

Digital Support

For distribution and product data processing





Digital Tools are Indispensable in Everyday Life



It's always surprising how much time can be saved with these tools. Marketing gets simplified because comprehensive product information can be shared and used almost automatically. Please, allow yourself to be inspired by the diversity of our digital tools.

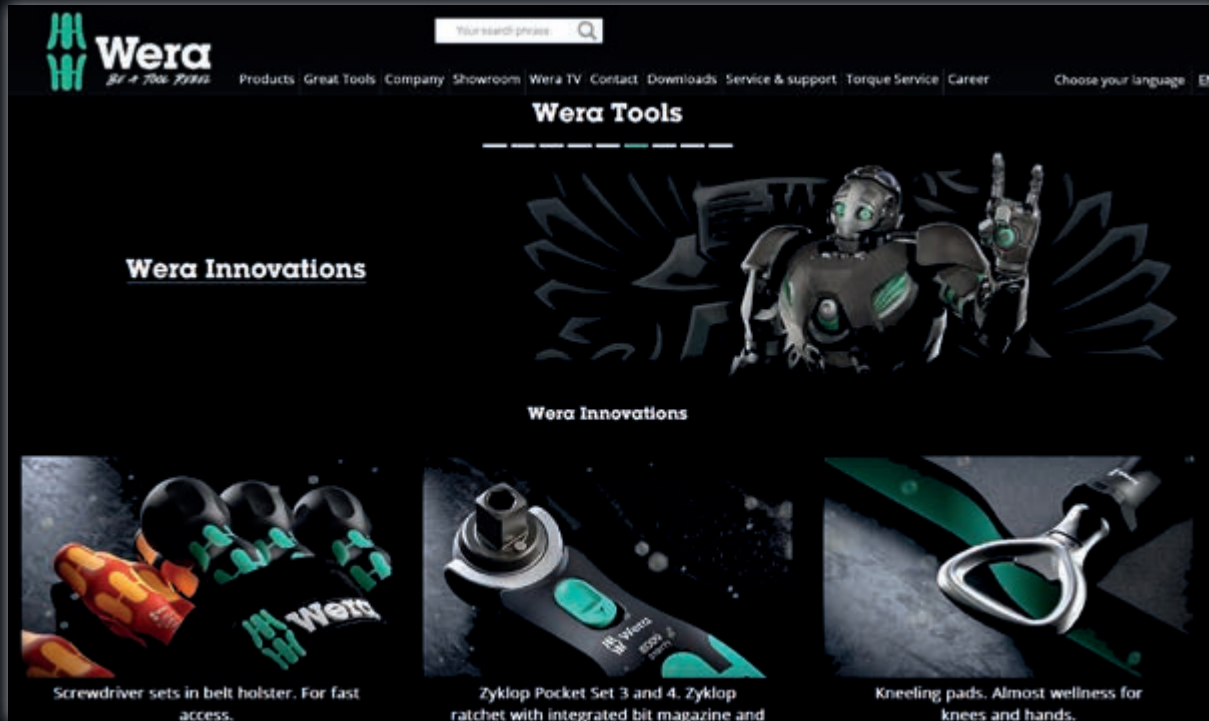
Martin Strauch

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The Wera website

<https://www.wera.de>

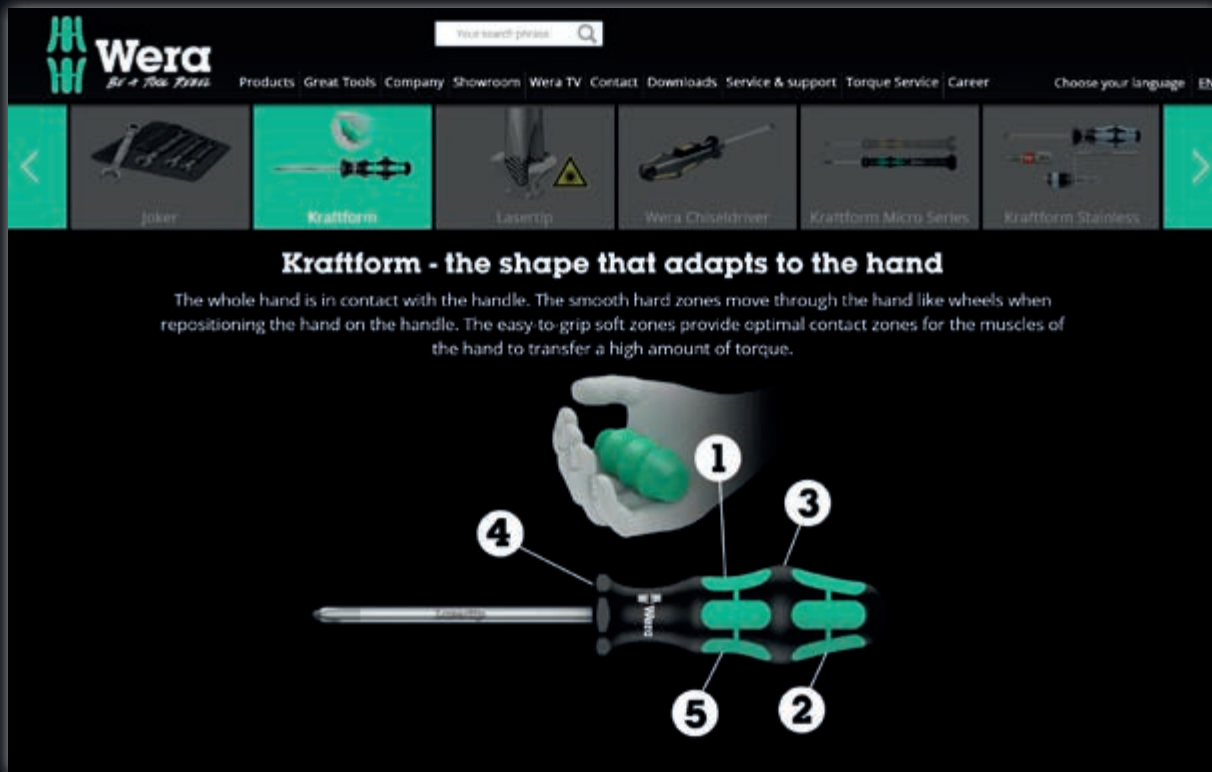


The website [wera.de](https://www.wera.de) provides comprehensive information about the company, downloadable PDFs, contact options, and much more.



All content is available in the Wera web languages.

