



## Press release

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**Editor:** Wolfgang D. Riedel

### **Victory gets under the skin of Tool Rebels:**

#### **Gold for Wera in their election as partner of the PVH 2017**

*First place in the range of hand tools / Far ahead, especially in product innovation and sales support / Our course as a pioneer for innovation, quality and customer orientation confirmed / Constantly searching for new ideas / Troubleshooting to make work easier for users*

**Wuppertal.** Wera has been selected by PVH (Produktionsverbundshandel - trade of goods during the production process) as the best "Partner of the PVH 2017". In the field of hand tools, the Wuppertal screw-driving tool manufacturer once again took first place. This coveted award is based on a nationwide survey conducted by the AKW (Arbeitskreis Werkzeug - Working Committee for Tools) within the ZHH (Zentralverband Hartwarenhandel - Central Association of Trade of Hard Goods), with which retailers rate their industrial partners in five different categories. In particular, in product innovation and sales support, Wera was able to qualify by a considerable margin ahead of their competitors, so that the top spot was achieved across all categories.

"This choice gave goose bumps to all Tool Rebels at Wera," says Marketing Manager Detlef Seyfarth. "The result makes us proud and reaffirms our track record as a pioneer in innovation, quality and customer focus." Wera's Tool Rebels would never settle for what they have achieved, but constantly look for new ideas, sometimes turning well-tried concepts upside

down. "We enjoy it," says Seyfarth, "to reimagine screwdriving tools over and over again and develop solutions that make life easier for users. We want to be able to live up to this self-imposed claim in the future as well. This specialist trade award is another incentive for this. "

Further Information:

Wera Werkzeuge GmbH

Korzelter Straße 21-25, 42349 Wuppertal/Germany

Phone: +49 202 4045311, Fax: +49 202 403634

E-mail: [info@wera.de](mailto:info@wera.de), Internet: [www.wera.de](http://www.wera.de)

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**Caption:**

*01\_Tools in the blood*

The award as the best industrial partner gets under the skin at Wera.

Image: Wera Werkzeuge GmbH

**Contact for press:**

Wera Werkzeuge GmbH  
Detlef Seyfarth  
Korzerter Straße 21-25  
42349 Wuppertal/Germany  
Phone: +49 202 4045311  
Fax: +49 202 403634  
E-mail: [info@wera.de](mailto:info@wera.de)

TECHNO PRESS  
Press Release Service  
Wolfgang D. Riedel  
Dönberger Straße 92  
42111 Wuppertal/Germany  
Phone: +49 202 970100  
Fax: +49 202 9701050  
E-mail: [info@technopress.de](mailto:info@technopress.de)

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