

Wiha extends range with well-conceived concept in electrotechnical accessories

Accessory materials such as wire-end sleeves and connectors are now offered in top quality and with a functional packaging concept for their selection, storage and presentation in Wiha retail stores. The extension to the product assortment for the electrician's trade is the manufacturer's next step in offering its electricians target group a well-rounded product selection tailored to their needs. The Wiha concept has several advantages for retailers and users, because small parts used in large quantities are now handled in a much more convenient, user-friendly way, as opposed to the typically time-consuming, confusing, unstructured approach used previously.

The genius lies in the packaging concept, well-conceived down to the tiniest detail. There is a striking information colour guidance system throughout the range with a clear, simple icon language, which makes it easier to handle accessories in retail stores, warehouses or on construction sites. The crucial facts can always be found at a glance on polyethylene bags, shakers, the different set combinations and the multifunctional cardboard boxes.

The newly developed cardboard box units in two sizes, which contain accessory parts in dispensers or polyethylene bags, can be used in many different ways. First and foremost, they eliminate an existing problem for retailers and users, providing them with a small parts storage system. A lack of suitable solutions usually means polyethylene bags are often merely stacked or other containers are used and labelled. Thanks to their cuboid, stackable shape with clear label markings, the cardboard boxes can be stored directly in an orderly manner with no need for further handling. The Euro-hole hanger also allows products to be showcased on double hooks in retail outlets. A suitable display ensures products capture attention and can be easily removed – whether in specialist trade stores or in workshops.

The manufacturer now also offers comprehensive stripping and crimping tool sets for professionals to prevent common hitches in conventional cable processing, such as incorrectly stripped strands, crimps jammed in the pliers or poorly pressed sleeves. This provides users with the right professional tools, including a wide selection of the most commonly used connectors and wire-end sleeves, clearly arranged in an assortment case for portable use or for vehicles.

The Wiha electrotechnical accessories range is available through specialist trade.

Characters (including spaces): 2,535

Image

Wiha_ElectrotechnicalAccessories_image_300dpi

Image caption

Hand tool manufacturer Wiha will be offering accessories such as wire-end sleeves and connectors in the future.



Image

Wiha_ElectrotechnicalAccessories_sets_300dpi

Image caption

Compact, comprehensive skinning and crimp sets are offered in the range alongside conventional dispensers.



Image

Wiha_ElectrotechnicalAccessories_presentation_300dpi

Image caption

Versatile in their use, the innovative cardboard boxes can be stored and displayed on shelves, on double hooks on walls or on sales counter displays.



Image

Wiha_ElectrotechnicalAccessories_cartons_300dpi

Image caption

Well-conceived design: the cardboard boxes in two sizes are easy to open, can be stacked as required and feature key information and product data in plain view.



Image

Wiha_ ElectrotechnicalAccessories
_storage_300dpi

Image caption

No more chaos or disorganised warehouse stocks: the Wiha cardboard boxes for accessory parts in dispensers or polyethylene bags both offer a storage solution and provide information.



You will find high-definition image material in the Wiha newsroom <http://lp.wiha.com/en/newsroom/#news> under the corresponding press release. You are also welcome to contact us directly for image files.

About Wiha

Wiha is one of the world's leading manufacturers of hand tools for professional use in trade and industry. Founded as a small family firm in 1939, Wiha is today a globally active company, still owner-operated by the Hahn family. Wiha seeks to make professional 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 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, electrical solutions and much more. Exactly 80 years after its founding, the company received the German Brand Award and the Red Dot Brand Award "Best of the Best" for its excellent brand work and development in 2019. In the same year, Wiha was also honoured with the distinction of being named one of Germany's top 100 most innovative companies among medium-sized enterprises for the second time. Wiha was also distinguished with the Manufacturing Excellence Award (MX Award) as the best SME in Germany back in 2014.

Company

Wiha Tools Ltd
17 The Courtyard, Buntsford Gate
Bromsgrove B60 3DJ
Mail: info.uk@wiha.com

Contact person PR / media communication

Anne Jakubowski (Wiha Germany)
Tel: +49 (0) 7722/959-209
Mobile phone: +49 (0)151/ 163 414 94

Mail: pr@wiha.com

You can find more about at www.wiha.com or from our social media channels