Other language desired? At the top right of the web page you will find the language menu. The language abbreviations serve as shortcuts for direct access to other versions, e. g. Spanish.



Great Tools

<https://www-de.wera.de/en/great-tools/>



In the „Great Tools“ section, the special advantages of Wera tools are described. We address these and other questions there:

- What is a „Lasertip“?
- What are the advantages of the „Joker“ family?
- What is special about our „Chiseldriver“?
- Which tools replace the „Zyklop Speed“?

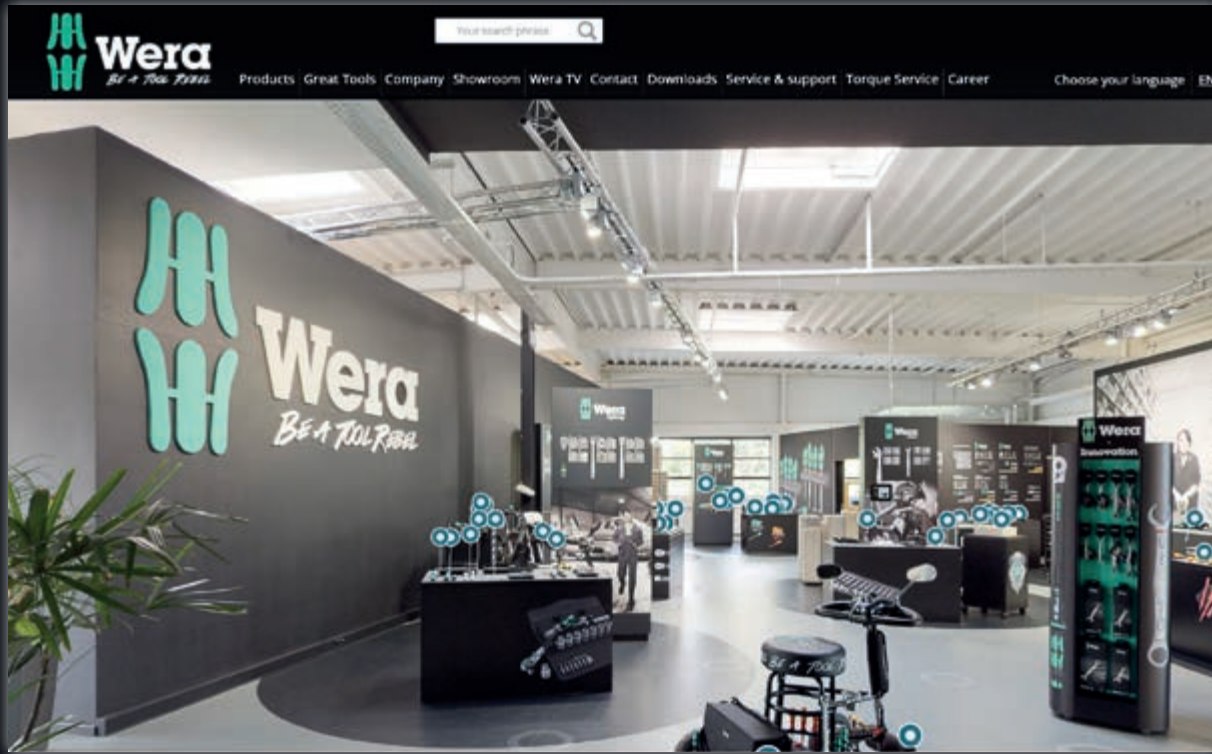
This section is also suitable as a learning tool for self-study of our products.



TIP

Tip From Our Data Mastermind

On the „Great Tools“ pages we have linked suitable products and interesting product categories.



