



Press release

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Editor: Klaus Teders

What the Tool Rebels do in Print and Web:

New Catalogue and Homepage

New catalogue introduced / 570 pages in the 2018 issue / 1,000 new products added / Continuation of the Tool Rebel story / Web presence optimized for mobile devices / Special access to product and image data for market partners /

Wuppertal. In 570 pages, Wera Tool Rebels, the tool specialists from Wuppertal, document their impressive current program: Their new catalogue has grown by more than 60 pages compared to the 2016 edition. It provides an extensive reference work on all questions regarding screwdriving tools.

More than 1,000 new products have been included in the current catalogue. Highlights include the Click Torque torque wrenches and the Zyklop VDE ratchet assortment, each with comprehensive accessories. The Tool Rebel story will continue, so the catalogue is not only a clear presentation of all products, but is entertaining and a useful source of information for all screwdriving activities. The new catalogue is now available for download at www.wera.de or www.wera-tools.co.uk and the printed edition can be requested from Wera.

Tool Rebels online

In addition, the manufacturer has fundamentally redesigned its website and optimized it for mobile devices, as 30% of all users now visit the Wera website via smart phones or tablets. Therefore, the new website was designed to be a fun experience on these devices and it gives a good insight into the world of the Tool Rebels from Wuppertal. Especially for trading partners, the function "product data/media export" has been added in the download area. After logging in, you have the convenient option of downloading all product and image data for your own use.

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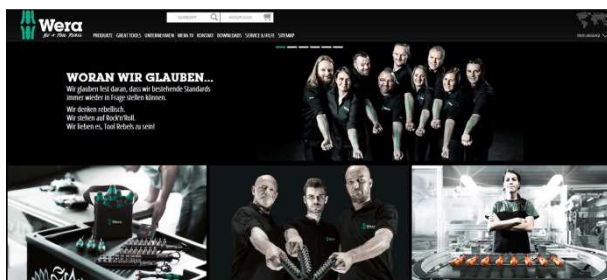
Captions:

01_Wera_catalogue-2018



The new Wera catalogue has grown to a respectable number of 570 pages. More than 1,000 new products have been added to the assortment since 2016.

02_Wera_Website



The Tool Rebels from Wuppertal redesigned their web presence and optimized it for mobile devices.

Images: Wera Werkzeuge GmbH

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