



**“Smart in sensing”: New claim  
underlines WIKA's strategy**

**Klingenberg, May 2023. WIKA is moving into the future with a new claim. It was presented to the public for the first time at the Hannover Messe.**

With “Smart in sensing” the WIKA Group underlines its corporate strategy for the coming years. This takes in the megatrends of digitalisation, decarbonisation and demographic change, which pose major challenges for many industry sectors, but at the same time offer promising growth potential such as the networking of systems and processes, the expansion of renewable energies, sustainable mobility solutions and a secure supply of food and medicine.

On this path, as the claim expresses, WIKA supports its customers with high-precision and smart sensing technology. “Sensors are the senses of digitalisation,” says CEO, Alexander Wiegand. “Smart in sensing” not only reflects the technological expertise, but also the innovative strength of a world market leader for measurement technology: WIKA perceives the global market needs of tomorrow “with all senses” and develops pioneering products, solutions and services that contribute to the success of its customers.

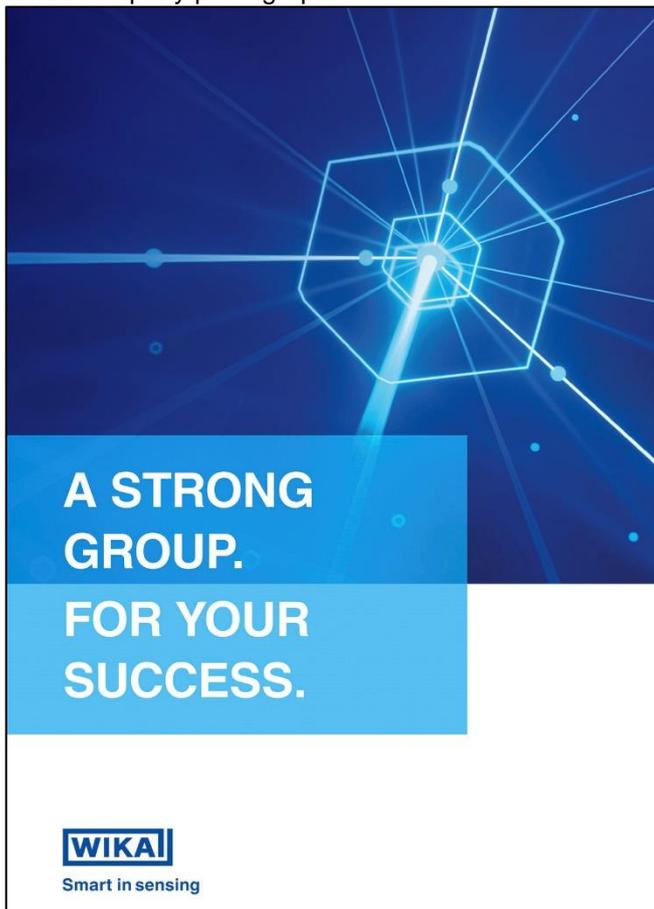
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press release



WIKAI company photograph:



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WIKAI press release