Wera Showroom

<https://www-de.wera.de/en/showroom/>

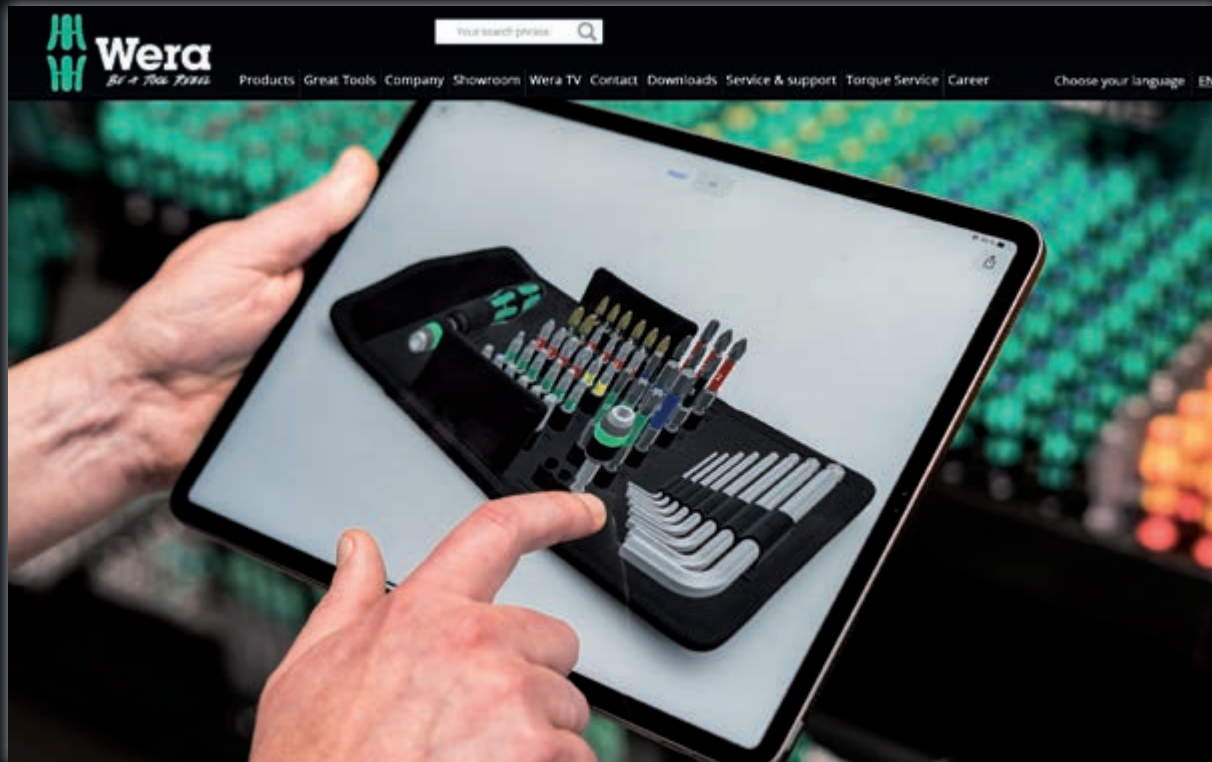


The „Werarium“ is our showroom where we conduct trainings and welcome our guests.

We invite you to take a virtual tour of our digital Werarium. The advantage is that it is open 24/7. At our demo counters, we provide further details and highlight the features of our products through videos or texts.

In the Werarium, we also showcase the various options for sales support, such as a sales wall or the Innovation Tower.

The tour will give you a fresh perspective on the diverse world of Wera products.



Wera Virtual Product Images

<https://www-de.wera.de/en/company/wera-ar/>



With Augmented Reality (AR) we make our products tangible and lead Wera Werkzeuge into the age of augmented reality. Use your smartphone or tablet and view our products in 360-degree view or view the 3D objects in their real surroundings.

Never before have Wera tools been so impressive to look at on your smartphone or tablet!

- How big does the tool look like in reality?
- Will it still fit in my tool box?
- Do you recognise the special features?



