

Sophisticated concepts, segment-oriented new products and a revolutionary innovation in fastening tools await visitors from Wiha at Stand F001/G002 in Hall 10.1 during the International Hardware Fair in Cologne

Wiha to present exciting innovations, new concepts and a revolutionary fastening tool invention in Cologne

A true sensation awaits trade fair visitors from Wiha in Cologne this year, affirms the manufacturer, alongside numerous new innovations and sophisticated concept solutions. Wiha is set to announce a revolutionary invention in the field of fastening tools which truly represents a quantum leap in the history of hand tools. Additions to the portfolio with guaranteed sell-out are also being showcased to retail trade visitors, a product of Wiha's segment- or target-group-oriented development work.

The new 115-piece Electrician's Competence XXL 2 case generation is a prime example of enhancement to Wiha's product portfolio and segment-oriented work. Tailored to the needs and requirements of users in the electricians' trade, the manufacturer's product line has taken huge steps forward in its evolution in terms of breadth, structure and quality. Close collaboration and an extensive exchange of information with users provide Wiha with a clear definition of needs and a sharp vision of its product development strategy.

The sparkover-safe Wiha dowel racket, automatic stripping pliers, an automatic crimp tool and the multi-functional Wiha torch with UV light and laser are just a few examples of the range's optimisation which Wiha will be pulling out of the hat in Cologne. Other new products comprise the fluorescent electrician's ruler, an electrician's spirit level, coloured, luminescent L-keys, the Stubby VDE screwdriver bit holder just under 10 cm long and the impact perfect bits in the new bit concept. "We wish to provide retailers with what users really want and need in an easy-to-understand, user-friendly way which is also advantageous to retailers. Items such as the new bit concept or our case solutions demonstrate perfectly how we unite these goals. We are sure that this is the best way to serve both users' and retailers' interests equally in a single approach," explains Ronny Lindskog, Wiha's Director of Sales and Marketing.

Wiha won't be revealing how it is taking the Wiha product portfolio to a completely new level until a product presentation scheduled for March, shortly before the trade fair opens. Lindskog continues: "We have managed to develop a hand tool, the likes of which no-one has ever seen before in terms of shape and characteristics. We can't wait to make work easier for users and show the market what we have managed to achieve with our development work."

Learn more at the Wiha booth at **Stand F001/G002 in Hall 10.1** at the Cologne International Hardware Fair with more than 2,600 exhibitors from 55 countries.

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Image

Wiha_E_Image_2018

Image caption

Wiha is showcasing new products which not only glow, but also bring true benefits to both users and retailers with sophisticated concept compilations.



Image

Wiha_Elektrikerkoffer_II_300dpi

Image caption

A case bursting with innovations tailored to user needs: the new Wiha Electrician's Competence XXL2.



Image

collage_Bittower

Image caption

Find and select bits in seconds. Wiha's new bit concept offers a simple, self-explanatory presentation option for greater customer satisfaction and less need for sales assistance.



You will find high-definition image material in the Wiha newsroom

<http://lp.wiha.com/de/newsroom/> beneath 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 for 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 offers the professional a wide range of high-quality premium tools which excel thanks to the latest manufacturing technologies, application-oriented innovations, superior ergonomic design, outstanding quality, absolute reliability and a long lifespan. In addition to tool sets and concepts, the extensive product range includes bits, pliers, L-keys, case solutions, screwdrivers, torque tools, Multitools, soft-faced hammers and other equipment such as a multi-functional torch. Special professional VDE hand tool solutions ensure a greater, optimised range, based on the Wiha segment philosophy focused on need and demand. Many international awards serve as a testament to the high quality of Wiha tools in terms of form and function. In 2016, Wiha was honoured with the distinction of being named one of Germany's top 100 most innovative companies among medium-sized enterprises. The company has also received the Manufacturing Excellence Award (MX Award) for Germany's best SME back in 2014. A contemporary approach to HR management combined with a deeply rooted, open and fair corporate culture helped Wiha to obtain Schwarzwald-Baar-Heuberg CCI's "Attractive Employer in Bronze" seal in 2016.

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