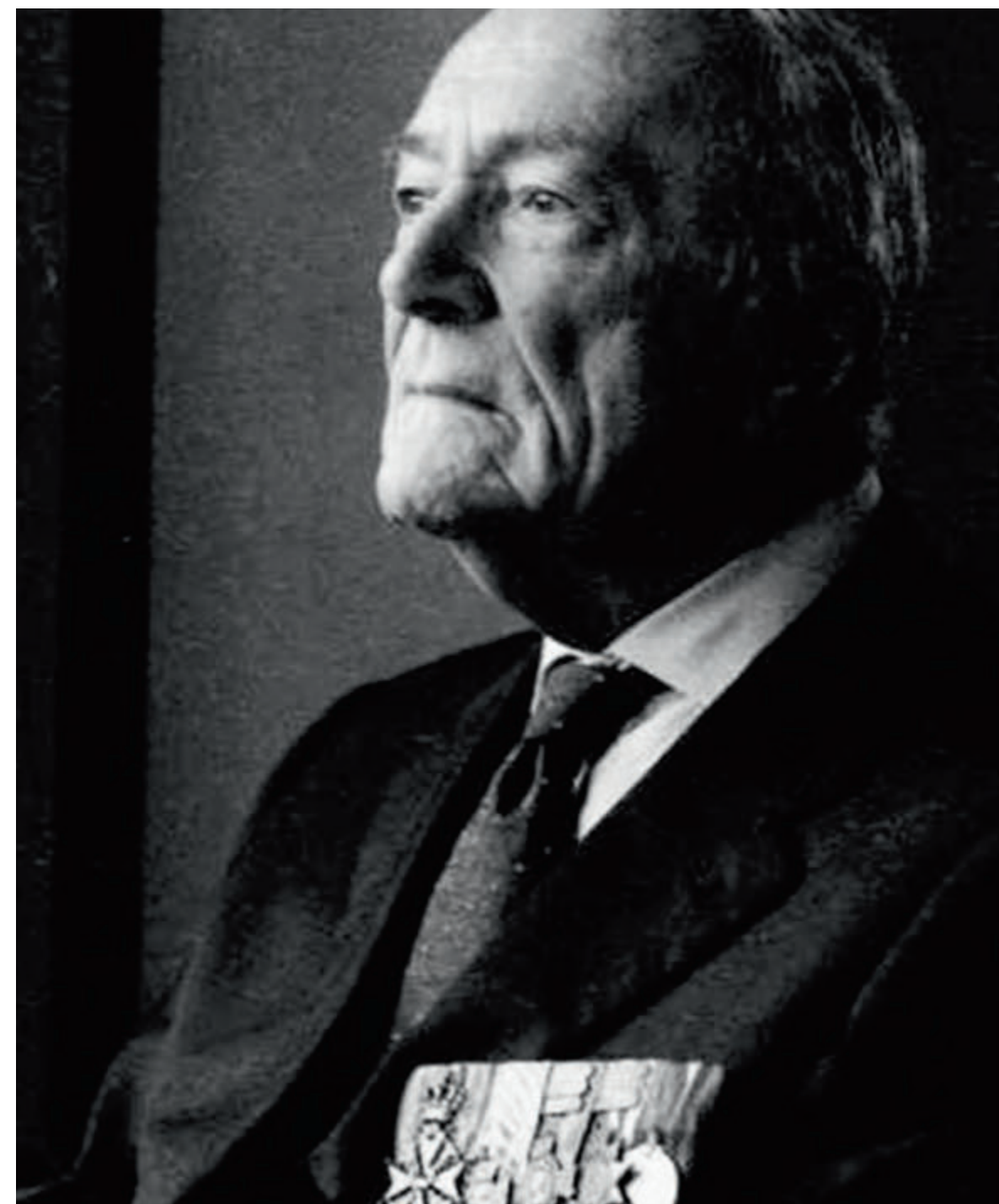




1950 HEROIC DIRECTOR

In 1950 Mr Den Ouden became the director of WISA. He eventually became the oldest recipient of the Military William Order, the highest military award in the Netherlands. In 1942, while still in his twenties, he was a lieutenant pilot and defended the Dutch East Indies colony from the invading Japanese army. His heroic actions during this period earned him the award.

