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Wahl Professional Is Red HOT: New Red Peanut Launches This Spring!

STERLING, IL (February 23, 2015) – Wahl Professional will release a red version of its best selling trimmer, the Peanut, this spring.

“When you think of red you think of hot!” said Laura VanderMoere, Director of Education for Wahl Professional. “The Peanut is a hot tool. It's only appropriate it should be red.”

The Peanut trimmer is popular for its versatility and affordable price, as well as its smaller size.

“The peanut appeals to all skill sets,” VanderMoere said. “It is part of our All Star Combo which is a popular item for student kits, yet the DC rotary motor is powerful enough for cutting, which appeals to the experienced stylist.”

The new Red Peanut features the same powerful rotary motor to give you professional power of a full-size clipper in lightweight tool as well as the versatility of trimmer with a snap on snap off blade for easy cleaning. The Peanut also features a convenient reversible finger-ring to help control the clipper. And at four ounces and four inches long, VanderMoere said the Peanut is less intimidating than full size clipper without sacrificing power.

“It is a universal product. It can be both a clipper and a trimmer,” said Lance Wahl, Director of Sales and Marketing, Wahl Clipper Corporation Professional Division. “And this trimmer is great for kids and elderly customers; really any customer with sensitive skin.”

VanderMoere added that the wider spacing between the blade’s teeth makes the Peanut an exceptional tool for fine to medium hair textures.

In a world where many tools are black, grey or white, the Red Peanut can add a splash of color to your station.

“Sometimes we just want to celebrate a holiday like Valentines Day or Christmas,” said VanderMoere. “Or, match our outfit.”

The original Peanut was released in 1992. The Peanut is still the number one seller and going strong.

The new Red Peanut will come with 4 attachments combs - 1/8 inch, 1/4 inch, 3/8 inch and 1/2 inch, clipper oil, cleaning brush and a red blade guard.

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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.