TIP

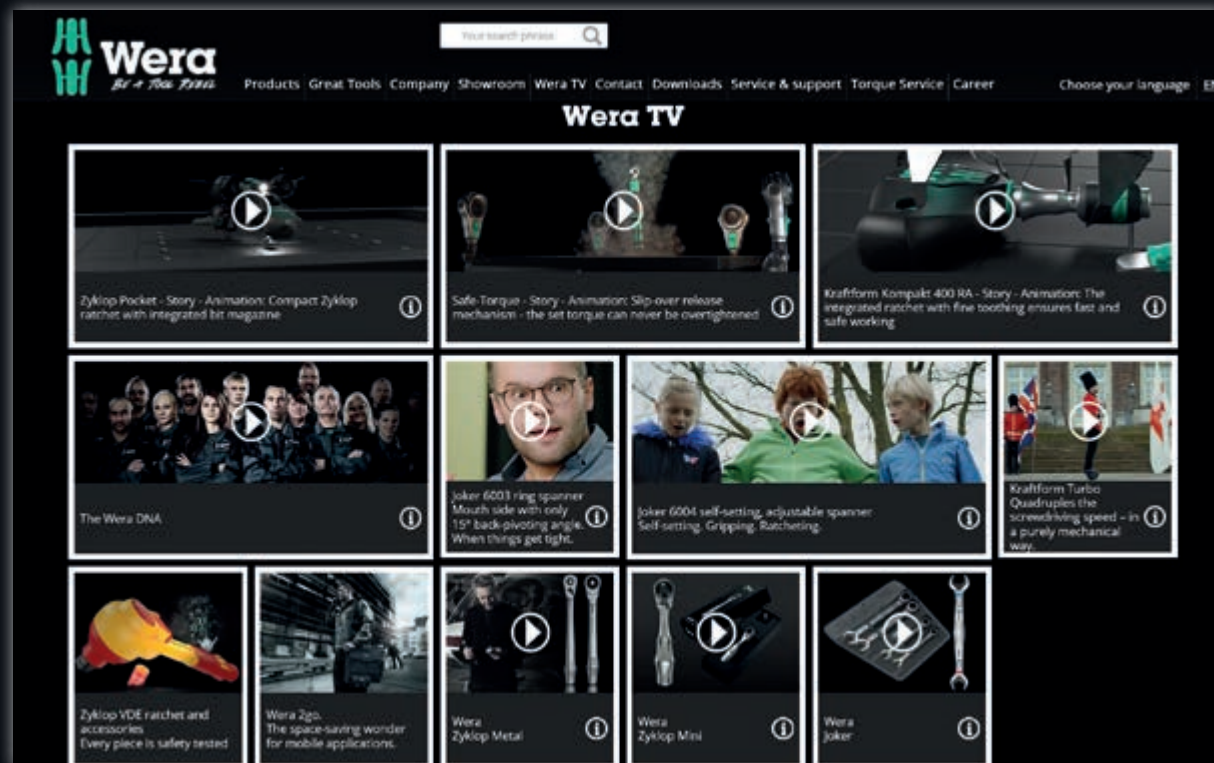
Tip From Our Data Mastermind

Do you want to experience the product in AR by yourself? Then scan this QR code with the camera of your smartphone.



Wera TV

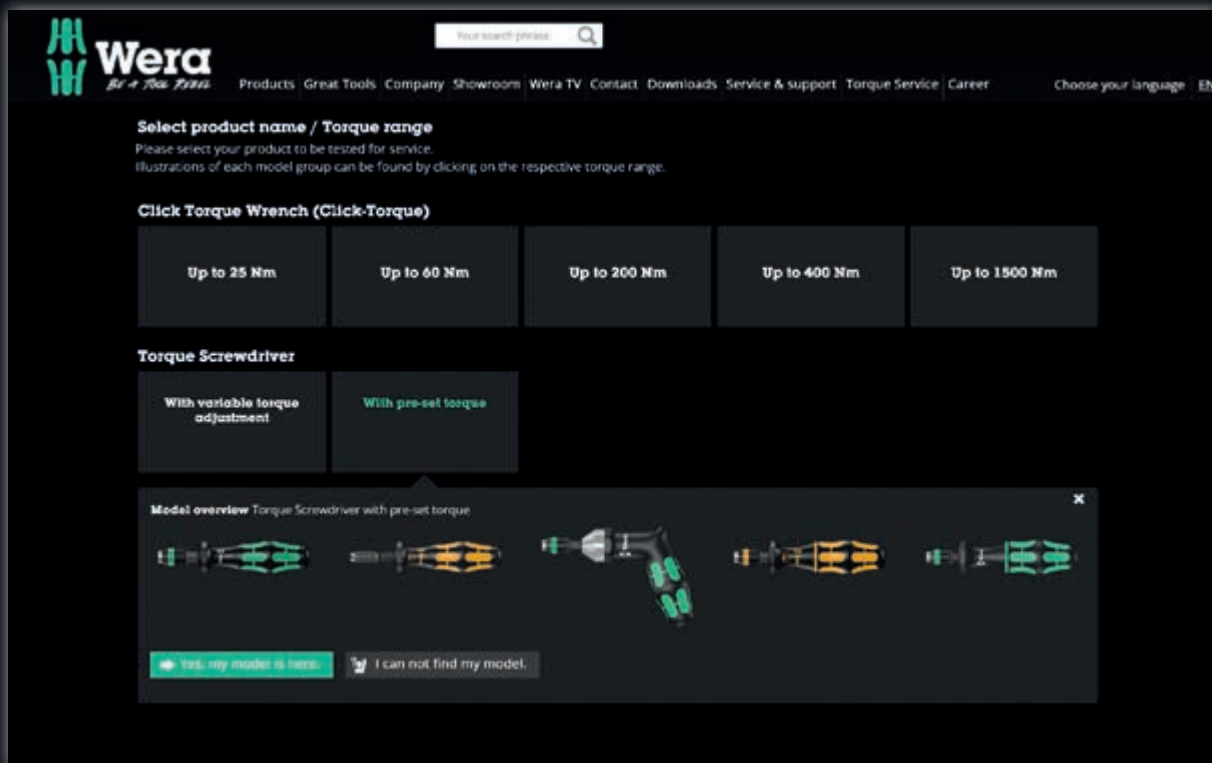
<https://www-de.wera.de/en/wera-tv/>



This is where tools are explained through training videos. Animations show the advantages of individual product functions. But here you can also watch Tool Rebel Story videos and application videos that show the practical use of the tools.

These videos are full of emotion and show once again that Wera is about much more than just product benefits.

Of course, these videos are available for use for our trading partners.



Calibration Service Torque Tools



<https://www.torque-service.com>

The Wera Torque Service area of our website is a self-service option to inquire about and schedule torque tool repairs and calibrations.

