



Press release

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Editor: Klaus Teders

As every year by Wera:

Advent Calendar makes the hearts of screwdriving fans beat a little faster

Advent Calendar sweetens the pre-Christmas season with high quality tools / 24 golden or red “tool treats” / Compact tool combines screwdriver and bottle opener / Six bits in the handle / Bit-Checks in festive gift boxes /

Wuppertal. It has meanwhile become a good tradition that the Wuppertal-based screwdriving specialist Wera sweetens the pre-Christmas season with its Advent Calendar and makes the hearts of screwdriving fans beat a little faster. For a seventh consecutive time, the Calendar will be putting a twinkle in the eyes of adults every day during Advent: after all, its content does not consist of high calorie chocolate but of high quality tools.

Golden and red “tool treats”

The Advent Calendar in its nostalgic design is lovingly filled with new content every year by Wera. In this year’s edition, the characteristic Christmas colours of gold and red play a special role: behind eleven of the doors, the excited Advent Calendar fan will discover sparkling gold-coloured bits in various dimensions and profiles. Nine other doors conceal “tool treats” such as diverse screwdrivers, a screw gripper and the cult bottle opener in Krafftform design – all created in shades of red. The pre-Christmas surprises are rounded-off with a Rapidaptor bit holder, a Bit-Check for the golden bits, a VDE screwdriver and a practical holder for the screwdrivers included. The

user is optimally equipped with this set for the most frequently occurring screwdriving jobs.

Even more in Santa Claus' sack

Anyone who is looking for an original Christmas present for a tool fan who already has everything will be making a perfect choice with the new "Kraftform Kompakt Christmas". This is a compact tool in a festive gift box bearing no advertising which combines the features of a screwdriver and a bottle opener. The handle, in particular, with its ergonomic Kraftform design really has a lot to offer: six different gold-coloured bits with frequently needed profiles are concealed within. So now a delicious beverage can also be enjoyed during screwdriving jobs as you will always have the 'right tool' to hand – Cheers!

In addition, Wera is again offering two versions of its popular Christmas boxes with bit assortments in a Bit-Check. They each come with eleven high quality bits and a universal bit holder for professional applications. The advertising-free festive motifs can also be used as a packaging for your treats for others.

Further information:

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Image captions:

01_Wera_AdventsKalender



The Advent Calendar by Wera contains 24 “tool treats” instead of high calorie chocolate, tools that make the hearts of screwdriving fans beat a little faster.

02_Wera_kraftform_kompakt_christmas



The “Kraftform Kompakt Christmas” is a compact tool that constitutes a combination out of bottle opener and screwdriving tool. Six bits with frequently needed profiles are concealed in the handle.

03_Wera_display_weihnachts-bit-box_1 oder

04_Wera_display_weihnachts-bit-box_2



And as another gift idea, Wera is again offering its Christmas boxes with two different bit assortments. After being unpacked, the advertising-free boxes can be used once more for festive treats.

Images: Wera Werk Hermann Werner GmbH & Co. KG

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