

Bray Sales Announcement

MONTICELLO, MN – 8/21/2017

Willi Hahn Corporation USA dba Wiha Tools announces the addition of Bray Sales to our manufacturing representative network. As of August 1, 2017, Bray Sales is responsible for managing the electrical channel of distribution for Iowa, Nebraska and Eastern Illinois.

Bray Sales, founded in 1968, is a premier electrical agency focused exclusively on servicing distribution accounts for leading manufactures. With offices in Des Moines, Iowa and Omaha, Nebraska. Bray's team of 4 sales people and 5 customer service representatives are focused on providing the highest level of support to their customer and manufacturing partners.

"The addition of Wiha Tools gives Bray the opportunity to provide our customers with one of the largest selection of insulated and non-insulated tools the industry has to offer. Given Wiha's commitment to the industry, solid reputation and best in class product I am confident we will make an immediate impact on the market." Said Joe Metzger, President of Bray Sales.

Wiha Tools is committed to a leadership role within the electrical channel of distribution in North, Central and South America. The partnership with Bray Sales is another step in the progression of delivering the highest level of service to our dealers and end-users. Bob Ash, Wiha Tools Director of Sales said, "There are not many opportunities to partner with agencies like Bray Sales and I am excited to expand the market with such a respected organization.

About Willi Hahn Corporation

Willi Hahn Corporation USA dba Wiha Tools is a wholly owned subsidiary of Wiha Werkzeuge GmbH Schonach Germany Beginning in 1985, Wiha Tools has developed into the largest subsidiary of Wiha Worldwide. Offering over 3000 products from our Monticello, Minnesota based North American Headquarters we service all 50 states, Canada, Mexico, Central and South America.

www.wihatools.com & www.wihatools.ca

About Wiha

Founded in 1939, Wiha has become a leading global manufacturer of hand tools and solutions for professional tradespeople and industrial markets. A host of awards underline that Wiha sets the standard in functionality, design and quality.

As of 2015, Wiha is the first hand tool manufacturer in the world to receive the internationally recognized AGR seal. This recognition confirms the effectiveness and benefits of Wiha's innovative range of screwdrivers, torque tools, L-keys, bits, soft-head hammers, pliers, measuring tools and articulated hoses. Wiha's innovative approach offers real added value and user benefits in terms of increased efficiency and functionality in everyday work.

The family owned company was recognized in 2016 as belonging to the TOP 100 most innovative medium-sized companies in Germany, and received the Manufacturing Excellence Award (MX Award) as the best German SME in 2014. Currently, over 900 Wiha employees manufacture and market award winning Wiha premium tools.

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