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Wahl Education & Artistic Team (W.E.A.T.) Gathered For Annual Training in Chicago

STERLING, IL (September 10, 2014) – Staying on the cutting edge requires confidence, passion and education. To continue as trendsetters and leaders in the world of barbering and cosmetology, the Wahl Education and Artistic Team (W.E.A.T.), along with Wahl Canada Education Team, left their shops and salons for two days last month to meet in Rosemont, Ill. for their annual W.E.A.T. Training.

“We all come from different backgrounds and as a result we all approach hair cutting with different perspectives,” said Laura VanderMoere, Director of Education in the Professional Division at Wahl. “The workshop is our time to roll up our sleeves and be on the receiving end of education.”

The W.E.A.T Training included discussion of upcoming technology and tools that Wahl has in store for future launches, and how W.E.A.T. will position them in education. The team learned new industry trends and translated them into clipper cutting. And, they shared stories and got caught up from the year.

“One of the unique attributes about W.E.A.T. is that we do not utilize a specific cutting system, we encourage a thought process, for everyone to become an artist,” said VanderMoere. “We all use six core techniques when we cut, I noticed this while editing our Wahl app videos. Everyone uses these core techniques but each adds their own artistic gift.”

That artistic flair is what gives W.E.A.T an “educational angle” for everyone.

“As individuals our thought process is unique,” said VanderMoere. “Someone could take our ‘Bridging the Gap’ class with each educator once and I can guarantee you they will come out with 16 different techniques to add to their arsenal of skills.”

W.E.A.T. is a 16-member group of professionals that are the leaders in the industry. They are highly trained and technology advanced artists capable of instructing any skill level. Their goal is to provide student, licensed hair professionals and instructors with clipper education, and they believe that education is the key to a stylist’s success.



“W.E.A.T. is a very close team that shares a common respect and passion for our industry and education, as well as for each other. While there is a lot of laughing going on, deep down we are all serious about our responsibilities as educators,” VanderMoere said. “I always learn something from our team when I watch them cut, and I think, ‘hmm...why didn't I think of that.’ It's rejuvenating.”

To meet the team, please visit www.wahlpro.com/education.

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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 2200 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 165 countries and has six 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.