

01.02.2010

Press Release
Wiha Werkzeuge GmbH



A world's first: "MagicTips"

Wiha Werkzeuge presents a "tip-top innovation"

Schonach – once again Wiha Werkzeuge GmbH lives up to its claim of developing innovative tools with a high level of practical benefit for professional users. A world premier that sets new standards is brought to market with the Wiha MagicTips circlip pliers. The Wiha MagicTips will be presented for the first time at the International Hardware Fair in Cologne, running from 28. February to 3. March 2010.

Circlip pliers are generally used for the installation or removal of safety rings from shafts or bores. For installation or for the removal of safety rings, the pliers must enable highly precise work and also guarantee secure fixing of the safety rings on the tips. Defective clamping of the rings causes torsion, repeated readjustment or even their jumping away. Problems in practice that are made all the worse with limited accessibility and difficult or greasy work conditions. The service life and functionality of a pair of circlip pliers is therefore defined not least by the quality of the tool tips that are subject to high loads.

Wiha has reacted to these specific requirements and has developed special pliers that will significantly ease work with safety rings for users in the future. The MagicTips circlip pliers from Wiha have a tip-top innovation in the true sense of the word that is globally unique and that also represents the obvious difference to conventional circlip pliers.

Maximum material quality forms the basis

As usual, Wiha specifies the highest standards with the new pliers in terms of quality of materials processed. A pre-condition for the development of these unique pliers was among others the targeted selection of steels especially suited to fulfill their constructive purpose.



The tips, machined from high performance steel, guarantee significantly greater load capacity over the complete service life. With such material properties the Wiha MagicTips circlip pliers defy even the toughest working conditions, and in comparison with conventional pliers achieve a service life ten times as long.

Function and safety with a 'click'

The MagicTips set new standards for functionality and safety. Notches have been incorporated into the tips that 'grasp' the safety ring and hold it firmly while working. Jumping away of the safety ring with feeding in, return or during installation itself is almost completely prevented by the innovative Wiha solution. Repeated repositioning or the search for lost rings belongs to the past with the Wiha MagicTips.

As well as this world premier, Wiha also offers an optimised joint design with the outer ring pliers. Until now the joint springs were located outside on the joint, but the new outer ring generation features internal springs that can no longer fall away and be lost. Wiha Product Manger Volker Lehmann: "With the MagicTips we have succeeded in answering the call from the market for perfect circlip pliers in terms of both function and quality."

The Wiha MagicTips circlip pliers will be presented to the public together with the new pliers generation at the International Hardware Fair in Cologne, running from 28. February to 3. March 2010.

Wiha is one of the leading manufacturers in the world for hand tools for professional use in trade and industry, with headquarters in Schonach in the Black Forest, Germany. For the past 70 years the name of Wiha has stood for innovative tools of the highest quality with screwdrivers, torque tools, L-keys, bits, soft-head hammers, pliers, measuring tools and articulated hoses. A host of awards underline the setting of standards in terms of functionality and design. Currently over 650 employees manufacture and market more than 3,500 premium tools.

Press Release





Image: Abb-MagicTips_Wiha.jpg

For immediate release (3,753 characters)

No charge for printing / Please send sample copy to author

Contact:

Marianne Müller

Marketing/trade fair and media communication

Phone: +49 (0) 7722 959-179

marianne.mueller@wiha.com

Wiha Werkzeuge GmbH

Obertalstrasse 3-7

78136 Schonach, Germany

Phone: +49 (0) 7722 959-0

Fax: +49 (0) 7722 959-160

www.wiha.com

Press Release

