



Press release

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Editor: Klaus Teders

Wera adds more colour to the game:

Micro screwdrivers become colourful

Wuppertal. Micro screwdrivers with very small profiles can be especially difficult for the user to locate. That is why Wera is now equipping its most common Micro screwdrivers with the Take it easy tool finder. The unmistakable colour ring leads to the right screw profile choice, the clear marking of the size leads to the right tool for the often very small screws. This innovation applies to the workshop and ESD versions.

The tool finder Take it easy has already proven its value for many years with many of the manufacturer's screwdriving tools and makes work easier for users, as they can find the right tool in the right size more quickly. The unmistakable colored ring on the micro screwdrivers guides you to the right screw profile. For example, the colour red stands for the Philipps or PH drive. In addition, there is a clear size marking on the handle of the screwdrivers in the form of a durable laser inscription, leading to the appropriate tool for the often very small screws.

Screwdrivers for electronics and precision mechanics

Kraftform Micro screwdrivers are particularly suitable for screwdriving in the fields of electronics and precision engineering. They are considered indispensable for electronics engineers, precision mechanics, opticians, jewelers, computer hardware technicians and model builders. The slim and long

handle of the Kraffform Micro is divided into three zones and has an easily rotatable cap. The hand can support itself on this cap and perform a lightning-fast twirling of the blade by means of the underlying fast rotation zone. Time-consuming re-gripping is no longer necessary, which significantly speeds up the screwdriving process. The power zone with integrated soft gripping surfaces near the blade tip ensures the transmission of high loosening and tightening torques without losing contact with the screw. The precision zone directly above the blade gives the user a good feeling for the correct angle of rotation during adjustment work.

Protection against electrostatic discharges

Electrostatic discharges (ESD) must not occur when screwing electronic components, such as in smartphones and tablet PCs, as these can cause malfunctions or even total failure. Electrostatically protected screwdriving tools are a Must here. For this reason, the handles of the micro screwdrivers of the ESD series are made of electrically conductive material according to the latest standard, so that they are suitable for work on electrostatically sensitive components.

A display für the point of sale

At the point of sale, the tools can be ideally presented with the new Micro-Display with 10 x 5 screwdrivers. This display contains 10 different screw profiles and can be used either on the shop counter or on the sales wall.

More information:

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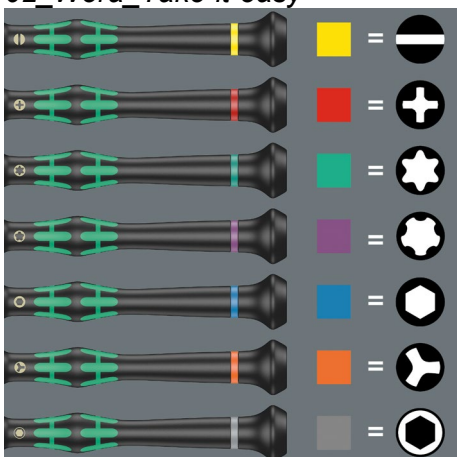
Captions:

01a_Wera-Kraftform-Micro oder 01b_Wera-Kraftform-Micro



The screwdrivers from the Kraftform Micro series for precision mechanical and electronic applications are now also equipped with the tool finder Take it easy.

02_Wera_Take-it-easy



In Wera's tool finder Take it easy, colored rings on the tool handle symbolize the different profiles.

03_Wera_Display-Kraftform-Micro



Wera offers a micro-display with 10 x 5 screwdrivers for presentation at the point of sale.

Photos: Wera Werkzeuge GmbH

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