Here are some of your benefits of the Wera Torque Service:

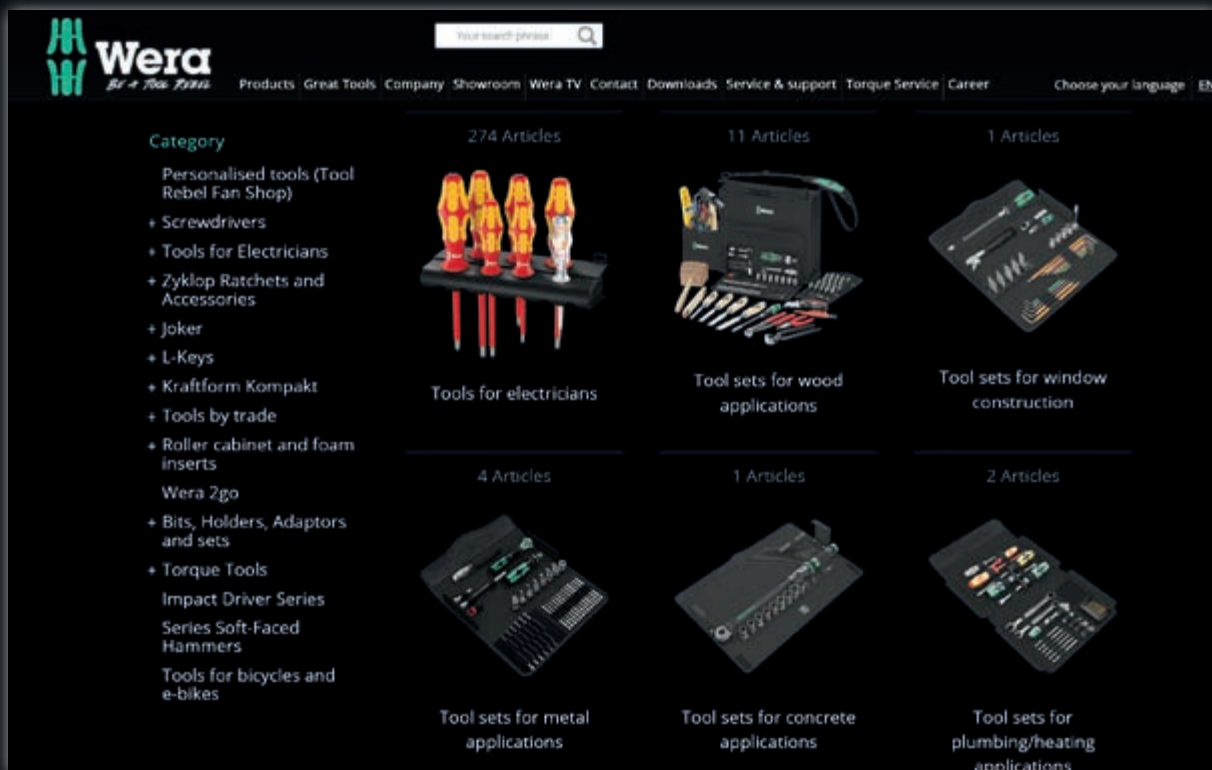
- Comprehensive Know How and competent advice
- calibration, adjustment, repair and certification of Wera torque tools
- Certification of Wera torque tools
- Short response times for enquiries and service requests
- Fast delivery
- Provision of replacement tools (on request)



TIP

Tip From Our Data Mastermind

As for the digital Wera Torque Service, you can easily order a calibration of your torque tool. During the ordering process, we clarify your questions and get all the answers you need to process your calibration order.



Wera Product Finder

<https://products.wera.de>



The product finder acts as our digital catalogue where you can find a lot of information about our products.

This includes:

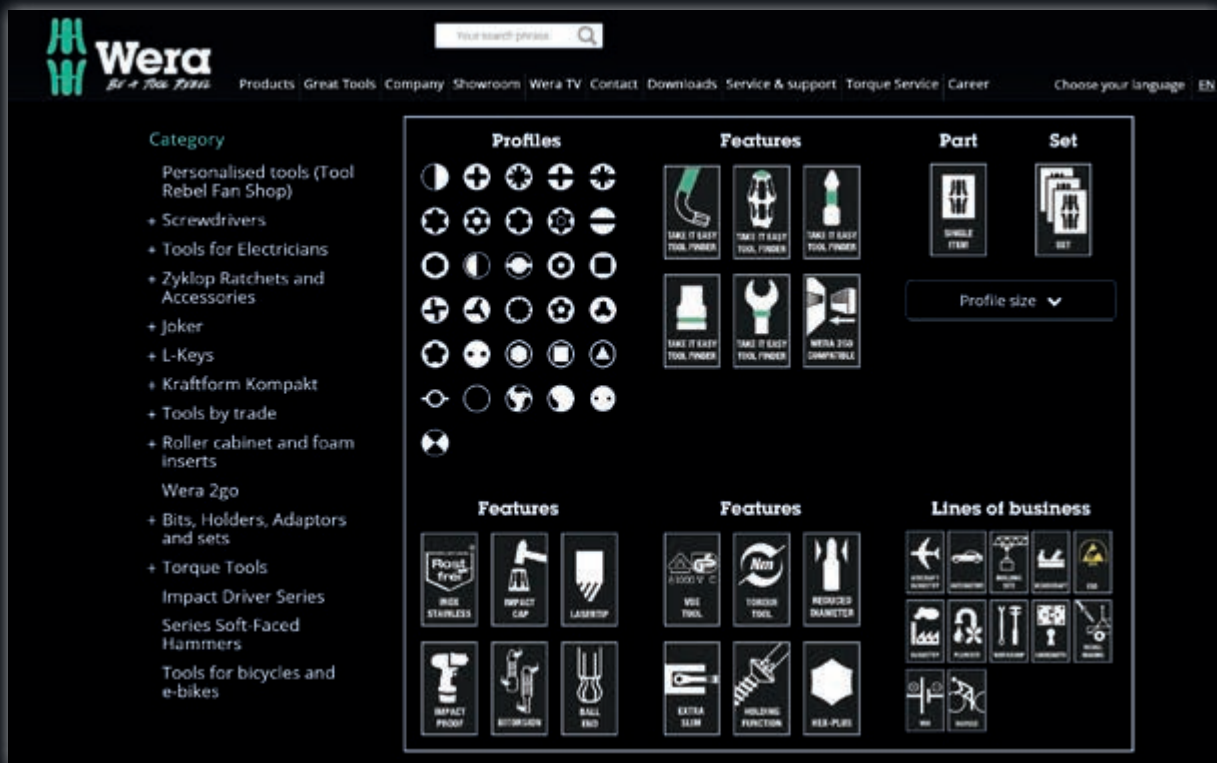
- Extensive product description
- Variants of the product families
- Product data sheets
- Parts list of tool sets
- AR/VR images and Videos
- Operating instructions
- Links to further information



