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Press Release
Wiha Werkzeuge GmbH



Wiha presents the second pliers generation.

Functionality and design in perfect harmony.

Schonach – Wiha Werkzeuge GmbH sets new standards in terms of functionality and design with their new pliers generation. A host of new features, new world innovations and uniform design characterise the new Wiha pliers assortment with which the company from the Black Forest region of Germany is consistently expanding upon its pliers expertise.

Packaging quality, functionality and ergonomics into a very good price performance ratio represents the fundamental philosophy of the company from Schonach in the Black Forest. For development at Wiha this forms the starting point for giving tools an unmistakable design, as was also the case with the extensive pliers assortment. "In order to fulfill our premium approach, we have stipulated maximum demands with pliers design and have now implemented this into the second generation. As the world's only pliers manufacturer we have a uniform and modern design line," reports Volker Lehmann, Product Manager at Wiha.

With regard to power transmission and cutting performance, Wiha Werkzeuge GmbH has even surpassed their own innovational demands. With the Wiha DynamicJoint, a pliers joint for diagonal cutters and combination pliers has been developed that was never in existence until now. The new 40:60 joint geometry reveals cutting performance improved by up to 40 percent when compared to conventional pliers, with very low force of power. For users this means maximum cutting performance with minimum expenditure of effort, even after 1,200 cuts. This has been confirmed by the TÜV Süd who inspected the DynamicJoint power joint in an independent benchmark test together with well-known competitors and hailed the product as overall winner.



Wiha presents a further world premier with the MagicTips circlip pliers, a tool that in terms of functionality and safety sets new standards. Notches have been incorporated into the tips that 'grasp' the safety ring and hold it firmly while working. Jumping away of the safety ring is almost completely prevented by the innovative Wiha solution. The tips, machined from high performance steel, guarantee significantly greater load capacity over the complete service life and achieve a service life that is ten times longer in comparison to conventional pliers. In addition to the MagicTips the company presents a further 140 new versions of pliers at the International Hardware Fair in Cologne from 28. February to 3. March 2010.

With a special focus on appealing design, Wiha reacts to the demands of sophisticated users for a 'perfectly formed' functional tool in the true sense of the word. According to the guiding principle of 'forms follows function', Wiha has succeeded in implementing a uniform design into the second generation: offset surfaces between the handle and pliers head, an extended design line, drop-shaped outer forms and the highly legible Wiha lettering come together to form characteristics that are unmistakable. The ergonomically curved plier arms, handle covers with widened handle backs and soft and hard zones optimally distributed across the handle successfully round off the new appearance of the premium pliers.

But the prerequisite for acceptance on the market is still ultimately the high level of product quality. Wiha makes sure of this with own manufacturing certified according to the ISO 9001:2008 quality management system, and the use of premium materials. "At Wiha nothing is left to chance. As such, all pliers are 100 percent individually tested. Because at Wiha "quality" and "premium" are not mere claims but concrete facts," affirms Product Manager Volker Lehmann. Whether for standard uses, the ESD, VDE or electronics sector, Wiha always offers the right tool.



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.



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