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Wahl Professional Launches “Big Mag” Cordless Clipper at Cosmoprof North America, July 12-14

STERLING, IL (July 1, 2015) – The popular Mag trimmer will finally have the perfect companion. Wahl will unveil the Big Mag cordless clipper during Cosmoprof North America to be held July 12-14 in Las Vegas.

“There is a growing trend of cordless clippers, especially for stylists,” said Lance Wahl, Director of Sales and Marketing for Wahl Clippers. “The Sterling Mag trimmer has become extremely popular. Designing a full-sized clipper to match the trimmer was a no brainer.”

The newest addition to the Wahl Sterling line, the Big Mag is a full-sized clipper. It uses the unique 5-in-1 adjustable blade, which glides through the hair for unmatched cutting performance on all textures. The blade also easily detaches for easy cleaning and maintenance.

Weighing only 9.3 oz. the clipper is extremely lightweight and features a 90-minute continuous run time.

“The major benefit of having a lithium-ion product is you don’t have to deal with cord clutter,” Wahl said. “We wanted to make a product that was able to last through a busy day of cutting.”

The clipper is made in the USA, comes with six attachment combs and a quick recharge transformer and an automatic recharge stand.

Production is underway in Sterling, Il and the Big Mag will be available in July.

For more information about Wahl Professional, please visit www.wahlpro.com.

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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 eleven 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.