Mr Den Ouden, oldest recipient
of the Military William Order >



1950
Heroic
director

THE NINETEEN FIFTIES

FROM METAL TO PLASTICS SPECIALIST

In the early 1950s, the importance and use of plastics rapidly increased. Traditional materials such as iron, lead and brass used to manufacture plumbing products and parts for sanitary installations were increasingly replaced by modern plastics.

Mr Den Ouden, then director, was an innovative force and actively responded to this change. He introduced plastics, whereby WISA became a specialist in professional-technical plastic products for industrial and domestic applications.





1955

1 + 1 = 3

In 1955, three companies, i.e. Bolte & Gorter N.V. in Groningen, N.V. IJzerhandel Gebr. Van Campen in Nijmegen and W.J. Stokvis Royal Metalware Factory N.V. in Arnhem, decided to join forces. Together, they founded the Vihamij company, which stands for Verenigde Industrie en Handelsmaatschappij (United Industrial and Trading Company). Its shares were issued in consideration for the shares of the three companies.

1957

ARNHEM IMPERIUM EXPANDS FURTHER

In 1957 the first stone was laid for the current WISA office and factory at Driepoortenweg 5. In 1962 the Municipality of Arnhem granted planning permission to enable the factory to further expand. WISA owned land and buildings at several locations in Arnhem: Rijnkade, Oude Kraan, Vijfzinnenstraat, Vossenstraat and Driepoortenweg.

1957
Driepoorten-
weg



STOKVIS

FROM FACTORY TO POP PODIUM

In the late 1960s, a former WISA factory was transformed into the Stokvishal, a music venue and youth centre that existed until 1983. Well-known Dutch bands played in the Stokvishal, including Herman Brood, Normaal, Doe Maar and Golden Earring. However, it also hosted big international names like U2, Sex Pistols, UB40, Iggy Pop, Madness, The Clash, Blondie, Motorhead, Simple Minds and many others.

1983

W.J.S.A BECOMES WISA

From early on, it was decided to change the initials of the founder and company namesake from W.J.S.A. to WISA. The WISA trademark was the company name from that point onwards. Over the years, the logo continued to be adapted to the times. The designers of the current logo have incorporated the royal W within the design in a modern way.





LET OP
STUURAS!

WISA®

www.wisa-sanitair.com



2010

WISA BACK IN DUTCH HANDS

A company with such a rich history and traditional Dutch roots belongs in the Netherlands. So after years of mergers and acquisitions with national and international parties, WISA was pleased to be an independent company in Dutch hands again since June 2010. A lot had preceded this move:

1968 [Merger of WISA and Simmonds Precision in Brummen](#)

Due to the global crisis that had severely curtailed WISA's exports and thus its sales, WISA decided to merge with Simmonds Precision.

1988 [Sold to Royal Sphinx](#)

The Dutch management of Simmonds carried out a management buyout. After several successful years expanding the company further, it sold WISA to Sphinx. This company wanted to use the acquisition to offer the bathroom market a total concept with both ceramics and sanitary plastic products.

1999 [Sold to the Australian GWA](#)

Sphinx sold WISA to the listed GWA and shortly afterwards was itself taken over by the Finnish company Sanitec.

2010 [WISA back in Dutch hands](#)

The current management, Hans Uijt de Haag, Eduard de Kleine and Mark Grosfeld (managing director since 2003) acquired WISA from GWA. It was as if the company had come home.

In the current ownership situation, WISA has more options for research and development. WISA is also better able to align production with specific local market needs. Furthermore, Mark Grosfeld emphasises that WISA strongly believes in keeping the Netherlands its base, also for exports, and having both R&D and production based at home.



2010
WISA back in
Dutch hands



2015

150 YEARS "MADE IN HOLLAND"

WISA is typically Dutch and we are proud of that. After more than 100 years, production is still based in Arnhem. By continuously investing in local knowledge, production resources, moulds and efficient production processes, we have managed to make ourselves competitive in the Netherlands for customers worldwide. Obviously WISA is totally committed to keeping jobs in the Netherlands.

