

New Wiha Website receives Shop Usability Award®

Hand tool manufacturer Wiha's new website, which went online in spring 2019, focuses sharply on its visitors' and target groups' needs. It does this in such a unique way that it has been honoured with the coveted Shop Usability Award®.

The new user interface not only features a modern design, but its response time has also never been greater. Thanks to system modernisation, the new website loads almost three times more rapidly. The brand portal also guarantees unchanged usability on all end devices in all respects. The new platform has been seamlessly integrated into the company's infrastructure.

Whether they are retailers, electricians, model builders or DIY enthusiasts, each target group will find relevant information, videos, offers, product tips and much more in the Wiha application worlds for their specific area of application. These worlds represent an optimum starting point for customers to begin or continue a personalised journey into the Wiha tool world, no matter whether they are just looking for information and background knowledge, suitable products, innovations or detailed information on items. Wiha gives a clear picture of its values with wide-ranging contents on the Wiha brand consciousness and its role as an employer and retail partner. The Black Forest manufacturer also adds depth to its user focus with a variety of topics of interest such as ergonomics, sustainability and different tips pages.

Developed in cooperation with the German digital agency 7thSENSE, the new website sets completely new standards in visual identity thanks to its combination of design, function and usability with the whole site serving as a digital flagship for the company.

The Shop Usability Award® has been presented since 2008 and honours the best online shops in the German-speaking world. With over 700 candidates in 2017, it is the most renowned German e-commerce award according to the digital commerce magazine t3n. The evaluation criteria are adapted and complemented on a yearly basis based on users' typical needs.

The Shop Usability Award works together with leading e-commerce players and the most experienced, well-known personalities in the e-commerce sector to create unparalleled neutrality and professionalism in its evaluation and selection of the best shops.

Characters (including spaces): 2,291

Image

Wiha_Shopusabilityaward2019_devices_30
0dpi

Image caption

The Wiha website not only sets high standards in usability; its modern design, fast response time and many special offers provides visitors with an exceptional experience.



Image

Wiha_Shopusabilityaward2019_300dpi

Image caption

Different career, tips and image pages give visitors a clear, wide-ranging impression of brand manufacturer Wiha Werkzeuge.



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 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 and 2019, Wiha was honoured with the distinction of being named one of Germany's top 100 most innovative companies among medium-sized enterprises. Wiha also received 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

Wiha Tools Ltd
17 The Courtyard, Buntsford Gate
Bromsgrove B60 3DJ
Mail: info.uk@wiha.com

Contact person PR / media communication

Anne Jakubowski (Wiha Germany)
Tel: +49 (0) 7722/959-209
Mobile phone: +49 (0)151/ 163 414 94
Mail: pr@wiha.com

You can find more about at www.wiha.com or from our social media channels

