



Leader in production of metal sheet tiles



CEO
Mr Valeriu Irimescu

Wetterbest® group consists of two companies: Depaco® and Cortina. The main activity focuses on the production of metallic sheet tiles, flat roofs, corrugated sheet and drainage systems. Over time, Wetterbest® has managed to become one of the most important players on the market.

History of success

The Depaco® company started its activity in 1999 as an importer of metallic sheet tiles. In March 2007, it went through a process of changing the overall business strategy and extending the purpose of the activity, from importer statute to that of a high-quality metal tile manufacturer. The next step in strengthening the company's position on the market was to create a strong brand, differentiated by superior quality, uniqueness and therefore, was created the Wetterbest® brand. In 2013, Depaco® acquired 51% of Cortina's shares and started the production process at Podari, Dolj County. At the present time, Wetterbest® group consists of two companies: Depaco® (manufacturer of metallic sheet tiles, corrugated sheet and drainage systems) and Cortina (producer and distributor).

The production of metallic sheet tiles, flat roofs, corrugated sheet and drainage systems are carried out in two factories in Băicoi (Prahova County) and Podari (Dolj County). Today, the company owns one of the largest production capacities of metallic sheet tiles and flat tile flashings and one of the most modern production lines for drainage accessories in the country. Moreover, Wetterbest® is one of the few manufacturers of five distinct metal tile profiles in Romania (Wetterbest® Classic, Wetterbest® Plus, Wetterbest® Wind, Wetterbest® Gladiator and Wetterbest® Colosseum). This year marked another important milestone: the beginning of the export activity on the European Market (in Bulgaria, Serbia, Hungary, France, Belgium, Slovakia and the Czech Republic). Currently, the Wetterbest® team is formed of 250 em-

FACT BOX



FULL NAME:

SC DEPACO SRL

GENERAL DIRECTOR:

Irimescu Valeriu

OPERATIONS: Production of Cold-formed steel construction materials

ESTABLISHED:

1999

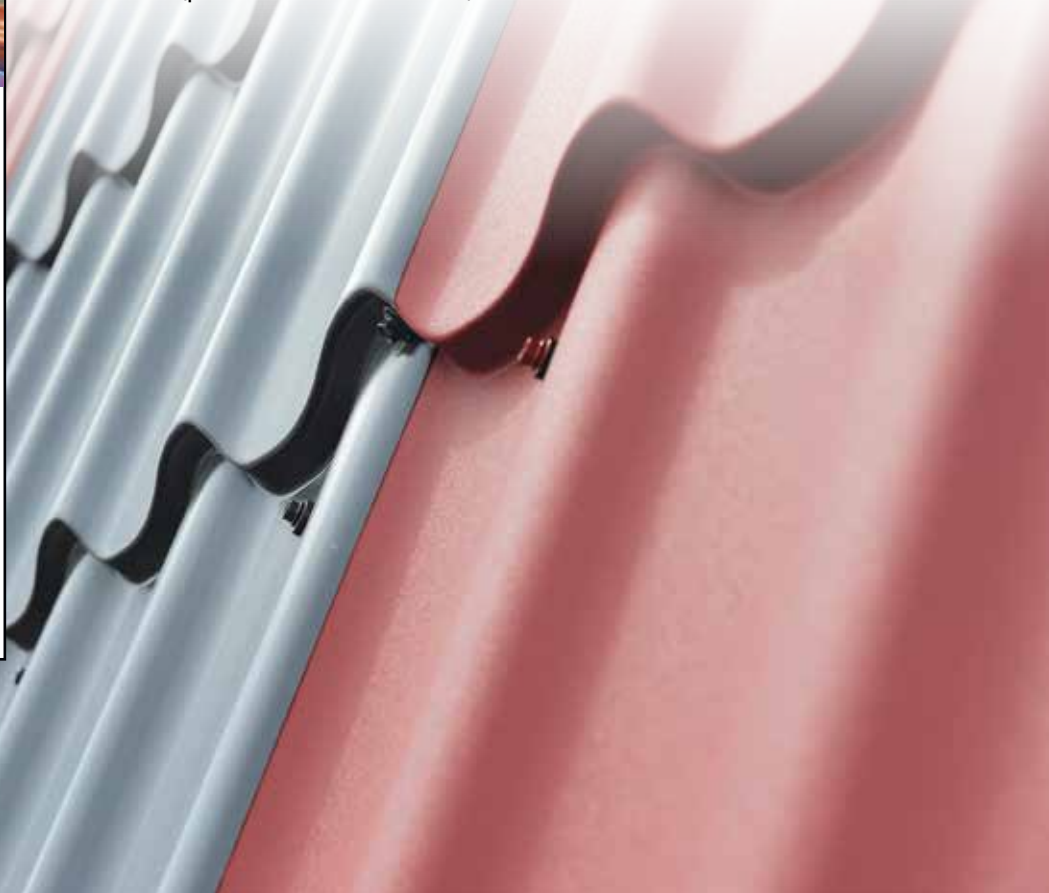
EMPLOYEES:

over 260

TURNOVER:

28 mil. EUR

www.wetterbest.ro





ployees. On the long term, we intend to hire more people in several areas of activity: sales, supply, production and logistics, – says CEO of the Company Valeriu Irimescu. – We choose our employees based on the values we believe in, such as: work ethics, responsibility, passion and engagement. We constantly invest in their development and specialization, we encourage and transfer trust and responsibility to them. That is what makes our workplace atmosphere a very good one and inspires people to perform optimally.