Toilet cisterns

Since 1903 WISA has produced high-quality toilet cisterns. Over the years we have become one of the leading manufacturers in Europe. Besides the traditional exposed cisterns, WISA is renowned for its concealed cisterns, which are very popular among professionals due to their easy installation.



Water management systems

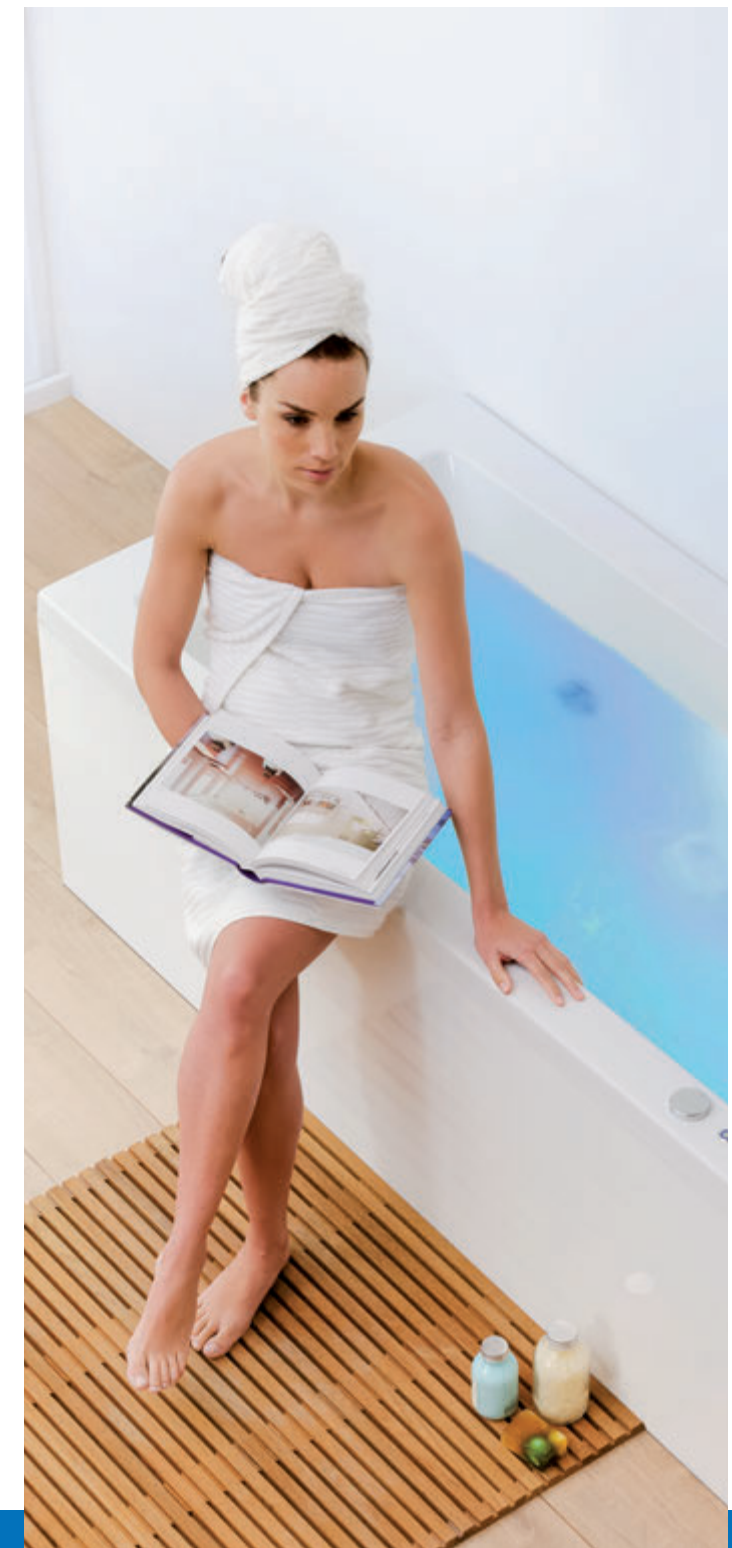
To meet the growing need to construct buildings with sustainable installations, WISA developed new water-saving systems, such as the XS 4L DualFlush cistern.

