Erwin Halder KG: New website for hand tools

**The new hammer selection –
as original as the original**

**Online portfolio supports brick-and-mortar dealers**

***Halder’s range of hand tools comprises more than 500 products. Given this vast extent of in-stock products, how is one supposed to find the right hammer? With great ease: Simply log on to Halder’s overhauled website and its selection of application-specific products.***

Whether they work in agriculture and forestry or as joiners, floorers, upholsterers and saddlers or in construction, gardening and landscaping, and maintenance and repair or as glaziers and window makers, carpenters and roofers or as sheet-metal workers and in the metal working industry - scores of craftsmen will find the hammer that is right for them in Halder’s extensive product selection. Better still, the revamped website with its highly advanced and easy-to-grasp product finder will help every trade to quickly and easily find the product that matches their specific requirements to a T.

The first step in the process is to select your specific trade. The ten different trades listed on the site and the products associated with them form the core product range Halder has to offer and cover the bulk of the requirements customers may have. Should this large variety still not hold what the user is looking for, they have the option to gain an overview of the entire product range by clicking on the image overview under “all products”.

**Concentrated information at a glance**

In the next step, the user can take a closer look at the hammer or hammers that may be the perfect match for the job they need to accomplish. The user is supported in their decision-making process by an exhaustive product description that includes a host of helpful information and specifications. In addition to textual explanations, the user will also find, for instance, user testimonials in the form of videos or how-to information. “We have chosen this new way of showcasing our products because we are convinced that it will offer even more support to our brick-and-mortar dealers when it comes to product consulting”, explains Oliver Vogel, Head of Marketing at Erwin Halder KG.

Users can make their trade-specific selection by visiting either Halder’s website at www.halder.de or the microsite https://beanoriginalpro.com/. It is planned for the medium term to merge this microsite with Halder’s website.

**Additional information:**

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Photo 1: The application-specific website offered by Erwin Halder KG helps craftsmen find the right hammer in a quick and easy manner.

Photo: Erwin Halder KG

Product ID no.:508\_7603

Pages: 1
Number of characters: 4593
Released for publication until:

**About Erwin Halder KG**

In 1938, Erwin Halder began production of the SIMPLEX soft-face mallet, laying the foundation for the success the company is enjoying around the world today with branches in Germany, France, Slovenia, South Korea, Japan and the United States. At the head office in Achstetten-Bronnen alone the company employs a staff of more than 200, while the global workforce has reached nearly 400. The fate of Erwin Halder KG is currently controlled in the third generation by Stefan Halder. Family-owned and operated, the company attaches supreme importance to peerless quality in all of their product segments. The company is in full control of the entire process chain – from development to production to global distribution.

The joint product range offered by Erwin Halder KG and Picard GmbH allows the Halder Group to provide the world’s most comprehensive selection of striking tools. Apart from soft-face mallets and forestry tools, Halder also produces and sells high-precision standard parts, modular fixture systems for clamping workpieces as well as aviation products. Conforming to DIN/ISO and factory standards, the product selection comprises roughly 12,000 standard parts including machine and fixture components, clamping elements, operating elements and machine elements. What is more, Erwin Halder KG is certified for production in compliance with aviation industry standards according to EN 9100:2016. Since 2013, the company has been certified by the German Federal Aviation Administration (according EASA Part 21G) as a manufacturer of approved products. The company's global clientele includes both local craftsmen and corporations operating in the high-tech industry. In addition to offering a standard selection, the company also possesses the expertise and experience necessary to tailor customised solutions to their customers’ specific needs.

**Learn more about Erwin Halder KG**

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