TIP

Tip From Our Data Mastermind

In the product finder, you immediately have all the decisive information at hand. This enables you to answer questions during a sales talk in a customer-oriented and confident manner.



Filter Function in the Product Finder

<https://products.wera.de>

We have organised our products into different categories to help you find the right tool quickly.

Our product finder offers a filter function specifically designed for each category. You have the option of filtering according to various criteria such as screw profiles or special features of the tools.

You can limit the selection to individual products or display only the relevant sets. This makes it easier for you to find exactly the tool that suits your requirements.



TIP

Tip From Our Data Mastermind

Do you want to try it yourself? Find a set that includes a control cabinet key. This is done with three clicks: Open the category „Profiles“. Activate the filters „triangular“ and „set“ there. Done.



Special Functions of the Product Finder



<https://products.wera.de>

Would you like to transfer a URL from the Product Finder or continue working directly in the Wera Data Cockpit? Here are two possibilities:

 Copy the URL to the clipboard.

With the copying to the clipboard, the selected filters are also taken over and can be used further if required.

 Transfer part numbers to the Wera data cockpit.

The selected products are opened directly in the data cockpit and you can continue working with them there.



Short Links

If you need to get to the product details quickly, you can use our shortened links to get to the desired product details page in seconds.

The address is a combination of „<https://www.wera.de/>“ and the code number or the EAN.

For example: <https://www.wera.de/05135926001>

What are the benefits of short links?

- Short URLs are easier to remember and share because they are less complex
- Quicker to type
- Space-saving in print products



Tip From Our Data Mastermind

The short URLs are perfectly suited for use in presentations or in brochures.

Product Data Sheet

We have collected all the relevant information about the product for you on a PDF data sheet.

On each product detail page in the Wera Product Finder, you will find a link that takes you directly to the corresponding PDF data sheet.

You can conveniently download the PDF data sheets via the Wera Data Cockpit.



Tip From Our Data Mastermind

Do you need the product data sheet for a specific part number? We have constructed a short link for you as well, so you can quickly get the PDF you are looking for. For example: <https://www.wera.de/05105650001.pdf>

6004 Joker VDE 4 Set 1 VDE-insulated self-setting spanner set, 4 pieces

6004 Joker VDE-insulated self-setting spanners

EAN:

4013288221803

Part number:

05020170001

Article number:

6004 Joker VDE 4 Set 1

Size:

270x130x65 mm

Weight:

1197 g

Country of origin:

CZ

Customs tariff number:

82041200

• The compact textile box with four adjustable Joker 6004 VDE covers all metric and imperial dimensions in the field of application from 7 to 19 mm or 1/4" to 3/4"

• Individually tested tools with insulated handles for safe working up to 1,000 volt, with anti-slip protection and sliding function for contactless and safe opening of the non-insulated jaws

• Automatic and continuous gripping of the hexagon screw or bolt

• Lever mechanism when gripping avoids slipping and damage

• Fast and consistent screwdriving without removing the wrench thanks to mechanical ratchet function

• Return angle of only 30° through placement in the corner-width rectangular prisms in the mouth

Individually tested tools as per IEC 60900 at 10,000 V for safe working at the approved voltage of 1,000 V. The adjustable VDE spanner continuously and automatically grips all hexagonal sizes in the indicated range of dimensions - metric and imperial. The integrated lever mechanism securely clamps the hexagon screw or bolt between the jaws, which significantly reduces the risk of slippage or damage. The ratchet feature ensures fast and consistent screwdriving without removing the tool. By using the corner-width rectangular prisms, a back-pivoting angle of only 30° can be achieved. The single-arm design, in conjunction with the ratchet feature and the corner-width prism, makes it possible to work even in confined spaces. The adjustable Joker 6004 VDE has a naturally comfortable handle thanks to the 2-component plastic insulation. Safety is increased by the anti-slip protection at the front end of the handle. The sliding function offers contactless and safe opening of the non-insulated jaws, thereby providing extra protection.

