



**YOUR BRAND**

**WITTE inside.**

**360°**  
private label

## WITTE INSIDE.

Private label ... at the highest level.

### Our tradition is our commitment.

WITTE is a member of the KIRCHHOFF Group that is proud to be able to look back over a long history. Back in 1785, Stephan Witte founded a company making needles and pins in Iserlohn, central Germany – and thus laid the foundation stone for a long story of success. Today's KIRCHHOFF Group, owned by the Kirchhoff family for several generations, consists of four divisions: KIRCHHOFF Automotive, KIRCHHOFF Ecotec, KIRCHHOFF Mobility and WITTE Tools.

KNOWLEDGE.VALUES.CHANGE. – these are the fundamental principles that are also the motive force behind the rise and further development of the Group. They unite the more than 11,000 employees in the Group in line with our mission statement: WE.MOVE.FUTURE.



### Made in Germany.

German engineering skills and craftsmanship have been recognised the world over for many years. Long before the "Made in Germany" slogan underlined the fact, WITTE was renowned for its core values such as innovation, accuracy and reliability. These values are central to Germany – and this applies not only to our own WITTE brand but, as a premium manufacturer for customer-specific private label developments. For over five decades, WITTE has been giving private label customers the benefit of its many years' experience. You, too, can take advantage of these benefits for your own brand – with WITTE inside.



# WITTE INSIDE.

## Solutions to fit your needs.

### WITTE inside – the 360° development concept.

The WITTE inside 360° development concept offers our private label customers a broad range of options, depending on the degree of differentiation and uniqueness your brand requires. From simplified sets or extensions of your own tool range through to individualized product solutions developed specifically for you and your customers.

Starting with brand CD and colour shades, handle design and the choice of materials through to precise design of certain product features, we can offer you a 360° development concept in line with our motto "The perfect fit for your brand". Let us manufacture the perfect tools that deserve the brand name you have given them. WITTE inside - solutions to fit your and your customers' needs.

smart  
inside

#### Smart inside

WITTE's innovation highlight: special technical solutions for the demanding requirements of your customers.

#### Blades

Hardened and tempered special steel guarantees optimum force transmission and long service lives.

#### Blade identification

Durable marking on the blade ensures fast, accurate identification of the right screwdriver. Where required, blades can be supplied insulated for working on live components up to 1000 V, tested to DIN ISO EN 60900.

#### Tip profiles

Accurately finished tips guarantee peak accuracy and correct fit.





### Individually designed multifunction zones

If desired, your handle shape can be given its own individual multifunction zone: for example, with an integrated collar that prevents the tool rolling, or a slip-guard for outstanding non-slip grip in your customers' hands.

### Innovative surfaces

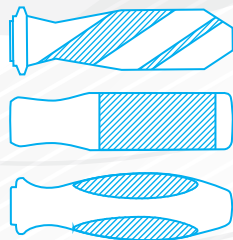
Soft components for the grip that help control the fastener tightening action, with that additional WITTE plus if required: a patented, non-slip microfibre coating or with inlays made of moisture-absorbent cork.

### Tip identification

Durable and unambiguous. This helps your customers to find the right screwdriver quickly and safely.

### Individual handle shapes

Depending on the required degree of differentiation for your label, we have a wide range of different handle shapes available – and can, alternatively, work with you to develop a unique design line that will give your brand instant unique identification.