This is a toilet combination that flushes using only 2 or 4 litres of water instead of 6 litres. It is unique because of the flow increaser that we developed ourselves. The WISA Booster® makes it possible to achieve water savings of up to 50% with no clogging problems. The system can be used in houses, hotels and office buildings.



Wellness: Wavedesign

With its wellness programme consisting of baths, shower trays and whirlpool systems, WISA responds to market trends - in the bathroom and behind the wall. The whirlpool production line in Arnhem not only installs systems in its own baths, a top-of-the-line whirlpool system can be fitted in any other bath too.







READY FOR THE FUTURE

Sustainability

The world around us is changing. Water is the source of all life on Earth and as a leading manufacturer, WISA takes its responsibilities seriously. We actively promote the responsible management of pure water consumption. We do this by developing products that make this possible on a large scale and by critically reviewing our own raw material consumption and production.

Comfort

Besides sustainability, the ageing population is an important development in which we see WISA playing an important role. The population is getting older and that generates different needs and wishes.

GREEN PRODUCTION

WISA limits waste by developing innovative production processes and methods, by reusing waste wherever possible and by minimising the required raw materials as much as possible through smart designs. In addition, WISA invests heavily in energy-efficient equipment and green power. We use the experience we have gained in this area to advise other organisations about environmentally friendly alternatives.



SUSTAINABLE PRODUCTS

In around 1900 we had already developed a water-saving cast-iron cistern under the WISA name. An additional locking mechanism made sure you could interrupt the water draining away through the flush pipe by pulling on the chain. To draw users' attention to this option, there was a label on the chain with the text "PULL when using as a urinal."

With the XS 4L Dual Flush, we continue our tradition of innovative water-saving technology. In the future we will refine our current technologies and add new, even more efficient technologies. Saving water is one of the focuses of our R&D department.



