

Wiha at International Hardware Fair Cologne 2021

After being thwarted by the coronavirus in 2020, International Hardware Fair Cologne will resume its annual event from 21 to 24 February 2021 and hand tool manufacturer Wiha will be amongst the exhibitors. Providing that developments surrounding COVID-19 permit and the trade fair will open its doors, Wiha will be presenting product highlights from this year and next, alongside integral concepts and modular display solutions. The manufacturer promises an exciting trade fair programme that will definitely be worth the wait.

Marketing Manager Mario Sommer makes a clear statement to explain the company's decision, *"We see this leading trade fair as a crucial platform for the industry both today and in the future. We firmly believe that this opportunity for presentation and dialogue between retailers and manufacturers is a powerful driving force for further collaboration and development."* Mario Sommer goes on to affirm that especially in these unprecedented, challenging times, Wiha wants to use the announcement of its participation during the trade fair's gap year to send a message of optimism. *"We are very much looking forward to getting things moving and being able to unveil everything Wiha has to offer. We therefore remain committed to our participation and hope that the new event can take place on schedule."*

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About Wiha

Wiha is one of the world's leading manufacturers of hand tools for professional use in the trade & 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 SMEs for the second time. Wiha was also distinguished with the Manufacturing Excellence Award (MX Award) as the best SME in Germany back in 2014.

Company

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