

A spectacular appearance and overwhelming triumph for speedE® have converted the Cologne International Hardware Fair into a historic milestone for Wiha.

The Wiha e-screwdriver speedE® was a runaway success in Cologne. Nothing will ever be quite the same again for Wiha or the sector

"The business as we know it has changed for good. If you unite a product which made a powerful impact, a superlative matching trade fair presence, a perfect backup on TV, an incomparable marketing package and fantastic sales, you get the International Hardware Fair 2018 for Wiha." That's how Wiha Managing Director Ronny Lindskog summed up the company's successful participation in the trade fair in Cologne between 4 and 7 March. Many visitors among the international specialist retail trade considered the Eisen Award-winning Wiha speedE® as THE trade fair innovation for 2018.

Initial sales and order figures, the feedback from the entire European retail landscape and the response from the media the first week after Cologne mean that Lindskog can only draw one conclusion: "speedE® was a runaway success. It came, turned and unreservedly conquered." The intensive planning and preparation for the roll-out for Wiha's new prodigy, the speedE®, was more than worth it. On the very first day of the trade fair, speedE® was honoured as the winner of the Eisen Award 2018 innovation competition. And that was just the start. The successful product launch has propelled Wiha into a completely new position in an extensive variety of sales and distribution channels in just a few days. Perceptions have changed completely throughout the entire sector with Wiha drawing attention at levels it has never known before.

Both the spacious, two-storey exhibition stand and a brand-new trade fair design concept using state-of-the-art presentation technology provided an impressive backdrop for a spectacular Cologne showcase, the likes of which the hand tool manufacturer has never seen before in its history. "Our presence was unequalled in the sector. It was a real sensation," raves the Wiha Managing Director for Sales and Marketing. Giant LED screens transmitted the Wiha message into the depths of Hall 10.1 with both sound and image. The role of Wiha's lead character was clear from the outset. Wiha has entered fully unexplored terrain in the hand tool sector with its invention of an electrically powered e-screwdriver, which offers great advantages thanks to its globally unique 3-step process. The speedE®'s ingenious technology is based on consciously finely adjusted power transmission in automatic mode, the material protection function starting at 0.4 Nm and the option for manual readjustment combined with its ergonomic design. You can learn more about the Wiha invention on the speedE® website <https://lp.wiha.com/speede/?L=en>

The speedE® tour continues in Frankfurt between 18 and 23 March. You can see Wiha's latest invention and all other range highlights specially designed for the electricians again at Light+Building 2018, where more than 200,000 visitors are expected to attend.

From 9 April, the Black Forest company will also be appearing on German television screens when it presents the speedE® to a wide audience in its TV commercial, set to be broadcast on national channels ARD and ZDF in the early evenings.

Characters (including spaces): 3.030

speedE® – the first e-screwdriver from Wiha

Discover it now! To the video clips...

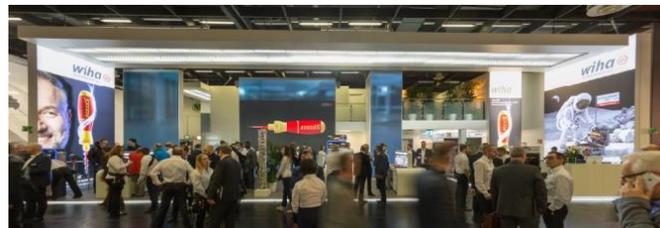
https://www.youtube.com/playlist?list=PLMkjoAdkLOieq7omA_DiZfx9lnwD-UG8



Image

Wiha_cologne2018_1_300dpi

The international specialist retail trade loved Wiha's trade fair presence and its product presentation.



Image

Wiha_cologne2018_2_300dpi

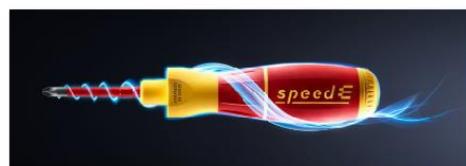
The Wiha trade fair appearance served as a signal: marketing activities provided speedE with a meteoric launch onto the market.



Image

Wiha_speedE_1_300dpi

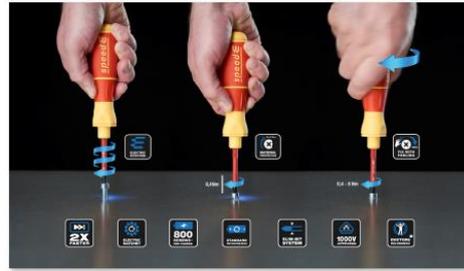
The first e-screwdriver from Wiha:
speedE®



Image

Wiha_speedE_2_icons_300dpi

Three steps in one movement: First fasten rapidly and electrically until reaching the material protection function at 0.4 Nm, then adjust and tighten carefully by hand with the electric ratchet function



Image

Wiha_speedE_5_set3_300dpi

The Wiha speedE® will be available to users from specialist trade in three starter set variants with the ideal combination depending on requirements and tasks.



You will find high-definition image material in the Wiha newsroom <http://lp.wiha.com/en/newsroom/#news> under the corresponding press release. 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 over 75 years ago, today, Wiha is a globally active company, still owner-operated by the Hahn family. Wiha seeks to make 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, designs 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 and much more. Special professional VDE hand tool solutions ensure a greater, optimised range, based on the Wiha segment philosophy focused on need and demand. A host of design awards underline the setting of standards in terms of functionality, design and quality. In 2016, Wiha received the honoured distinction of being included among the top 100 most innovative companies among medium-sized enterprises in Germany. Wiha was also distinguished with the Manufacturing Excellence Award (MX Award) as the best SME in Germany back in 2014. A contemporary approach to HR management combined with a deeply rooted, open and fair corporate culture helped Wiha to gain Schwarzwald-Baar-Heuberg CCI's "Attractive Employer in Bronze" seal in 2016.

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