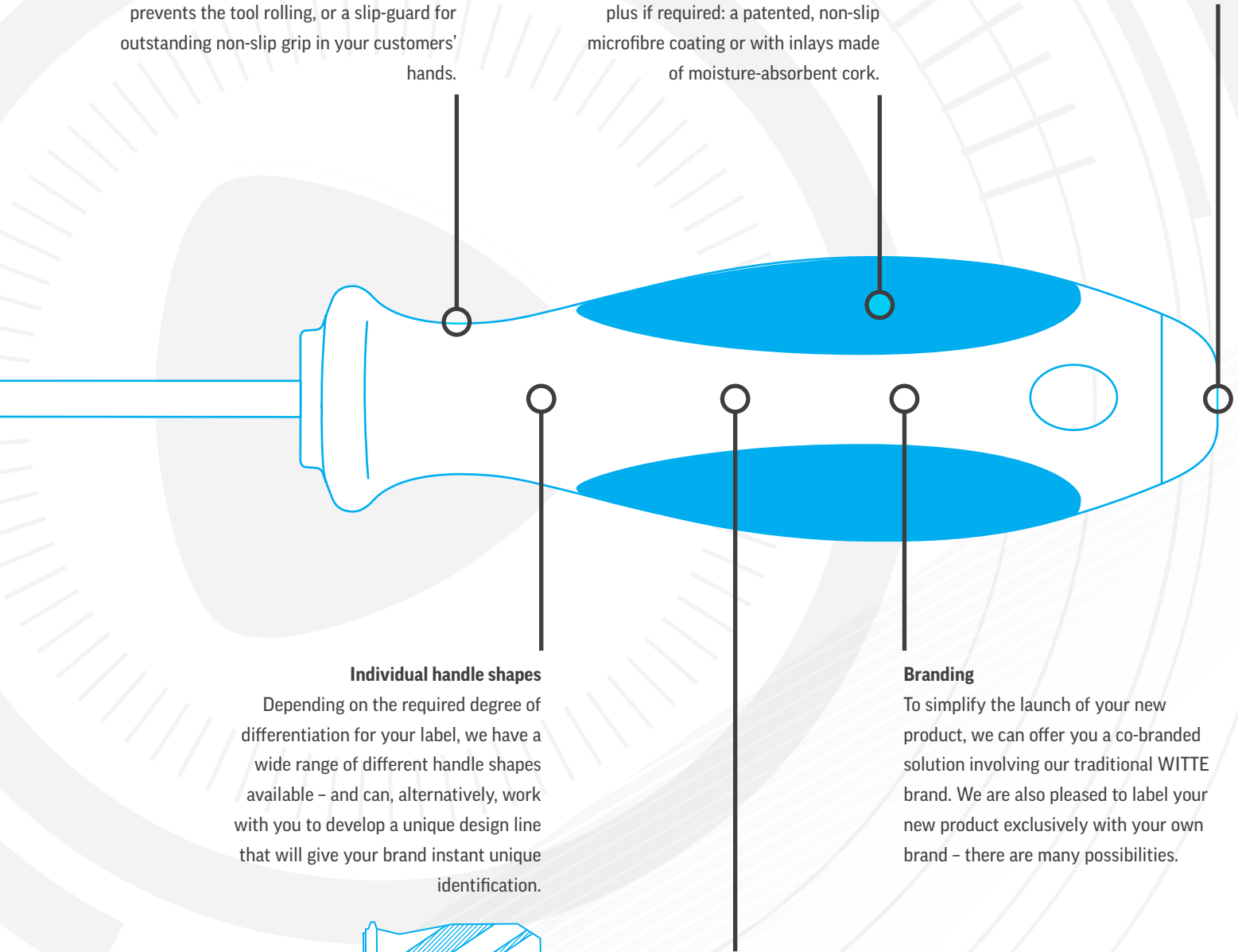


### Branding

To simplify the launch of your new product, we can offer you a co-branded solution involving our traditional WITTE brand. We are also pleased to label your new product exclusively with your own brand – there are many possibilities.

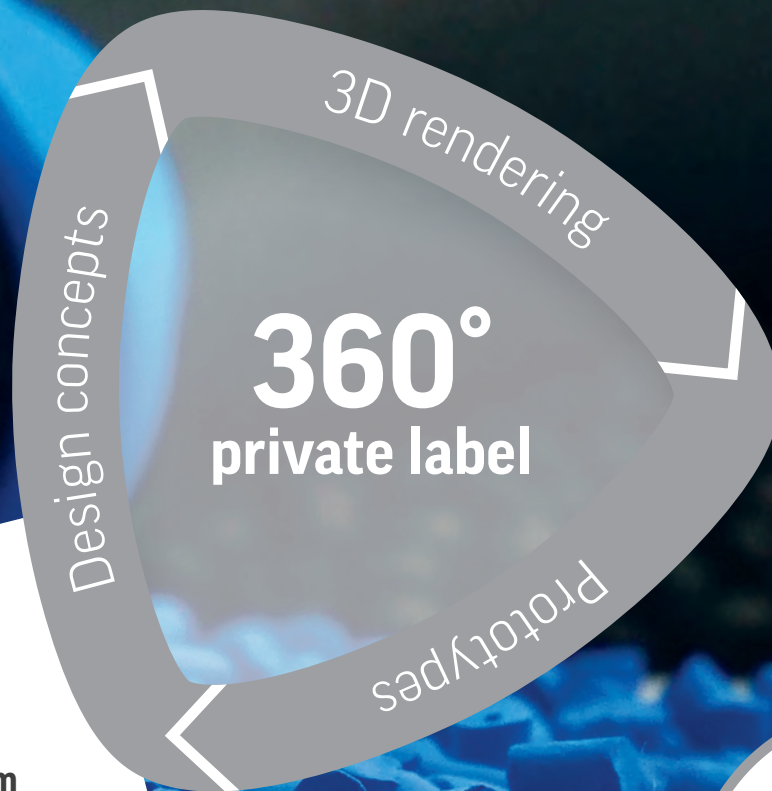
### Colours

In line with your brand concept, we can meet any requirements for a successful choice of colour.



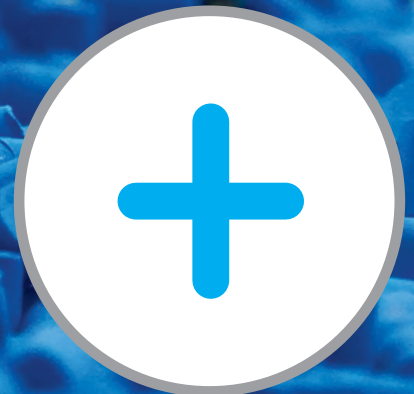
## WITTE INSIDE.

Your brand concept given the 360° treatment.



### **360° consultancy – from the development through to the finished product.**

WITTE is not just a manufacturer of high-quality handtools. All those decades of expertise and experience in the handtools market can be put to work for you in a holistic concept. Whatever the batch size, we work together with you to compile a range of products that is tailored to the needs of your market. We fine-tune your design ideas using 3D rendering and 3D prototypes. Production of your tools takes place in the town of Hagen, Germany – with a guarantee of German quality. As a strategic partner, we advise our private label customers and accompany their projects including further development of their product range.



### **WITTE is your big “plus”**

Our project teams will be pleased to assist you in developing individual packaging designs and promotional aids. When it comes to logistics and dispatch, we are also available to take on these tasks. Capable, experienced and skilled – to boost the success of your brand. WITTE inside – ready to give your project the 360° treatment.



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