



Press release

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The Tool Rebel Spirit at Metal Festivals

Wuppertal. Tools and rock music have been inextricably linked at Wera for years. That is why the tool manufacturer deliberately focuses on maintaining a presence at Europe's major rock and metal festivals. Just like Wera's Tool Rebels, rock and metal have challenged conventions, dared to try new things and turned established ways of thinking on their head.

This rebellious spirit also shapes the development of Wera tools. The aim is to create solutions for users who do not simply accept the status quo, but want to work more efficiently, ergonomically and innovatively. At the festivals, Wera connects with a community that shares the same passion for creativity, individuality and working for yourself.

Following successful appearances in early June at the Mystic Festival in Poland, then at Hellfest in France, and at the Tuska Open Air in Helsinki at the end of June, two further highlights of the festival season are now on the horizon: from 29 July to 1 August, Wera will be showcasing its range at the world-renowned Wacken Open Air in Schleswig-Holstein. To mark its 35th anniversary, the festival is once again expected to attract around 85,000 visitors and more than 150 bands. Wacken is regarded as one of the world's most significant metal festivals and is synonymous with extraordinary live experiences, international encounters and a unique community.

This is followed almost immediately by the Summer Breeze Open Air in Dinkelsbühl from 12 to 15 August. With around 40,000 visitors, it ranks. With around 40,000 visitors, it is one of Germany's largest metal festivals and has been impressing audiences since 1997 with its friendly atmosphere and a top-class international line-up.

Through its involvement in the festival, Wera consistently underlines its brand identity: innovative, unconventional and close to a community that values enthusiasm, quality and the courage to break new ground. The festivals provide the ideal platform for this – a place where people come together who share the same passion that drives Wera to develop its tools.

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<wera_rock_festival_2.jpg>



Caption:

Wera Tool Rebels at Rock Festivals – a perfect match

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