

Press Release | Wiha Tools USA

Wiha Tools taps Larry Short as Vice President of Sales

MONTICELLO, MN – 11/1/2017

Willi Hahn Corporation USA dba Wiha Tools announces the appointment of Larry Short as the Vice President of Sales. Larry is a seasoned sales leader that joins Wiha with a wealth of experience and proven success, including the launch of the RIDGID brand at Home Depot while at Emerson Electric. After Emerson, Larry held senior sales positions at Custom LeatherCraft and Pramac/MAT Industries. Most recently Larry was responsible for strategic growth opportunities while at QEP.



“Larry brings our team leadership with a clear focus on driving sales across multiple customers and channels of distribution. His customer first approach and commitment to cultivating long term relationships will fit nicely with our mission of driving market share. He has a fantastic mix of independent, professional, industrial and box distribution experience.” Said Wiha Tools Managing Director, Patrick Di Perno.

“I am looking forward to working with a first-class manufacturer committed to best in class products and solutions. Wiha is known in the industry for having impeccable service and commitment to customers. At Wiha everything starts with the end-user.” Said Larry Short.

Larry is Wiha’s most recent example of its commitment to investing in top notch professional resources to ensure the growth of the organization and support our distribution partners.

About Willi Hahn Corporation

Willi Hahn Corporation USA dba Wiha Tools is a wholly owned subsidiary of [Wiha Werkzeuge Gmbh Schonach Germany](http://www.wiha.com). 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 servicing 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.

Media Contact

Wiha Tools USA
Willi Hahn Corporation

1348 Dundas Circle
Monticello, MN 55362
Media Relations: pr@wihatools.com
1-800-494-6104