

## **Exceptional communication: Wiha takes the *Red Dot Best of the Best* award**

Schonach, November 2019. The jury for *Red Dot Award: Brands & Communication Design 2019* is impressed. The international experts presented the Wiha brand with the *Red Dot: Best of the Best* award, placing it among the frontrunners in the competition. The experts assessed, discussed and evaluated many thousands of brands over a number of days. Wiha impressed the experienced jurors with its creative capacity and superior design standards. Two company representatives accepted the trophy during the Red Dot gala in the Konzerthaus Berlin.

On November 1, 2019, the eyes of the international design scene were on Wiha when the company received its trophy for the *Red Dot: Best Tools Brand* award at the Red Dot Gala. Professor Peter Zec, initiator and CEO of the Red Dot Award, presented the trophy to company representatives Marie-Theres Guggenbühler and Anne Jakubowski from the Marketing Communication Department. He congratulated the winners before presenting the trophy: "Impressing the Red Dot jury is no easy task. Our experts are highly critical and carefully check all entries against strict criteria before deciding on the award. They also took just as much care with the newly introduced section for brands. That's all the more reason why the winners of the *Red Dot: Best of the Best* can be proud, having impressed the jury with their creative capacity and very high design quality."

Mario Sommer, Head of Marketing at Wiha explains, "Our brand is more than merely a name and a logo. For us, it symbolises a complete package consisting of a long-standing tradition, many years' development and a promise of quality, reliability and responsibility. It also acts as a figurehead for what we represent and how we work." Today's brand image reflects exactly how the family business ticks and how it is geared towards the future. Sommer continues, "Wiha has always shown a strong commitment to innovation and progress. We strive to create developments and solutions that make working life significantly easier for users. Aspects such as safety, functionality, health preservation or sustainable design play a key role. The matching brand image with a modern, expressive communication mix serves as an ambassador and a vehicle for emotion for all of these elements."

Wiha has consistently created a completely new brand perception through all channels over recent years. It has used print, online and social media, promotional campaign and trade fair appearances, German television or completely new technologies, such as virtually created worlds. "The award for Best Tools Brand 2019 in the Red Dot competition is a very special recognition for Wiha after this comprehensive development process and in the 80th year of its existence. Wiha's global team is enormously pleased with the achievement," concludes Sommer.

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Wiha\_Red Dot\_Brand\_2019\_1\_credit Red Dot  
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**Image caption**

Marie-Theres Guggenbühler and Anne Jakubowski from the Marketing Communication Department accepted the Best of the Best Trophy on behalf of the entire Wiha team from Professor Dr. Peter Zec, initiator and CEO of the Red Dot Awards and jury member Prof. Laurent Lacour, in the Konzerthaus Berlin.

**From left to right:** Prof. Dr. Peter Zec, Anne Jakubowski, Marie-Theres Guggenbühler, Prof. Laurent Lacour.



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Wiha\_Red Dot\_Brand\_2019\_2\_credit Red Dot  
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Red Dot\_Brand\_Gala 2019\_Konzerthaus 2\_credit Red Dot  
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**Image caption**

The Berlin Konzerthaus offered a festive and very special setting for the award gala of the Red Dot: Brands & Communication Design 2019.



**Image**

Wiha\_Image\_brand\_reddot\_3\_300dpi.jpg

**Image caption**

Hand tool manufacturer Wiha receives the Red Dot Award: Best of the Best award for its exceptional branding.



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Wiha\_Image\_brand\_reddot\_3\_300dpi.jpg

**Image caption**

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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 2019 the company received the German Brand Winner Award and the Red Dot Brand Award "Best of the Best" in 2019 for its excellent brand work and development. In the same year, Wiha also received the honourable distinction of being among the "TOP 100" most innovative companies in the German SME sector for the second time. The company was also distinguished with the Manufacturing Excellence Award (MX Award) as the best SME in Germany back in 2014.

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**[www.wiha.com/de/newsroom](http://www.wiha.com/de/newsroom)**

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