

Wiha Tools to Introduce a New Merchandising Program at the STAFDA show in Austin Texas

MONTICELLO, MN – 10/16/2017

Willi Hahn Corporation USA dba Wiha Tools will be attending the STAFDA Show in Austin Texas November 12- 14.

The focus of this year's show is to introduce a new merchandising program designed for the professional dealer and user. The program is merchandisable friendly, functional and informative. The majority of the 300 + SKU's are packaged with easy to open reusable packaging or include a storage solution. Wiha is focused on driving our business with the Professional Tradesman, we pride ourselves on having the best in class products and now have a merchandising concept that supports the channel.



During the show Wiha will be offering aggressive STAFDA only promotions to support the merchandising program and our dealers who attend the show. Kelly Ledin, Marketing Manager, said, "STAFDA members are important to our business and the industry, so we have worked hard to develop a promotional program to support them and abide by the requirements of our Minimum Advertised Pricing program." To take advantage of these promotions and learn more about our Merchandising program please visit Booth # 119 – 121.

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 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.

Media Contact

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