Latest investments and further development

Constant investment in state-of-the-art technology and the expansion of production lines were among the main attributes in establishing Wetterbest® as a top producer and high-quality products supplier. The special attention given to these aspects, as well as the acquisition of equipment designed to increase the production capacity and improve quality kept the company on an upward trend and constant development. For instance, in 2016 the company invested EUR 1 million in the construction of a hall for flat tile flashings, in the extension of production lines, new equipment and portfolio development. All the investments made over the years and the modernization processes the company went through paid back and brought an increase in sales and it became one of the leaders of the local metal tile industry. For the current year, we planned total investments

worth EUR 1 million, allocated for the state-of-the-art equipment purchase, production lines extension and infrastructure development, – says Valeriu Irimescu. This year the company intends to launch three products. Wetterbest® Colosseum, the fifth metallic tile profile in portfolio is already on sale since this spring and has received positive reviews from the customers. Wetterbest® Colosseum is remarkable for the particular and extensive geometry of the metal tile panels, inspired by the Colosseum architecture in Rome, bringing forward both aesthetic and functional advantages for the roof. Along with Wetterbest® Plus, Click and Gladiator, the Colosseum metal sheet tile profile is one of the four premium products from company portfolio. By the end of the year, two more products are going to be released on the market. Expanding our portfolio with new products is a constant goal for our company, given the changing needs and preferences of our customers, – says Valeriu Irimescu. – We will also continue to invest in new production assets to diversify our product portfolio and to increase our production capacity.

Strategic potential and plans for gaining foreign markets

In the opinion of Company's CEO Valeriu Irimescu, the Romanian metallic sheet tiles market is following the Polish market evolution, which has an advance of at least 10 years. Customers want superior quality, but they lack technical information in the sense that they buy

quality tiles, but matched with unverified accessories and choose cheap and non-warranty assemblages. The Romanian market is the second in the EU in terms of volume and has a very high potential, with an annual average increase of 10% over the next 5 years. We believe that the external markets are far behind Romania, both in terms of volume and tradition, as well as technical education in the field. The markets from Hungary, Serbia and Bulgaria have a long-time tradition of ceramic tile, and we believe that if we would be to add the metallic sheet tiles markets in those countries, it still would not exceed one third of the Romanian market, – says Valeriu Irimescu. Given this potential, this year the company started exporting to seven countries in Europe: Bulgaria, Serbia, Hungary, Slovakia, Czech Republic, Belgium and France, and it expects to export about 100,000 square meters this year worth EUR 1 million. In the future, Wetterbest® targeting sales growth in other major markets as well, such as Poland, Ukraine, Austria and Germany. The company expects that through its product mix (metallic sheet tiles, drainage systems, corrugated sheet, sandwich panels, metal structures for halls), it will constantly increase the sales started in 2017.

Focus on Clients and services

All the products are equally important to the company. Our consultancy services and efforts to educate the Romanian clients of metallic sheet tiles



are aspects that we are very proud of. As proof, we created in 2015 the Wetterbest® School, intended to make a visible change in the way the metallic roof tiles fitting profession is practiced and in order to contribute to the increase of the assembling quality throughout Romania, – says Valeriu Irimescu. Wetterbest® School for roofing installers was created from the company's desire to train active participants of the construction of roofs field and represents a professional response, filling a real void in the construction market. So far, Wetterbest® trained about 1,000 people. To expand nationally, the company acquired high performance equipment from the most renowned European manufacturers, equipment which ensures high productivity and a highly accurate execution. Thus, it offers the clients fast delivery (48 hours), safe packaging, certification of

quality through the implementation of ISO 9001:2008 standards and through traceability of the products (the ability to identify them). We value all our clients and we provide them with the same high quality services and products, – says CEO of the Company. – All of them are equally important, no matter the order's size or the duration of the collaboration. For instance, we have clients that we are bound with for a long period of time, but also we're involved in building new partnerships. While we do our part, it's also important for our clients to comply with the contractual clauses, particularly those related to the quality of the installation and marketing. Also, the clients that ensure us constant orders are of major importance for us. The company offers its customers products of highest quality, fast services of offering and transportation, consulting services and

technical support, as it believes that performance is what defines the company.

Greatest accomplishments

The company pays great attention to the environmental protection. We are aware of all the worldwide environment challenges and we committed ourselves to do our best to downsize this issue, at least at a micro level, in the community we are part of, – says Valeriu Irimescu. – We believe that a healthy environment is a right for every human, but also it's our duty to keep it this way. In addition to complying with all the environmental regulations in force, two years ago the company founded an Environmental Department, specialized in waste management. Most of all, the company is proud of becoming one of the main players on the Romanian metallic sheet tiles market and for gaining the appreciation and recognition of the clients, partners, and the entire industry. Particularly speaking, we are proud of important achievements such as obtaining the first place in the top of Romanian companies with the CAEN code 2550 or taking part in the making of an automatic line of gutter hooks with worldwide unique technologies, – says Valeriu Irimescu. Also, the company is very proud of the team (starting with the factory staff and ending with our managing staff, partners, clients), its product portfolio and services, and last, but not least, proud of the brand Wetterbest® as whole (reputation on the market, valued as superior quality, legendary strength and uniqueness). ■

Written by Madina Turava

