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MEDIA CONTACT:

Pat Kopischkie, (414) 225-9522

pkopischkie@hyc.com

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**WAHL CLIPPER CORPORATION RECOGNIZED AS OUTSTANDING
PARTNER FOR RETAILERS**

- Company named 2013 Trailblazer by Grocery Headquarters magazine -

STERLING, ILL. (September 12, 2013) — [Wahl Clipper Corporation](#), a worldwide leader in the manufacturing of grooming and personal care products, was recently named a winner of [Grocery Headquarters' 2013 Trailblazer Award](#). The annual award, which helps retailers identify hot products that can make them stand apart, is for the first time honoring brands in the health and beauty care category.

“Wahl is a company with a rich history of innovation, quality and service, so we are proud to be recognized for our dedication to the grooming category,” said Steve Yde, marketing director for Wahl. “After nearly 100 years, we like to think we know what consumers are looking for and what will help retailers move product off their shelves.”

With a flood of new products inundating the market every year, retail buyers often find themselves wading through a sea of imitations and knock-offs. That’s thousands of products looking for space on already overcrowded shelves. The Trailblazer Award is about recognizing those brands that are able to rise to the top with hot, new concepts.

While the Wahl brand is synonymous with cutting-edge hair clippers and trimmers, the company’s innovations in the pet care category are helping retailers meet the needs of a large and growing base of pet owners who have become increasingly concerned with what they put on and in their pets.

A year after launching a line of [all-natural pet shampoos](#), Wahl turned its attention to clean, with convenience. Earlier this year, the company launched its No-rinse Waterless

WAHL CLIPPER CORPORATION
P.O. Box 578 • 2900 N. Locust Street • Sterling IL 61081
Phone: 815-625-6525 • Fax: 815-625-0091
www.wahl.com

Shampoo, Odor Neutralizer and Doggie Deodorant. Each is 100-percent all natural and designed to make pet grooming—and ownership—more enjoyable.

In addition to innovating where it matters most, Wahl is committed to the most important natural resource — American jobs. “Wahl stands apart because we sincerely believe we make better quality products; and being the actual manufacturer is unique to most of the categories we serve,” said Yde.

“Wahl’s pledge to innovate at home is responsible for the introduction of lithium ion technology, and now it’s the standard for rechargeable grooming devices,” concluded Yde. “This represents our commitment to retailers and how we can help them grow and differentiate.”

For updates on the many products offered by Wahl, connect with them on [Facebook](#), [Twitter](#) and [YouTube](#), or visit wahlhomeproducts.com.

About Wahl

Now in its 94th year, Wahl Clipper Corporation is an international industry leader in the manufacturing of products for the professional beauty and barber salon trade, consumer personal care and animal grooming. Headquartered in Sterling, Ill., Wahl currently employs some 2,000 people worldwide. Wahl products are available in 165 countries around the world. For more information about Wahl, visit wahl.com.

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