

COMMERCIAL AND INDUSTRIAL METAL FINISHING *...that meets the most demanding requirements*



[*RFQ Form*](#)

[*Awards*](#)

[*Testimonials*](#)

Wisconsin Plating Works of Racine offers over 17 corrosion-resistant, decorative plating and finishing related services for commercial and industrial applications. We plate with zinc/cobalt and zinc/nickel alloys, zinc, nickel, copper, chrome, black oxide, tin, zinc phosphate, hexavalent chromates and trivalent passivates (RoHS Compliant) from two plant locations.

We accomplish the most demanding metal finishing orders with both quality (we are ISO 9001:2000 certified) and speed (short lead times). We respond quickly to your requests for quotation and will deliver the finished product on time and at the quoted price as promised.

You can trust that we will meet or exceed your expectations, since our reputation for turning out high quality plating is superb. This is due to the dedication and technical ability of our people, plus our quality manufacturing systems and our nearly 100 years of experience in the industry. Our customers consider us partners in solving their engineering needs. Just ask them.

We serve the automotive, agriculture, construction, metal fabrication, machining, electrical, electronic controls, defense and aerospace industries.

We have earned numerous awards for good stewardship of the environment, protection of our local workforce and service to the plating industry.

"We're a fourth generation, family run plating company, with 90 years in the business. You can count on our family's reputation and pride in going the extra mile for you, our customers."

Bob Toeppe, *President*



Wisconsin Plating is ISO 9001:2000 Certified

OUR COMPANY



Mission - to strive for excellence in quality, customer service, environmental stewardship and our relationships with our customers, community, employees and shareholders.

Wisconsin Plating Works, founded in 1919 by Michael G. Toeppe, has established itself as a quality leader in commercial and industrial metal finishing. Over the years, we have built a solid reputation for quality workmanship, reliable service and coating recommendations. Today, the founders' grandsons, Robert and Jeffrey Toeppe, continue to own and operate the family business, with a fourth generation family member, Nicki Marini also active on the management team.

In 2005, Wisconsin Plating Works bought Racine Plating, another 78-year-old family company located in Racine, and grew from 12 employees to 44. Before the two companies combined, Racine Plating focused on large quantity runs, while Wisconsin Plating handled smaller, specialty orders that required quick turnaround. Under the new organization, the best of both worlds is accomplished, including improved logistics from two plants and shorter lead times. The Wisconsin Manufacturers Association recognized us with the special "Employee and Environmental Stewardship" award at the 2006 Wisconsin Manufacturer of the Year Awards because the buyout saved 30 inner-city jobs and because of our environmental initiatives in the areas of waste minimization, pollution prevention, environmental compliance and stewardship. We even honored the longevity and benefits level for the Racine Plating employees (including vacation time).

We continue to grow in the 21st Century. Wisconsin Plating was one of Wisconsin's first metal finishing job shops to become ISO certified and we have upgraded our Quality Management System to ISO 9001:2000. In addition we have implemented lean manufacturing initiatives, instituted a metrics program offering enhanced productivity, and make continuous improvements in all areas of our operations.

Using the latest technologies and innovations, we have been recognized as a leader in the areas of waste minimization, pollution prevention, environmental compliance and environmental stewardship. We continue to make significant improvements in energy conservation with more efficient boilers, lighting changes and better management and control practices.

**WISCONSIN PLATING IS
 ISO 9001:2000
 CERTIFIED**



Wisconsin Plating Works is a member of the following:



AESF American Electroplaters and Surface Finishers Society

ASQ American Society for Quality

ASM American Society for Materials

ASTM American Society for Testing Materials

CSWEA Central States Water and Environment Association

CMFI Chicago Metal Finishers Institute

NAMF National Association of Metal Finishers

NFIB National Federation of Independent Businesses

WEF Water and Environment Federation

Additional Resource Links:

Thomas Regional

National Metal Finishers Resource Center

RAMAC Racine Area Manufacturers and Commerce

OUR CAPABILITIES



Wisconsin Plating Works is a full service company. We provide selective, commercial and specification metal finishing from small to large quantities, specializing in electroplating of zinc, zinc/cobalt, zinc/nickel, tin, copper, nickel and chrome.

We also have a complete range of secondary services, which include processing customer prototypes, sub-assembly, packaging, drop shipments, and process development for special customer applications.

A complete laboratory allows us to test a customer's order in process to maintain the highest quality standards in the industry. In September 2004 we added a new state-of-the-art Fischerscope (@) X-Ray Fluorescence instrument that provides quick, non-destructive, multi-element analysis and coating thickness measurements. Statistical results and thickness test reports, along with video images can be stored, sent, printed and accessed via the company network as required.