COMFORT PRODUCTS

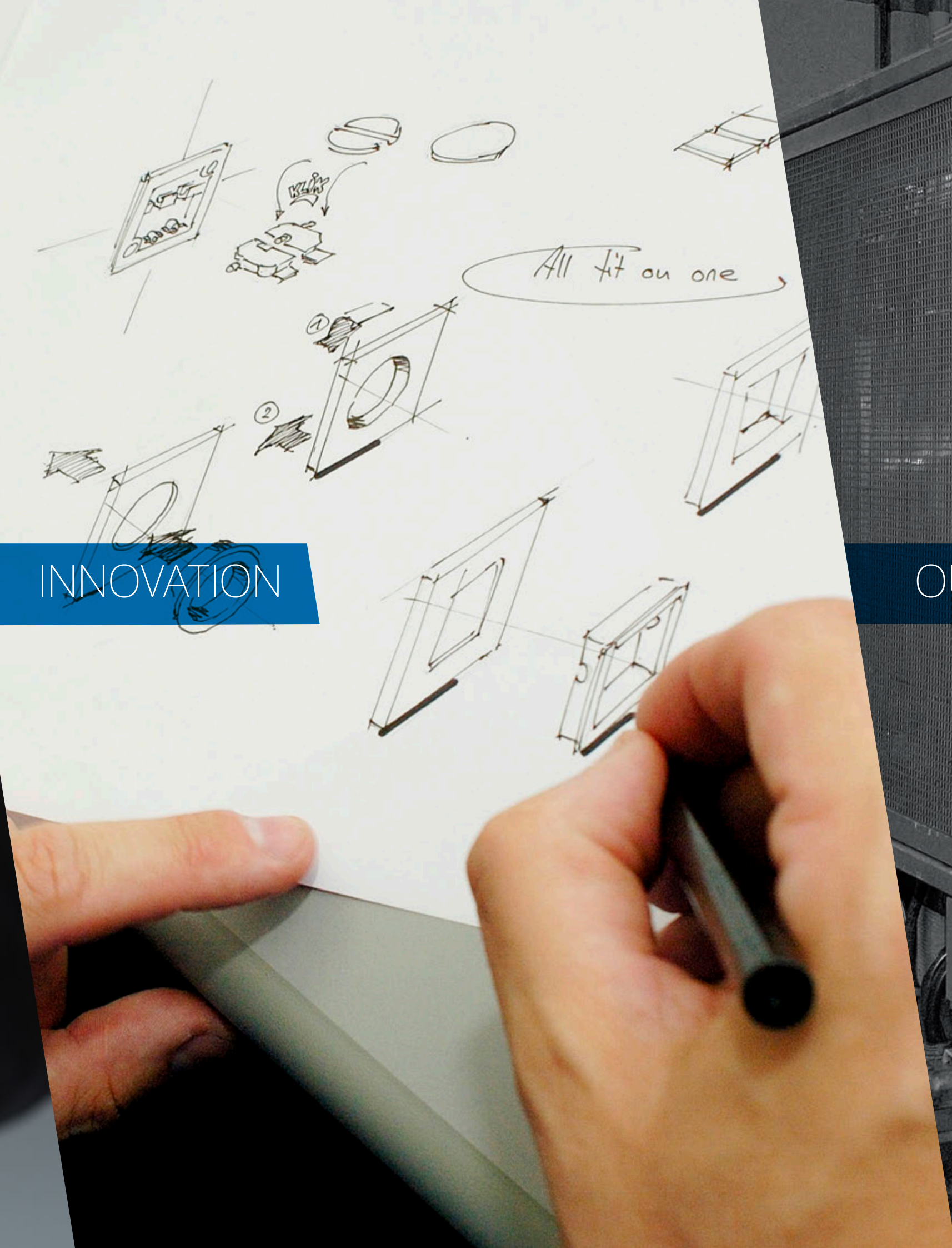
The ageing population and the need for people to live in their own homes and familiar environment for much longer have created a rapidly increasing demand for products that can be used throughout a person's lifetime. The majority of current homes are not prepared for this eventuality. It is often possible to adapt existing situations for this purpose using small, practical solutions. Together with our distributors and installers, we have already identified these needs in detail and have launched several tailor-made product groups.





THE THREE PILLARS OF OUR FUTURE

OUR PARTNERS



INNOVATION



OUR PEOPLE

OUR PARTNERS

Since its foundation, WISA has maintained strong ties with its distributors and installers. Our products are perfectly aligned with the requirements they specify. However, they are also facing many changes and WISA is ready for them.

Building Information Modelling (BIM), otherwise known as virtual construction, is one of the most radical innovations in the construction chain in recent years. All information relevant to the construction process is stored in a 3D building model, in which all parties involved in the construction process can add and edit information. This data is translated into a single 3D image of the structure, providing a digital, highly detailed model.

The use of this method allows building errors to be detected and corrected in time, dramatically reducing failure costs and the turnaround time.

