

MEDIA CONTACT

Ann Higby • w. (314) 880-5579 • c. (312) 320-5047 • ahigby@stealthcreative.com

Wahl Global Headquarters Museum Opens Door to History & Commemorates 100 Years of Innovation, Style and Hair

STERLING, ILL. (SEPTEMBER 9, 2016)

100 years: a time to look back in order to move forward. Wahl Professional celebrates their upcoming 100-year anniversary by opening the doors to their history and timeless style in the new Wahl museum. The Wahl Global Headquarters Museum opened in May 2016, in advance of the company's "2019" milestone, with a special look at Wahl's history and roots in the beauty and barbering industry.

Recent office upgrades prompted the Wahl team to showcase their journey as the leading clipper and trimmer manufacturer, along with the path Wahl is paving for the future.

"Now that we are approaching our 100-year anniversary and built a new addition to our offices, we thought it was time to properly display and organize our past," says Lance Wahl, Global Vice President Professional Products, Wahl Clipper Corporation.

The vintage-inspired, classically styled museum pays homage to the rich history of barbering and how Wahl has helped shape it.

"Since Wahl created the clipper category, it's important to show proper credence to the very beginning and what the initial innovation has accomplished," says Wahl. "The museum also highlights all the products we have created outside of clippers and trimmers. The exhibits remind us of all the experiments we at Wahl have tried and motivate us to go further."



Wahl Global Headquarters Museum pays homage to the rich history of barbering and how Wahl has helped shape it.

MEDIA CONTACT

Ann Higby • w. (314) 880-5579 • c. (312) 320-5047 • ahigby@stealthcreative.com

The museum allows visitors to learn more about the beauty and barbering history and see how the industry is advancing.

“You can take a tour through 97 years of history and check out the innovative products that Wahl has released through the years. You can also see a sample of the first electromagnetic massager that founder Leo Wahl built in 1914—which inspired him to build an electromagnetic powered clipper,” says Aaron Flick, Marketing Associate at Wahl Clipper Corporation. “There’s also a feature where visitors can see where Wahl is located around the world, even in outer space!” This is all in addition to the history of the Wahl family.

One of the museum’s spotlight exhibits showcases Wahl’s timeline of innovation and displays actual archived products. In addition, a continuous feed of classic commercials and video content streams for visitors to watch at any time.

“My favorite part of the Wahl museum is the timeline of Wahl tools,” says Flick. “It’s pretty neat to see how far Wahl has come and how much innovation has come through the building. I also enjoy the retro barber chair on full display that is occasionally used for community charity events.”

The Wahl museum offers a retrospective view of Wahl’s history and most popular and innovative products. Style and trends may change, but quality is timeless—and Wahl delivers just that.

Visitors can take a tour of the Wahl Global Headquarters Museum at 2900 North Locust Street in Sterling, Illinois, located 100 miles west of Chicago. The Wahl Museum hours are Monday through Friday, from 8 am – 5 pm.

About Wahl Clipper Corporation

Since 1919, with the invention of the first practical electric hair clipper, Wahl Clipper Corporation has been the leader in the professional and home grooming category. Today, with over 2500 employees worldwide, Wahl is proud to carry forward the tradition of innovation and superior customer service that was created by Leo J. Wahl. Headquartered in Sterling, Illinois, Wahl distributes to 176 countries and has eight global manufacturing facilities as well as 25 sales offices. At Wahl, we are proud of our heritage of excellence as well as our remarkable list of groundbreaking innovations for the present and future for the global market. Visit www.wahlpro.com for more details.