

Kick-off for Wiha ElectricVario family – a team of 83 strong professionals

Kick-off, pass, shoot and goal. Wiha is presenting a new line-up which will deliver the right move no matter what type of fastening is involved: the ElectricVario Family, a system comprising of 83 tools which can be fully combined with one another. In addition to many new 'signings', the newly announced Wiha team also includes existing Wiha solutions in different set compilations. Launched under the heading 'Professional football', the extensive campaign bears its own campaign logo, which will make it easy for users to recognise all the different 'team mates' in the future. Users will be guaranteed to get through any 'penalty box' efficiently, flexibly and perfectly safely, with their health intact, sinking every screw with a dead aim.

The team mission

The Wiha ElectricVario Family, EVF for short, brings together all fastening tools which users need for all types of challenges and fastenings. The fully protection-insulated system and its accompanying campaign appearance should help users to identify its advantages and derive ideal benefit from the different possible combinations. Users can compile their own suitable 'line-up' from the entire professional team on an individual basis.

The squad

As in professional football, Wiha divides all 83 items into playing positions. The six different handle variants 'in defence' have different possible combinations for their next 'pass': either via the extension or torque adapter in mid-field or directly to the attackers. The latter comprise a large selection of slimBits and nut drivers. The mobile Torque QuickCheck rapid torque testing device defends against incorrect torque fastenings in 'goal'. The 'trainers' bring together the many 'individual talents' into application-oriented 'teams'. New tool sets in multifunctional or folding bags or slimBit boxes.

Defence

The 'new signings' in defence represent two new handle variants. The new PicoFinish® electric excels with its slim handle with precision and utmost care. With optimal balance between force and control, the new slimVario® electric handle allows users to work ergonomically. Regulars include well-known players such as the small, versatile Stubby electric, the fast-paced, electrically powered speedE®, the LiftUp® electric with slimBits in the handle, or the flexibly adjustable torque handle TorqueVario®-S electric.

Mid-field

If the screw fastening task requires a 'pass to mid-fielders', the five easyTorque torque adapters or new slimBit extensions, blades and adapters for handles and nut drivers await.

Attack

Forwards complete the pass and 'strike home', represented by a large portfolio of new and existing slimBits and ¼" hexagon socket spanners. As a result of intensive cooperation with users

and the insights into the needs of the market gained as a result, the existing Wiha range has been extended to include many new profiles and bit sizes. It does not matter whether space is restricted or the screw is deep or firmly set, or control, precision, staying power or agility are required, any task can be completed safely, efficiently and ergonomically with the right 'pass', i.e. the right tool combination, with no risk of electric shock.

The trainers

The trainers pull 'individual talents' together: the new 13-piece multifunctional bag, new folding bags or 6- to 12-piece slimBit boxes with belt holsters for easy transport and removal of slimBits.

The management

Wiha offers a wide range of communication means to help users optimally select the right tool sets or the right 'squad' for the application field in question. A wide variety of POS materials and installations are offered for this purpose, allowing them to be integrated into the 'retailer stadium', where they catch the eye.

An extension to the Wiha Virtual Reality World is being added to comprehensive information materials, 'fan merchandise', animated films and clips on an own landing page. You take a virtual tour of the team dressing room and learn precise details about each player. To finish, you enter the green professional arena through the player tunnel, where not only the typical stadium atmosphere awaits users but also a fun shoot-out goal challenge. You will find more on ElectricVario Family at www.wiha.com/evf.

Characters (including spaces): 4,233

Image

Wiha_EVF_Icon_300dpi

Image caption

The EVF campaign logo will identify all products and sets belonging to the "team" in the future and will be used throughout all campaign elements.

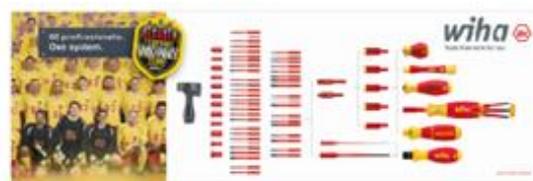


Image

EVF_EN

Image caption

Different moves can be grouped for each individual screw fastening type with the new Wiha squad.



Image

Wiha_EVF_new sets_300dpi

Image caption

New tool sets in multifunctional and folding bags and new slimBit boxes bring ideal teams strategically together and serve as a practical transport and storage option.



Image

DE-Wiha_EVF_tego_300dpi

Image caption

Specialist trade is provided with extensive POS materials and installations such as the EVF retail display wall.



Image

Wiha_EVF_vr-room_300dpi

Image caption

The new Wiha Virtual Reality (VR) Room not only allows you to become acquainted with the individual professionals in detail, but also exemplary strategic moves in the team dressing room and a true stadium atmosphere in the arena. www.wiha.com/vr



You will find high-definition image material in the Wiha newsroom www.wiha.com/en/newsroom 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 80 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.

Company

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You can find more about Wiha in the

Wiha Newsroom

www.wiha.com/en/newsroom, at

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