

**MEDIA CONTACT**

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## Industry Leader Wahl Professional Hosts First-Ever, Online-Exclusive Barber Battle Competition

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*The battle begins June 1st on WahlBarberBattle.com. Check out Wahl video featuring tips on how to submit your best entry from W.E.A.T.'s Rick Morin*

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Wahl Professional continues to push innovation as the first clipper company to host an online-exclusive barber battle at [wahlbarberbattle.com](http://wahlbarberbattle.com).

The battle begins June 1, 2017: barbers will compete blade-to-blade for the grand prize in Wahl Professional's first exclusive online barber battle competition. Wahl's barber battle is a friendly contest to compete against each other for prizes and bragging rights.



*Photo Courtesy of Wahl Professional*

“We’re excited to be the first professional clipper company to ever host our own barber battle competition,” says Lance Wahl, Global Vice President Professional Products, Wahl Clipper Corporation. “The competition is for U.S. professionals only who are registered in our Wahl Ambassador program, and features a video submission limited to 15 minutes or less.”

The grand prize includes a prize package plus an honorary spot on the Wahl Education and Artistic Team (W.E.A.T.) for one year—a new opportunity open to hair professionals. Second and third place winners will receive a special prize package from Wahl.

“This is an opportunity of a lifetime,” says Wahl Education and Artistic Team (W.E.A.T.) member Rick Morin. “W.E.A.T. members are always asked how others can join the team, and now’s your chance. Show us what you’re made of.”

Contestants entering Wahl's Barber Battle will submit a video competing in three different looks: the pompadour, bald fade and a creative cut, a freestyle look determined by the artists. Because this competition is a first of its kind, judging officials anticipate a variety of talent and creativity.



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“We’re leaving the creative cut entirely up to the contestants. This includes the cut, color, design and everything else. It’s all in their hands,” says Morin. “We can’t wait to see the creativity.”

Each video submission must total 15 minutes or less, allowing five minutes per haircut. All contestants must be a member of the Wahl Ambassadors Program and use all Wahl tools to complete the looks.

“This competition will take some artists out of their comfort zones. But it’s a chance for contestants to create remarkable cuts and show what they could bring to W.E.A.T.,” says Morin.

“My best advice is to be yourself,” says Morin. He also reflects on how he would stand out in the submission process. “If it’s within your budget, hire a videographer to help so you can focus on your execution. If not, record your submission on a good-quality phone camera.”

Be on the lookout for a special announcement after the submission period. The fee to enter the barber battle competition is \$75 and all licensed barbers and stylists 18-years old and up and residing in the United States are eligible to enter.

Find out more about Wahl’s barber battle competition and submit online at [wahlbarberbattle.com](http://wahlbarberbattle.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 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](http://www.wahlpro.com) for more details.*