

Wahl Introduces Vintage Edition 5-Star “Senior” & “Hero” to Commemorate the Rich History of Barbering and the Tools that Shaped It

Retro-Inspired Tools Look As Sleek and Stylish as the Haircuts

STERLING, IL (FEBRUARY 17, 2016)

Respect the past. Look to the future. That’s the inspiration for the release of the Vintage Edition 5-Star Senior and 5-Star Hero from Wahl Professional, a grooming products leader in the salon and barber industry since 1919.

“Our 100th Anniversary is quickly approaching,” says Lance Wahl, Director of Sales and Marketing for Wahl Clipper Corporation, Professional Division. “There is no better time to unveil a nostalgic look that commemorates the rich history of barbering and the tools that have helped shape it.”

The limited edition tools celebrate the work of early barbers and stylists who revolutionized men’s grooming while empowering professionals today to be innovative in the industry. While the retro-inspired, vintage tool designs are a throwback in look, they are just as sleek and stylish as the haircuts.



Photos courtesy of Wahl Professional.

“The Wahl Senior and Hero execute a precision cut, every time,” says Master Barber Rick Morin, member of the Wahl Education and Artistic Team (W.E.A.T.). “The new vintage designs will have barbers and stylists talking, especially those who are already cutting with the Senior and Hero. They’ll want to add these to their arsenal as a commemorative item.”



MEDIA CONTACT

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

The 5-Star Senior is a premium zero-overlap clipper with a surgical blade and has a V9000 motor for easier blending, precise cutting and faster cut time overall.

“The Senior is my favorite because of the surgical blade and V9000 motor,” says Morin. “The surgical blade has a tapered edge that allows for easier blending on short haircuts. The Senior has a V9000 motor with almost twice the power in this clipper up from the V5000 clipper, which allows for more precise cutting.”

The Vintage Senior is ideal for professionals who are ready to upgrade their clipper.

“When tapering, I use the Senior at the start of a haircut for uniform length,” Morin said. “For fading, I use it after I make my initial guide with my Hero.”

The 5-Star Hero is a corded T-blade trimmer that replicates the look and shape of the Senior. The high quality Hero is excellent for outlining, edging and design, especially hair tattoos.

“You’ll cut a nice fresh blend with the Senior,” says Morin. “And because everyone loves the Senior, Wahl launched one similar in a trimmer – The Hero.”

The Senior and Hero are both available for a limited time in the vintage edition this April. For more information about Wahl Professional, please visit wahlpro.com.

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 wahlpro.com for more details.