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Press Release
Wiha Werkzeuge GmbH



The prospects are good

Wiha looks optimistically to the future

Schonach – following the trouble-ridden year 2009, Wiha Werkzeuge GmbH draws a positive balance after the first half year of 2010. Optimised work processes, internal restructuring and innovative new products mean that Wiha are again able to look with a more relaxed view towards the future. The mood barometer points to an upturn for the Schonach tool forge, and short-time work and declines in revenue are no longer an issue.

The company identified the changed market conditions early in 2009 and undertook corrective measures with foresight. As such, internal corporate processes were optimised and global cooperation with the subsidiaries was intensified. "We have reacted to the financial crisis with new developments and have concentrated on the expansion of our pliers production as well as the further development of our strategy," reports Wilfried Hahn, Managing Director of Wiha Werkzeuge GmbH.

And with success: right on time for the 70th anniversary, Wiha presents a firework display of highly innovative world's-first products from a wide range of product sectors, first shown by the long-established family company at the International Hardware Fair in Cologne in March 2010. "Both our customers and the retail sector are convinced about the performance of our products. And for this we are grateful to the high level of commitment from our employees who kept their faith in Wiha in the time of crisis," Hahn reports.

As well as the new pliers assortment uniting modern design with functionality, with the dynamic power joint Wiha is developing a world product premier featuring up to 40% improvement in cutting performance coupled with very low force of power. The TÜV Süd technical inspectorate is also convinced by the product. It selected the dynamic power joint as overall winner in an independent benchmark test together with well-known competitors.

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The Schonach company will be showing a further pliers innovation with the Wiha MagicTips circlip pliers, a tool that sets new standards in terms of functionality and safety. And with slimTECHNOLOGY for the VDE fastening tools segment Wiha presents an absolute innovation for VDE fastening tools. And a further highlight certainly convinced visitors as to the quickest and most convenient L-key removal on the market – the Wiha ErgoStar.

Wilfried Hahn: "The restructuring and process optimisation has given us a good basis for the future, although we still have to wait and see how the general economic situation for the tool industry develops."

About the company

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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