

25.03.2015

Press Release  
Wiha Werkzeuge GmbH



## **New brand presence: Wiha Werkzeuge GmbH shows off its new image and communication concept**

**The 2014 winner of the MX award for “Best SME in Germany”, Wiha, will be presenting its new logo, a fresh colour scheme in a corporate design and a honed communication and marketing profile from March 2015. The new logo, with the claim “Tools that work for you”, should in the future only further underline the customer and solution oriented direction of the long-established, family-run company from the Black Forest.**

"Wiha has always thought of itself as a company open to its partners, which is working on a daily basis to develop innovative solutions through its technology, design and ergonomic handling to provide significant benefits and significant added value for users in everyday life. This credo will be emphasised more in the future by the new logo and the claim, which will run as a common thread through all elements of the new Wiha corporate identity," explains Ronny Lindskog, Director of Sales and Marketing in Europe, the driving force together with CEO Wilhelm Hahn in the development process of the corporate design. The traditional green Wiha hexagon in the logo will be replaced by a red "W", which is framed by a laterally open hexagon. Its new claim, "Tools that work for you", communicates a clear statement: openness and commitment to customers.

A full marketing communications package with an innovative image and display concept as well as a value and user-oriented communication approach emphasize the strategy. "Previously, communication focused on the visual representation of the products, technical details and manufacturer-specific information. What users are interested in however is "What are the actual benefits of this sophisticated tool? What is the added value I get by opting for a tool by Wiha? The new communication direction will take account of these potential customer questions," explains Lindskog. "Sales pitches and product advice will be made considerably and can thus take place in a target-oriented manner."

### **Smooth transition from March 2015**

The new image will be phased in starting from March 2015 and includes exhibition presentations, in addition to the sales promotion and POS materials. Since there is to be a smooth transition, over a certain period of time there will be overlaps in the old and new design. The aim, however, is to complete the transition as quickly as possible, in order to present a consistent look to Wiha's partners and customers.

Characters (with spaces): 2,404

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### About the Company:

In 2014, Wiha Werkzeuge GmbH was awarded the MX Award for Best SME in Germany, and it is one of the world's leading manufacturers of hand tools for professional use in industry and crafts. It is based in Schonach / Black Forest. For the past 75 years the name of Wiha has stood for innovative tools of the highest quality with screwdrivers, torque tools, keys, bits, hammers, pliers, measuring tools and articulated hoses. Numerous awards underline the claim in function and design. Currently over 800 employees manufacture and distribute more than 3,500 premium tools.

### Image

Press image: Wiha\_Logo\_2015\_4c.pdf

### Caption

In March 2015 Wiha is launching a new logo, a fresh colour scheme in a corporate design and a honed communications and marketing profile.



### Image

Press image: Wiha\_Ronny\_Lindskog\_300dpi  
1181 x 1590 pixels (10 x 13.46 cm), 300 dpi

### Caption

Ronny Lindskog, Director of Sales and Marketing in Europe at Wiha



### Image

Press image: Wiha-Mann-  
Ci2015\_A4\_300dpi.tif  
2557 x 3614 pixels, 300 dpi

### Caption

With a friendly and personable customer approach, Wiha is strengthening its brand presence and is lifting itself onto an emotional level.



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