

Black Forest hand tool manufacturer Wiha has just been honoured with a German Brand Award 2019 not once but twice

German Brand Award 2019 goes to Wiha in its 80th anniversary year

Hand tool manufacturer Wiha's brand quality has managed to impress the German Brand Awards 2019 jury in two categories. The long-established company carried off the *Winner award* in the *Excellent Brands – Gardening & Tools* category and a *Special Mention* in the *Excellent Brands – Corporate Brand of the Year* category. The jury closely scrutinised aspects such as brand history, brand management, salience, positioning, values, brand presence design quality, degree of innovation and strength of differentiation.

The German Brand Award recognises successful brand management in Germany, locating, presenting and giving awards to unique brands and brand creators. The *Excellent Brands* competition selects the best product and company brands in different sectors. The *Special Mention* title highlights exceptional aspects of brand management.

Wiha is extremely pleased with the dual recognition for its branding, particularly apt for the company in its 80th anniversary year. "We're very proud when we look at our brand development over the eight decades since our company's founding in 1939. These two accolades bestowed during the German Brand Awards 2019 serve as a confirmation that our activities and exhaustive branding work over recent years have produced a completely different brand perception on the international market," affirms a pleased Ronny Lindskog, Wiha Sales and Marketing Manager.

Today's brand presence has been carefully centred on the company's own understanding of the brand, its corporate values, development focus and approaches to communication since 2014 after the company realigned and newly implemented its marketing and communication strategy. "The Wiha mind set unites pragmatic creative spirit with a strong awareness of precision and quality. It also comprises a driving ambition to achieve technological progress. A strong team spirit and an awareness of nature, sustainability and aspects such as family life and health characterise our approach to planning, action and developing ideas. Close collaboration with users produce tailor-made product solutions which make working life easier in terms of health, safety and efficiency. "An appropriate brand appearance, all communication and interaction with the outside world should serve as an ambassador and emotion vehicle, which sets the right course for the future," Lindskog explains further.

The German Design Council jury's decision at this year's brand competition proves that Wiha's approach has been successful. After the Wiha e-screwdriver speedE® also won the German Design and German Innovation Awards 2019 in gold, this third double award for the brand's performance as a whole is the icing on the cake for the international Wiha team.

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Image caption

Black Forest hand tool manufacturer Wiha is delighted with the dual award from the German Brand Awards 2019 international brand competition. The accolade for its integral brand presence caps the brand's success after the very recent win at the Design and Innovation Awards in Gold for Wiha's new product speedE®.



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About Wiha

Wiha is one of the world's leading manufacturers for hand tools for professional use in trade and industry. Founded as a small family firm over 80 years ago, today, Wiha is a globally active company, still owner-operated by the Hahn family. Wiha seeks to make daily life much easier for users with a product assortment of innovative hand tool solutions geared towards user needs which increase efficiency, reduce costs and preserve health. This is why Wiha develops, designs and manufactures products that meet the strictest requirements for quality, functionality, durability and ergonomic design. It provides a comprehensive range of tool concepts and sets, screwdrivers, torque tools, multitools, L-keys, bits, pliers, soft-faced hammers and much more. Special professional VDE hand tool solutions ensure a greater, optimised range focused on need and demand. A host of design awards underline the setting of standards in terms of functionality, design and quality. In 2016, Wiha received the honoured distinction of being included among the top 100 most innovative companies among medium-sized enterprises in Germany. The company was also distinguished with the Manufacturing Excellence Award (MX Award) as the best SME in Germany back in 2014. A contemporary approach to HR management combined with a deeply rooted, open and fair corporate culture helped Wiha to gain Schwarzwald-Baar-Heuberg CCI's "Attractive Employer in Bronze" seal in 2016.

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