

Hand tool manufacturer Wiha to present multiple new products and displays at the International Hardware Fair 2020 in Cologne

Wiha seeks to up the ante at the Cologne International Hardware Fair 2020

Hand tool manufacturer Wiha will be presenting its new 2020 products and modular display solutions on the four show days in Cologne between 1 and 4 March. The main focus will be on unique, user-oriented solutions for fastening tools and concepts. The Black Forest company promises integral packages in a presentation, communication and packaging mix, optimised for retail sales to help advance market launches and boost turnover. New types of modular retail displays also form part of the manufacturer's range and trade fair appearance.

"Wiha takes an integral approach, which we are convinced is right. Adopting the motto 'from the drawing board to the shop counter', we work all the way through product development, production and finally optimal marketing and presentation to the very end. We are convinced that this approach generates additional retail sales and ensures sustainable brand development," states Wiha Marketing Director Mario Sommer. This is also underscored by the recently introduced accessories product group, which excels, first and foremost, due to its ingenious packaging design. The packaging not only makes warehousing and organisation easier for retailers, but also provides appealing presentation in stores.

The launch of the e-screwdriver speedE® caused a sensation in Cologne in 2018. A year later, Wiha premièred its ElectricVario family under the heading "Professional football". This comprehensive system unites a large number of screwdriver components and includes transport and storage options (www.wiha.com/evf). It guarantees professional users and retailers an extendible modular design concept to cover a multitude of screw-driving tasks.

This year's trade fair also sees Wiha promising new solutions which "truly hit their mark", as Sommer neatly puts it, tailor-made for their target groups. He further reveals: "New teammates are being added to the Wiha ElectricVario family to ensure even better performance. Users' health, efficiency and safety take priority at all times. However, we won't be revealing our highlights until 1 March in Cologne. It is our aim to up the ante with regards to stand design, product range and presentation after our 2018 trade fair appearance and we will succeed."

The trade fair new creation Wiha speedE® received the coveted industry accolade, the EISEN INNOVATION Award, in 2018. Wiha also received the Red Dot "Best of the Best" Brand Award 2019 as "Best Tools Brand" 2019 for its exceptional brand, communication and design work in recent years. Learn more about this year's trade fair highlights and brand presence at the Wiha booth. You'll find us at **Stand F004/G002 in Hall 10.1** at the Cologne International Hardware Fair with more than 2,700 exhibitors from 58 countries.

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Image

Wiha_Produktauswahl_BT2019_300dpi

Image caption

Wiha, the hand tool manufacturer that won the Red Dot "Best of the Best" Communication and Brand Award in 2019, is again showcasing exciting products and solutions on exhibition stand F004/G00 in Hall 10.



Image

Wiha_Messestand Köln 2018

Image caption

Visit the Wiha trade fair stand once more in 2020. The hand tool manufacturer showcased its range on an extensive stand area with worldwide unique innovations back in 2018. What's in store for 2020?



Image

Abb_Titelbild_EVF_Banner_Wiha

Image caption

The Wiha ElectricVario family offers a large number of different combination options and covers a huge range of different screw fastening types. New "team mates" will be presented in Cologne.



Image

Wiha_

Image caption

Cologne will see Wiha presenting tailor-made and coordinated hand tool solutions, ranges and concepts that are designed to bring positive advantages for users and retailers.



You will find high-definition image material for download [here](#) (valid until 24.02.20) or beneath the corresponding press release in the Wiha newsroom

<http://lp.wiha.com/en/newsroom/>. You are also welcome to contact us directly for image files.

About Wiha

Wiha is one of the world's leading manufacturers of hand tools for professional use in trade and industry. Founded as a small family firm in 1939, Wiha is today a globally active company, still owner-operated by the Hahn family. Wiha seeks to make professional daily life much easier for users with a product assortment of innovative hand tool solutions geared towards user needs which increase efficiency, reduce costs and preserve health. This is why Wiha develops and manufactures products that meet the strictest requirements for quality, functionality, durability and ergonomic design. It provides a comprehensive range of tool concepts and sets, screwdrivers, torque tools, multitools, L-keys, bits, pliers, soft-faced hammers, electrical solutions and much more. Exactly 80 years after its founding, the company received the German Brand Award and the Red Dot Brand Award "Best of the Best" for its excellent brand work and development in 2019. In the same year, Wiha was also honoured with the distinction of being named one of Germany's top 100 most innovative companies among medium-sized enterprises for the second time. Wiha was also distinguished with the Manufacturing Excellence Award (MX Award) as the best SME in Germany back in 2014.

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