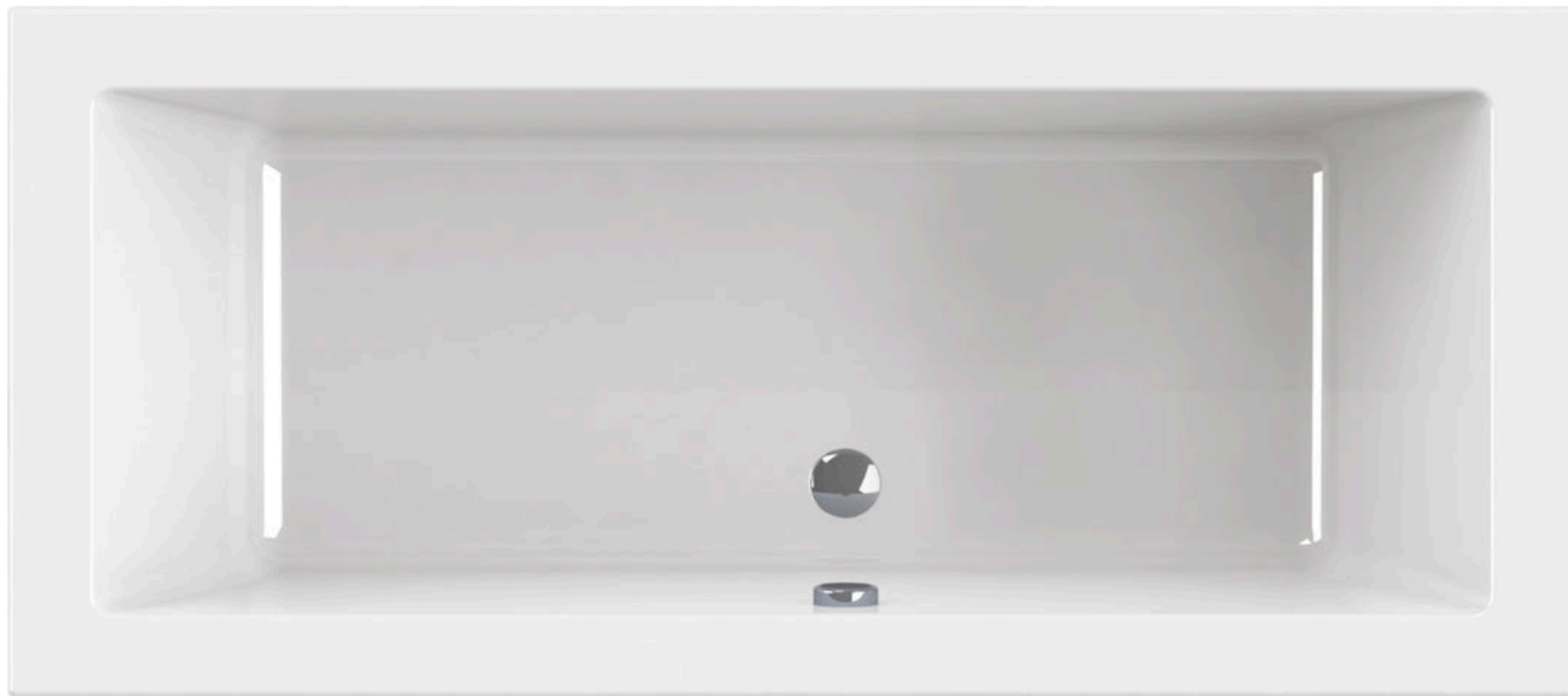
WISA has made a large part of its assortment available as “intelligent” objects for use in the BIM system, which allows everyone involved in the process to work with the most modern construction methods.





