

# The globally successful “tube with the needle”

35<sup>th</sup> Anniversary of the **Werner Müller GmbH**

Werner Müller GmbH, the specialist for the seam sealing of PVC floor coverings based in Frankenthal, Germany, is celebrating its 35<sup>th</sup> anniversary this year. The success of the company lies in its almost legendary needle, which the applications engineer Werner Müller proudly presented to his family after having disappeared for weeks in his workshop at home. But instead of admiration, the initial reaction of his sceptical wife to this deceptively simple idea was a slightly disappointed “is that all?” This special process of carrying out cross-sectional welding on PVC coverings using needle technology, which is now known worldwide, was the cornerstone for the foundation of the family company “Werner Müller” in Beindersheim, Germany, on 1 January 1976.

Werner Müller, then working as an applications engineer at Pegulan (now Tarkett), had already developed a range of special tools for laying PVC, which were used by his employer. However, since the in-house tool division of Pegulan (now Tarkett) was closed down at that point, Werner Müller was free to use his latest product himself. On 1 April 1976, Werner Müller received the confirmation from the German patent office of the registration of a “product to insert a liquid into a crack”. What almost sounded like an April Fool’s joke very quickly revealed itself to be a groundbreaking technology.

Next to working as an installer at Pegulan in the application engineering department, Werner Müller founded his company in 1976, initially on a small scale. Step by step, Werner Müller developed his “job on the side” into a sizable company and converted his one-man business into a GmbH in 1980. In doing so, he made his employee during the “early days”, Harry Pisek, who had worked with him since 1977, a co-partner and a co-director of the GmbH. His previously sceptical wife has also since become a partner and, although now 77, she still plays an active role in company activities.

In the meantime, the needle technology has been developed and resulted in the patented orange “tube with the needle” – a tube into which tip Werner Müller integrated a fixed metal needle and further improved



Werner Müller's highly skilled team

the formula of the cold-welding liquid. The Werner Müller cold welding technique impresses with its simple and safe application, providing the entire seam cross section with a water-tight, permanent and barely visible sealing.

This special technology of the integrated needle, which is now being used worldwide, has found international fame under the name “Werner Müller Cold-Welding Technique”.

This year, the company which is based in the Northern Industrial Area of Frankenthal since 1983 and now employs a staff of 15 people, is celebrating its 35<sup>th</sup> Anniversary. Both managing directors, Evi Müller-Bruch and Harry Pisek, look back on the success of their company with pride: “our products are from the practice and for the practice and stand out from the crowd with their innovativity and high reliability”. Thanks to its proximity to the industry and intensive contact with leading floor-covering manufacturers, the Werner Müller cold-welding system is the market leader in the floor-covering sector. This is underlined by the high export ratio of over 80 per cent. The customers of Werner Müller GmbH are based in Europe and the CIS countries as well as Asia, Australia, New Zealand and North America. This internationality is reflected in the company’s website, “www.mueller-pvc-naht.de”, which is available in German, English, French, Spanish, Portuguese and Russian.

Both managing directors place particular emphasis on their cus-

tommer-based corporate philosophy with the motto “Nothing remains open...” neither gaps nor customers’ wishes. The “System Müller” cold-welding technology has become an internationally recognised and successful brand, which is why other companies have already tried and failed to copy the special needle tube.

What began as passionate fiddling and a pioneering spirit in a home workshop has today become an international synonym for quality. Over the last 35 years, the company has been continually developed and internationalised with vision and determination.

Various technical developments, which in part are being realised in cooperation with universities, are being used to ensure that this success continues in future.

The company founder, Werner Müller, will sadly not be able to celebrate the anniversary together with his family and the employees. Werner Müller passed away on 17 December 2000.

With the trade fair motto “35 years of quality... seal us together!”, Werner Müller GmbH is presenting its products this year in Hanover at Domotex, the largest international floor-covering trade fair. (red)

INFO:  
Werner Müller GmbH  
Rudolf-Diesel-Str. 7,  
67227 Frankenthal, Germany  
Tel. +49 (0)6233 3793-0  
Email: info@mueller-pvc-naht.de  
Internet: www.mueller-pvc-naht.de  
WBFT\_13/