Offering over 91,000 square feet of manufacturing area, our two plants are ISO 9001:2000 registered, one of only several in the metal finishing industry in the state of Wisconsin.

COMPLETE CAPABILITIES LIST

Zinc (Barrel: Automatic and Manual Hoist, Rack: Automatic, Manual Hoist and Hand)
Zinc/Cobalt Alloy (Barrel, Rack: Manual Hoist and Hand)
Zinc/Nickel Alloy (Automatic and Manual Rack, Portable Barrel)
Copper (Barrel: Manual Hoist, Rack: Automatic and Manual Rack)
Nickel (Bright Decorative: Rack: Automatic, Manual Rack, Barrel: Manual Hoist)
Chrome - Decorative (Automatic and Manual Rack)
Black Oxide (Manual Hoist and Barrel)
Tin - Bright and Matte (Manual Rack and Portable Barrel)
Zinc Phosphate (Barrel: Manual Hoist, Rack: Manual Hoist)
Chromate - Hexavalent and Trivalent (Clear, Yellow, Black, Olive Drab, Ultraseal)
Vapor Degreasing (Manual Hoist)
Deburring/Burnishing (Vibratory and Tumbling)
Baking (to relieve Hydrogen Embrittlement)
Pickling, Cleaning, Oiling
Passivate on Stainless Steel (Barrel: Manual Hoist, Rack: Manual Hoist)
Chromate Conversion Coatings (for Aluminum and Zinc) (Manual Hoist)

Laboratory Support: Salt Spray Testing, Hull Cell Analysis, Wet Analysis, Atomic Absorption Mass Spectrophotometry, Non-Destructive X-Ray Fluorescence Thickness Testing. Certification to plating specifications are available.

OUR QUALITY

The Owners and Employees of Wisconsin Plating Works are committed to meeting our customer quality, delivery, and special service requirements and the continual improvement of the quality management system. This is achieved by ensuring our quality objectives are met. This policy and these objectives are understood by all employees.

As we continue to grow our company in the 21st Century, Wisconsin Plating continues to improve our stance on quality. As one of Wisconsin's first metal finishing job shops to become ISO certified, we recently upgraded our Quality Management System to ISO 9001:2000. In addition we have implemented lean manufacturing initiatives, instituted a metrics program offering enhanced productivity, and make continuous improvements in all areas of our operations.

Our laboratory, inspection facility, trained personnel, and commitment to continuous improvement ensure that stringent quality standards are maintained and customer specifications are followed for all orders.

QUALITY OBJECTIVES

To show continuous improvements in...

- Customer performance ratings
- The reduction of customer complaints
- Customer order delivery performance
- The reduction of customer returns
- The reduction of final inspection rejects

Wisconsin Plating is ISO 9001:2000 Certified



[Click here to print](#)

ENVIRONMENTAL POLICY



[Click here to see our Environmental Award](#)

As an industry leader and responsible corporate citizen, Wisconsin Plating Works of Racine is committed to continuous improvement of the quality of our workplace and protecting our community and environment.

We are proud of our record of action and initiatives in these areas because it's the right thing to do to make this world a better and healthier place for all of our families.

In 2003, and again in 2006, we were honored for our environmental achievements. We earned the "Industrial Environmental Achievement Award" from the Central States Water Environment Association, Inc. (CSWEA), an affiliate of the Water Environment Federation (WEF) in 2003. This recognition involved competing with companies in a three-state region comprised of Wisconsin, Illinois and Minnesota in the areas of waste minimization, pollution prevention, environmental compliance and environmental stewardship

We earned the special award for "Employee and Environmental Stewardship" at the 2006 Wisconsin Manufacturer of the Year awards that recognized us as a leader in the areas of waste minimization, pollution prevention, environmental compliance, and environmental stewardship.

OUR ENVIRONMENTAL GOALS ARE ACHIEVED BY:

Meeting all applicable federal, state, and local environmental and health related regulations.

Preventing pollution by substituting non-hazardous materials for hazardous materials whenever possible.

Conserving natural resources through reuse and recycling.

Reducing our costs for raw materials and waste treatment through pollution prevention, recycling, good housekeeping, and inventory control.

Training our employees and equipping them with the tools to make this policy work.

MEDIA CENTER



[Click here to see our Environmental Award](#)

Welcome journalists and editors. Here are links to interesting story possibilities to engage your readers, including: *environmentally friendly commercial metal finishing (green)* and details about our *90 year history*.

