



# NEWS *from*

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For Immediate Release  
November 2, 2009

## **Wisconsin Plating Works Celebrates 90 Years of Metal Finishing and Family Ownership**

Wisconsin Plating Works is celebrating its 90<sup>th</sup> year as a family operated, regional commercial and industrial metal finisher. Owners Robert and Jeffrey Toeppe credit much of the company's longevity to ongoing family involvement, which currently includes Robert's wife Kathy and their daughter, Nicki (Toeppe) Marini, the fourth generation of Toeppe family management.

In 1919 Michael Gebhardt Toeppe, grandfather to current owners, Robert and Jeffrey, left his foreman role at Simmons Manufacturing Company in Kenosha to begin Wisconsin Plating Works. Ten years polishing and buffing brass beds equipped him with the skills needed to finish metal parts, leading eventually to the business' focus – metal plating.

Michael took on partner Otto Kopitzke in 1935, and the two set up shop in the Allover Manufacturing building at 18<sup>th</sup> and Flett Avenue in Racine. Michael Toeppe's son Robert Joseph Toeppe became a partner in 1950 and later moved the business to its current location, 931 Carroll Street, where the sole proprietorship operated until his death in 1974.

(more)

Robert's sons and current owners Robert and Jeffrey Toeppe assumed control in 1974, expanding Wisconsin Plating in 2005 with the purchase of Racine Plating, another family-operated company with a 78-year track record. The purchase added large quantity runs of plated products to Wisconsin Plating's existing smaller, specialty order focus.

Today Wisconsin Plating Works enjoys a reputation for quality workmanship, reliable service and coating recommendations. The Toeppe's have a legacy of commitment to service – customer, community and country. Robert and Jeffrey's father served as a navigator in World War II, completing 37 combat missions over Germany and France. His sons continue this family value of service, volunteering often in the community. On November 7, 2009 Wisconsin Plating Works was one of three sponsors for a gala event at UW-Parkside honoring Deborah Ford, the new Chancellor that Robert helped select.

As Robert Toeppe says, "Family has been a big part of Wisconsin Plating Work's long and happy life. We share a commitment to extra hours and effort, and we stick together during hard times. Our plan is to sustain the family business long into the future."

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