



Press Release | Wiha Tools USA

Wiha Tools Welcomes Lauren Steinbach as Digital Marketing Coordinator

MONTICELLO, MN – 5/1/2018

Willi Hahn Corporation USA dba Wiha Tools announces the appointment of Lauren Steinbach as the new Digital Marketing Coordinator. This new position is newly created for the American Business Group and has been designed to improve Wiha's social media presence. Lauren has previous experience managing digital marketing accounts for PenRad Technologies, Inc and Hamline University.

"Lauren brings a unique skillset and new ideas to our digital marketing efforts. She will be critical to amplifying and coordinating our marketing strategies. She will create conversations with our customers on social media, grow the Wiha Tool Club, and empower Wiha tool owners to share their experience and passion for our tools." Said E-Commerce Manager, Andrew Sherrard.

Steinbach stated "I am very excited about this position and the growth that it offers professionally. Wiha has such an engaged and large audience due to the emphasis on high quality premium tools. I am eager to help in various ways to foster and increase our following in the digital world."

Lauren is an example of Wiha's commitment to investing in both social media and top-notch talent. To ensure the growth of the organization and the brand.

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.

Media Contact

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