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**Editor:** Klaus Teders

**Grab attention at the point of sale!**

**New design Wera screwdriver display**

*Supporting the specialised trade with advertising media / New display design inspired by award-winning packaging design / Modular concept: display a selection of one or multiple products / Top board for two screwdriver sets /*

**Cologne / Wuppertal.** It is Wera company strategy to support the B2B trade with a whole range of advertising media for product presentation. This includes displays that can hold a wide variety of tools available from the Wuppertal manufacturer, to be used at point of sale.

**Goliath! Or a screwdriver display…?**

Wera has launched an interesting new screwdriver set display at the 2016 Cologne Hardware Fair; it’s design inspired by the new, award-winning packaging design now used by the specialist manufacturer to box the majority of its products. In fact, it does look rather like a screwdriver set box…of giant proportions!

**For those who do not wish to make a commitment…**

This versatile new display is particularly flexible in use, being able to accommodate a wide variety of Wera screwdriver sets, with their variety of box sizes. The display is not locked into one specific range, so it can be equipped with a quantity of either a single product or selection of complementary sets. The top board accommodates two of the sets that are held in the display below, so it is clear from a distance exactly what products are featured.

The new screwdriver display can be ordered from Wera with either a set configuration of included screwdriver sets, or empty – for individual assembly and customisation.

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**Caption:**

*01\_Wera\_Display*



Ths new display for the presentation of various Wera screwdriver sets at the point of sale corresponds to the design of the award-winning packaging concept.

Picture: Wera Werk Hermann Werner GmbH & Co. KG

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