INNOVATION

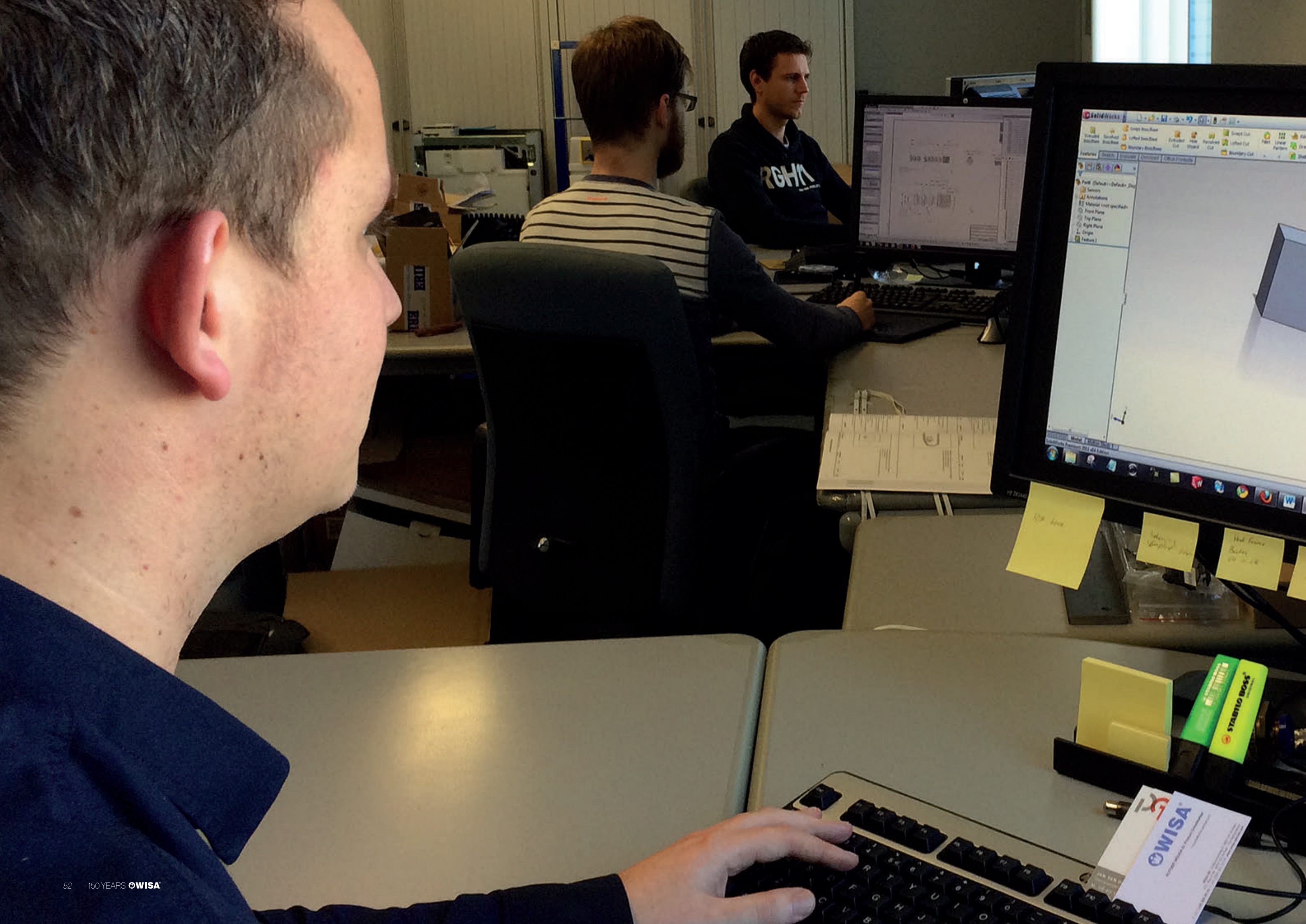
Changing functional and technical requirements and evolving designs demand continuous product innovation, sometimes even leading to the development of completely new products. The WISA R&D department plays a central role in this task. In their laboratory, each technical concept is developed in detail and tested against our own, extremely stringent quality requirements and those set by authorities or standards institutes all over the world.

