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Announcing The Newest Addition to the Wahl Family: The Big Mag Cordless Clipper

STERLING, IL (August 4, 2015) – The popular Mag trimmer will finally have the perfect companion. Wahl unveiled the Big Mag cordless clipper during Cosmoprof North America 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.

“The Mag trimmer is one of my favorite Wahl tools, so now that there is a Big Mag, my collection of tools is feeling complete,” said Amy Nicole Garner, a member of Wahl’s Education and Artistic Team (W.E.A.T.). “The Big Mag also fits the All in One Blade, which allows a stylist to cut stacked bobs or long layered designs. It is definitely a must have for every stylist.”

Garner emphasized the versatility of the Big Mag because of the 5-in-1 blade.

“The adjustable blade allows for precise cutting on longer lengths of hair to the shortest of fades,” she said. “With the blade having 5 positions, when working with shorter haircuts the stylist can blend fades with ease. The sleek design of the clipper allows for comfort in the hand of the stylist.”

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.”

Garner echoed the advantage of having a cordless clipper with long battery life, but also added that the clipper could be used corded as well.

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

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.