Contact Eileen La Duke, at eladuke@corporate-images.com who will quickly provide additional details on these and other stories and suggest contacts to interview depending on your story needs.

AWARDS

[Future 50 2008](#)

[Racine County Business Person of the Year 2008](#)

[The State of Wisconsin Citation by the Legislature 2007](#)

[Wisconsin Manufacturer of the Year Award for Employee and Environmental Stewardship 2006](#)

[HUBZone Certification 2004](#)

[Industrial Environmental Achievement Award 2003](#)

PUBLISHED ARTICLES

October 19, 2008
The Racine Journal Times
[Plating Success](#)

Wisconsin Plating Works of Racine sees business grow 'by leaps and bounds'...

[read more](#)

October 20, 2008
BizTimes Manufacturing Weekly
[Racine Plating Company Will Remediate Site](#)

Wisconsin Plating was recently awarded a \$165,000 state brownfield grant to help pay for soil removal and remediation. Cleanup work will begin...

[read more](#)

September 19, 2008
Small Business Times
[Future 50 Share Their Key Strategies For Surviving The Economic Downturn](#)

What is your company's key strategy for surviving the economic downturn? Responses follow ...

[read more](#)

June 11, 2008
Small Business Times
[MMAC Announces Future 50 Winners](#)

MMAC/COSBE began the Future 50 program in 1980 to recognize privately owned companies ...

[read more](#)

2008
[MMAC Metropolitan Milwaukee Association of Commerce Web Site Future 50 Awards Program](#)

Winners are honored at the annual Future 50 Luncheon, are highlighted in the MMAC's

NEWS RELEASES

November 4, 2008

[*Wisconsin Plating Works' Web Site Redesign Positions Company for 90th Anniversary*](#)

New information, photos and a video are just a few of the new features on Wisconsin Plating's new Web Site. A new media page contains information of interest ...

[entire news release](#)

January 22, 2007

[*Wisconsin Plating Among Rare Few to Receive ISO Recertification*](#)

Every six months surveillance audits are conducted by auditors of Perry Johnson Registrars of Southfield, Michigan. The term of certification ...

[entire news release](#)

July 28, 2005

[*Wisconsin Plating Buys Out Racine Plating Company*](#)

Wisconsin Plating Works of Racine acquires the assets and equipment of Racine Plating Company. The combined companies will share over ...

[entire news release](#)

ARCHIVES

September, 2004

[Enhanced Testing Capabilities Added with X-ray Technology](#)

August 13, 2004

[Wisconsin Plating Celebrates 85-Year Anniversary](#)

October 1, 2003

[Specialty Finishing Capabilities Expands](#)

August 25, 2003

[In the Top 1%, Wisconsin Plating Works Receives International Quality Certification \(ISO 9001:2000\)](#)

CONTACT US

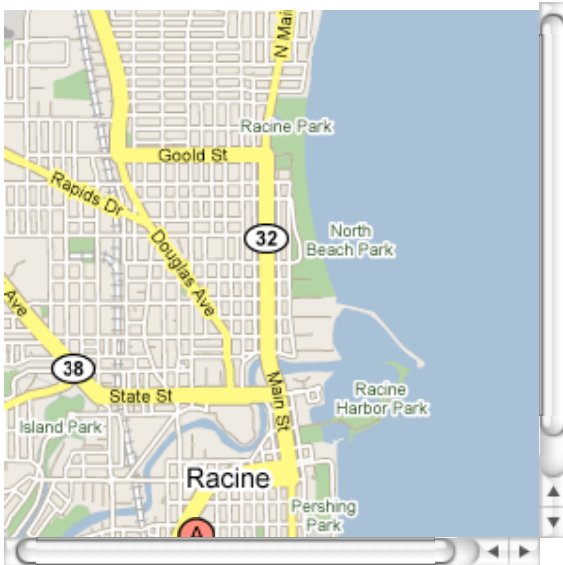
Wisconsin Plating Works of Racine, Inc.

[Click to request a quote](#)

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Phone: 262.631.6120
Toll Free: 800.535.7144
Fax: 262.631.6125

Mail address:
P.O. Box 1813
Racine, WI 53401-1813



[View Larger Map](#)

12th Street (Wisconsin) Plating Plant

Shipping Address:
1000 12th St.
Racine, WI 53403

Phone: 262.631.6120
Toll Free: 800.535.7144
Fax: 262.631.6125



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6th Street (Racine) Plating Plant

Shipping Address:
620 Stannard St.
Racine, WI 53403

Phone: 262.632.1694
Fax: 262.632.7704



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