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Wahl Professional Launches New Website as Hub for Industry Professionals

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Wahl Professional tools have always helped barber-stylists execute the ideal style transformation. Wahl Professional unveils their new website at wahlpro.com, propelling Wahl forward while maintaining their classic aesthetic. The new design is a sleek homage to the rich history of barbering and styling—classic with a modern twist.



Photo Courtesy of Wahl Professional

“With the launch of our new website, we are able to communicate in ways that ease the process for professionals to find, use and share information to best fit their needs,” says Lance Wahl, Global Vice President Professional Products, Wahl Clipper Corporation. “This includes a user-friendly experience across multiple devices, a clean interface and intuitive design, sharing capabilities, interactive product pages and social interaction.”

The modern website reinforces Wahl’s strive toward excellence and position as the industry standard.

“I like the functionality of the site and that it is mobile friendly,” says Aaron Flick, Marketing Associate at Wahl Clipper Corporation. “With more and more people accessing information via their smartphone, we needed a website that was easy to navigate and aesthetically pleasing. I think the visual theme fits the brand we have established for 98 years.”

Within the redesign accompanies new features and original content. Visitors to the site have access to what’s happening in the beauty and barber industry through Wahl’s new blog “Wahl Street,” with new content posted weekly. Here, visitors will find the latest industry news, as well as stories, photos and videos about Wahl Professional and the Wahl Education and Artistic Team (W.E.A.T.).

The products are the real spotlight on the website. In addition to new features such as W.E.A.T. and blog pages, visitors can learn about Wahl tools, watch product videos, browse product pages and choose the best tool based on a Wahl product selector.



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“Wahl is committed to supporting professionals through quality, innovative products, top-notch education and superior customer service. We needed a website that reflected this commitment to excellence,” says Flick.

Now, professionals can look to Wahl’s website for everything hair.

“While constructing the new website, our goal was to provide our viewers with as much information as possible about the Wahl brand and for the website to be the hub for professional grooming information.”

Committed to education, Wahl is proud to spotlight their Product Selector, a tool to help pair the artist with the right tool. To enhance artists’ cutting-edge skills, the Product Selector works to deliver the perfect tool to help artists be their best.

“The Wahl Product Selector is the standout feature. This unique tool helps choose the perfect Wahl tool to fit your needs. Looking for a clipper or a trimmer? On-scalp or off-scalp cutting? This will help you narrow down to the perfect choice,” says Flick.

Not only supporting professionals through quality, innovative products, first-class education and superior quality service, Wahl is incorporating additional opportunities to help stylists, barbers and students achieve their goals with their Wahl Ambassador program.

“This program allows licensed barbers and stylists from the U.S. to sign up for information on the newest tools, education and classes, tips and tricks from our education team, product surveys and much more. This program is a prerequisite for all potential members of our education team.”

Wahl’s special attention to education, the ambassador program and Men’s Method continues the tradition of innovation, style and hair.

“The website is designed to help educate professionals on the tools they use, what styles they can create with them, where they can purchase them, while helping provide answers to all the questions they may have when using a pair of clippers or trimmers.”



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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 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.