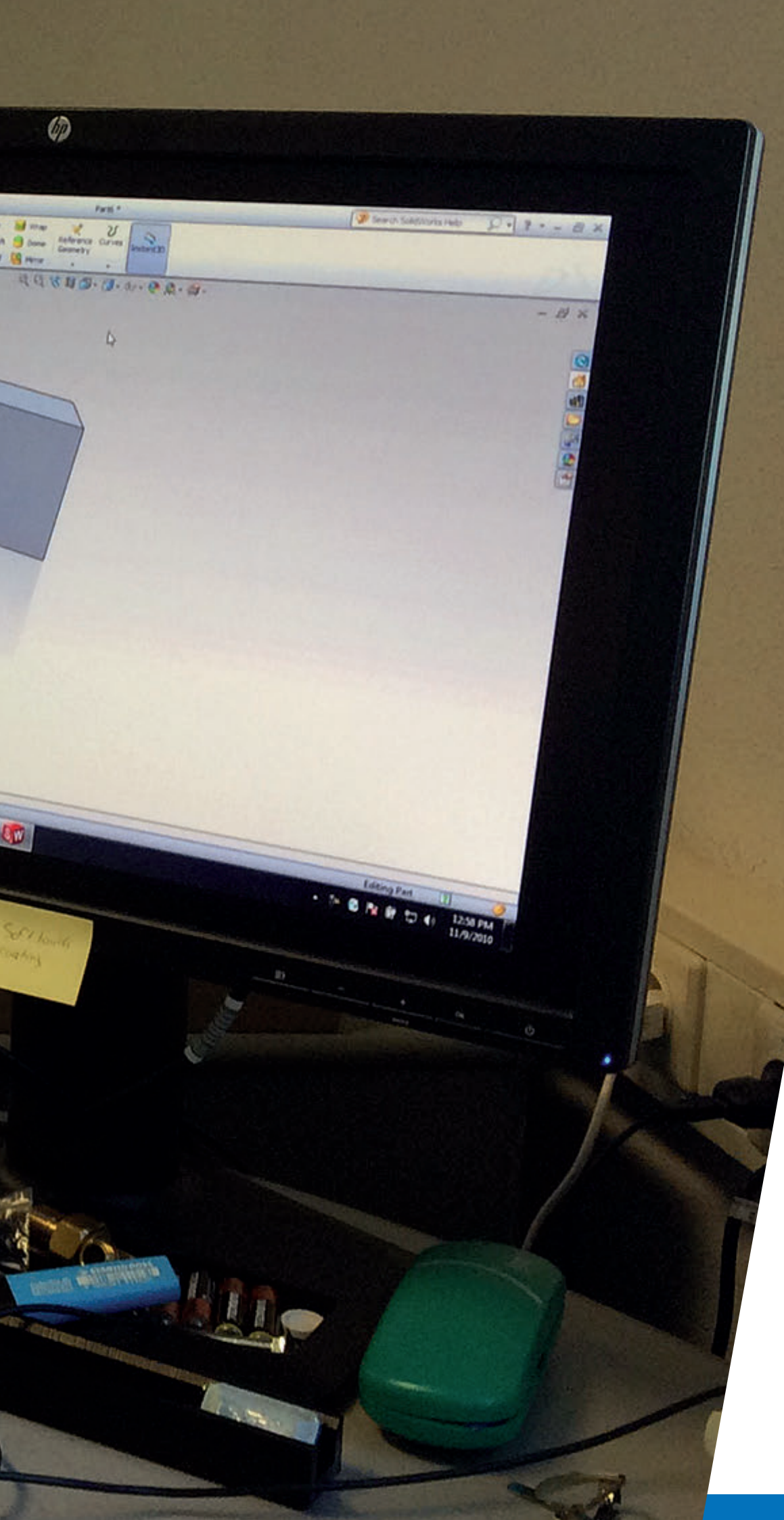




Besides well-considered technical concepts, WISA also focuses on design. For example, WISA worked intensively with International Designer Jan des Bouvrie during the development of a series of control panels. Approved designs are translated into prototypes, which are then extensively tested and exposed to extreme loads in the lab using sophisticated equipment. These models must successfully pass all the tests before the digital 3D product drawings are used for the production of sustainable moulds.

< Jan des Bouvrie, international designer, works with WISA





OUR PEOPLE

For 150 years, WISA has created jobs in and around Arnhem. According to many people, we are an excellent employer, as reflected in our low staff turnover and regular anniversaries. A 40-year anniversary is not unusual!

Our organisation has more than 120 employees whose great enthusiasm and expertise contribute to the organisation's success. This is also characterised by the high degree of professionalism reflected in a high level of quality. The WISA staff are constantly looking for new opportunities and potential.

A good example is the TQM project. TQM stands for Total Quality Management. This is an organisation-wide approach in which each department devises small projects and/or improvements that can be achieved within two months. This group approach encourages everyone to pursue improvements with respect to quality, efficiency, cost control and results.

Corporate social responsibility means consciously ensuring that those who are distant from the labour market are offered opportunities at local level. WISA is therefore proud to bear the PresikGAFF label. We received this label because we employ over 40 people in the production process through group secondment from Presikhaaf companies.



IN CONCLUSION

As the creators of this book, we sincerely hope that you have enjoyed our story. From our side, we have enjoyed compiling this book. Because a company that has earned its spurs manufacturing products that are usually hidden behind a wall can become rather too modest over the years. So we have gladly and proudly taken this opportunity to highlight WISA's story. Meanwhile, we have already embarked on the next 150 years.

The WISA management and staff