Web link

https://products.wera.de/en/tools_by_trade_tools_for_electricians_joker_vde_spanner_6004_joker_vde-insulated_self-setting_spanners_6004_joker_vde_4_set_1.html

Wera - 6004 Joker VDE 4 Set 1

05020170001 - 4013288221803

Wera Werkzeuge GmbH

Körnerer Straße 21-25

D-42349 Wuppertal

Tel: +49 (0)2 02 / 40 45-0

E-Mail: info@wera.de

14.12.2023 - 1 / 3

Web link

https://products.wera.de/en/tools_by_trade_tools_for_electricians_joker_vde_spanner_6004_joker_vde-insulated_self-setting_spanners_6004_joker_vde_4_set_1.html

Wera - 6004 Joker VDE 4 Set 1

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14.12.2023 - 2 / 3

Web link

https://products.wera.de/en/tools_by_trade_tools_for_electricians_joker_vde_spanner_6004_joker_vde-insulated_self-setting_spanners_6004_joker_vde_4_set_1.html

Wera - 6004 Joker VDE 4 Set 1

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Wera Werkzeuge GmbH

Körnerer Straße 21-25

D-42349 Wuppertal

Tel: +49 (0)2 02 / 40 45-0

E-Mail: info@wera.de

14.12.2023 - 3 / 3

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Wera Data Cockpit

<https://data.wera.de>



Wera
For a Tool 75+

Products | Great Tools | Company | Showroom | Wera TV | Contact | Downloads | Service & support | Torque Service | Career | Choose your language | EN

Product data-/ Media export

Predefined Exports

Step 1
Please choose a database

Language selection:
English

Choose from a database:
Product data (English)

Options:
☒ Rename image name in format "PARTNUMBER".jpg (suggested)
☐ Rename image name in format "GTIN".jpg
☐ Don't rename images.

Please enter the Wera part numbers or EAN here one below the other:
e.g. 3610560001

Copy the link of the product data to the clipboard.

Start exporting data

LOGISTIC DATA	LOGISTIC DATA (CAMPAIGN)	LOGISTIC DATA (NOVELTIES)
Product data (English)	Product data (English)	Product data (English)
PRODUCT DATA	PRODUCT DATA (CAMPAIGN)	PRODUCT NOVELTIES
Product data (English)	Product data (English)	Product data (English)
PRODUCT PARTLIST	PRODUCT PARTLIST (CAMPAIGN)	PARTLIST NOVELTIES
Product partlist (English)	Product partlist (English)	Product partlist (English)

Product data includes part numbers, designations, logistical details, promotional texts, images for products and applications, and icons. This information are indispensable in ERP systems and online shops. The challenge for retailers is to keep this information up-to-date.

Our solution: In the Wera Data Cockpit, we provide you with product information in 16 languages. You can download them as Excel or XML, including print and web images. Access is available via Wera's internal sales department – so you can easily keep everything up to date.



TIP

Tip From Our Data Mastermind

Do you want the file names to be renamed according to part number or by EAN? No problem, as the Wera data cockpit can also do this for you.

Wera Label Cockpit

<https://data.wera.de>



The screenshot shows the Wera Label Cockpit web interface. At the top, there is a navigation bar with the Wera logo and links for Products, Great Tools, Company, Showroom, Wera TV, Contact, Downloads, Service & support, Torque Service, and Career. A search bar is also present. The main heading is 'Product data-/ Media export'. Below this, there is a 'Predefined Exports' section with a grid of 12 options, each with a thumbnail image and a download icon. The options are: LOGISTIC DATA, LOGISTIC DATA (CAMPAIGN), LOGISTIC DATA (NOVELTIES), PRODUCT DATA, PRODUCT DATA (CAMPAIGN), PRODUCT NOVELTIES, PRODUCT PARTLIST, PRODUCT PARTLIST (CAMPAIGN), and PARTLIST NOVELTIES. On the left side of the interface, there is a 'Step 1 Please choose a database' section. It includes a 'Language selection' dropdown set to 'English', a 'Choose from a database' dropdown set to 'Product data (English)', and a section for 'Options' with three radio buttons: 'Rename image name in format "PARTNUMBER".jpg (suggested)', 'Rename image name in format "GEN".jpg', and 'Don't rename images'. Below this is a text input field for 'Please enter the Wera part numbers or EAN here one below the other:' with a sample value 'e.g. 3611050001'. A 'Copy the link of the product data to the clipboard' button is also visible. At the bottom left, there is a 'Start exporting data' button.

The labels are available in black and white and come in three different sizes:

- Label 29 mm, DIN A4
- Label 37 mm, DIN A4
- Label 40 mm, DIN A4

The access data for the Wera labelling and data cockpit are identical and are distributed by the internal sales team. This allows you to conveniently manage labels and product data to ensure that the information in your systems is always up to date.



TIP

Tip From Our Data Mastermind

Use the template to learn more details about the data formats!



Digital Product Data

<https://media.wera.de/>



In the data cockpit, BMEcats are available for our customers to download. We offer the classifications:

- ETIM 8.0
- ETIM 9.0



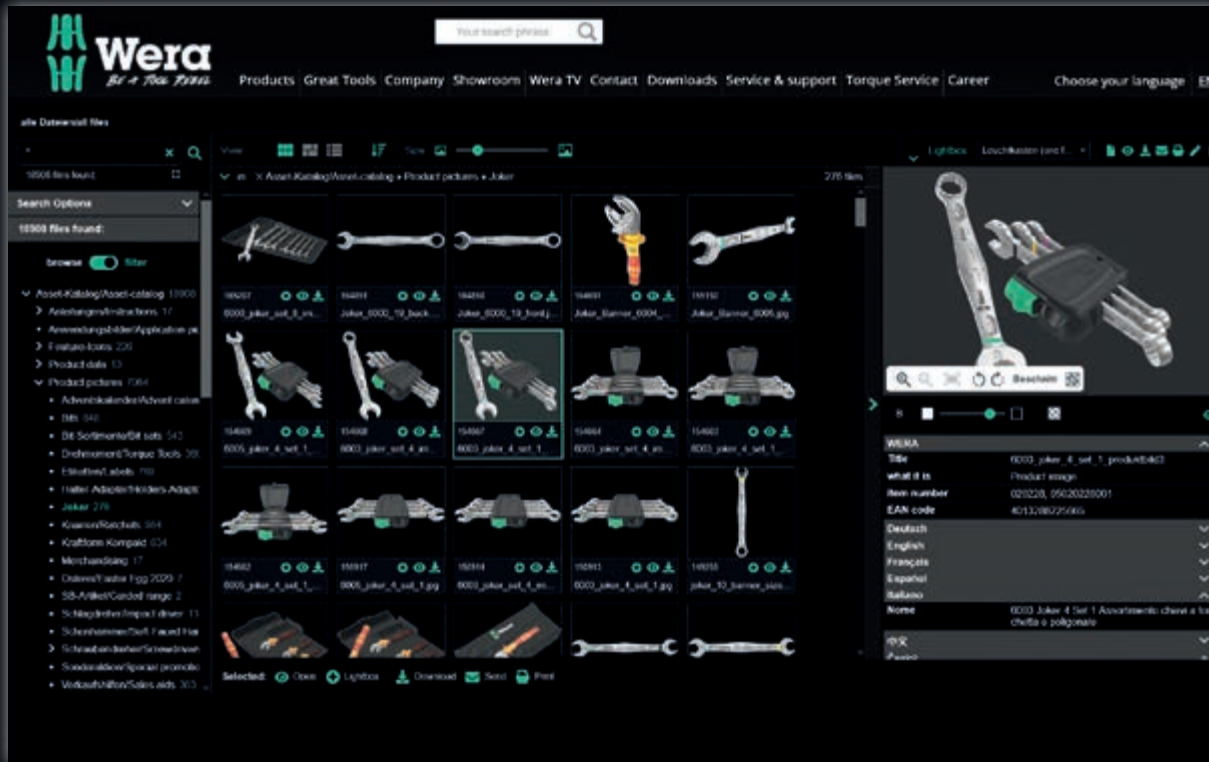
Tip From Our Data Mastermind

You can download the BMEcat in various languages.

<https://data.wera.de/en>

Wera Media Database

<https://media.wera.de/>



The Wera media database offers a wealth of information, including images, PDFs, films, symbols and logos. Advantages include convenient free text search, high quality image downloads for large print, and sharing of large files via links. Access is governed by our terms of use and access details are distributed by our internal sales team. Other useful documents are available in the „Instructions“ folder.



TIP

Tip From Our Data Mastermind

Use the data cockpit for all images. You need the media database to download videos and brochures or if you simply want to browse through the Wera image world.

Visual Sales Wall Planning



XPace is a software solution that was developed specifically for the shop fitting and trade fair construction sector and contributes to process optimisation. It enables the efficient planning of sales walls. A special feature of XPace is the preview image, which allows users to better visualise the finished result of the planned sales wall.

Various export functions can be used to quickly create a list of the required products and shelf components. This makes it much easier to set up and initially stock the sales wall, as the planning has been done in advance with XPace.



TIP

Tip From Our Data Mastermind

XPace optimises sales areas by analysing sales wall data. It increases efficiency, enables adjustments and helps shop and exhibition construction companies to save time and make optimal use of space.



Product Data Platforms

Long-standing partnerships with service providers improve the shopping experience, increase customer confidence and boost sales. Various companies, including tool manufacturers, use these platforms to share product data.

A small program code gives online shops access to various manufacturer products with pictures and data. Regardless of the platform, this provides comprehensive product information that strengthens the shopping experience and motivates the customer to buy.



TIP

Tip From Our Data Mastermind

Best of all, the content of the product data platforms is search engine neutral. You don't need to worry about „duplicate content“. Your search engine ranking remains unaffected.

Product Data Platform Loadbee

<https://www.loadbee.com/wera-retailer-registration/>





6003 Joker 4 Set 1 Ring spanner set, 4 pieces

Art. 0562027001
EAN 401508022660



- Joker optimized and comfortable wrenches and a new clip for space-saving storage in the tool bag
- Especially suitable for tight spaces
- The special mouth geometry requires the placement possibilities of the tool
- The side return angle in the mouth "jacks" the screw every 15°
- Side clip side with 15° clack
- VWR Take it easy tool holder color coding by size



Description

6003 Joker 4 Set 1 Ring spanner set, 4 pieces

As the installation space becomes increasingly tight during screwdriving, it is necessary that tools enable users to work successfully even in such situations. Narrow spaces require additional placement points of the tool. Can spanners be modified to increase the placement possibilities of the tool? The combination of the 1.5° pocket mouth and the double hexagon geometry enables the placement point. A rounded 180° turn of the screw is possible. During screwdriving, the tool placement possibilities, and tools in narrow heads can be expanded every 15°. The Joker 6003 with its small mouth geometry significantly expands the range of use in confined spaces. The Joker 6003 will automatically find the respective placement point after every turn. The side yet round ring side is angled by 15° to the tool axis. The high-quality surface treatment achieves a high and long-lasting corrosion protection. With Take it easy tool holder. Color coding by size. The wear-free material of the clip guarantees easy removal and a secure hold of the spanners.



With Loadbee, we enable our customers to integrate their product data into their online shop. This ensures that potential buyers are well informed about our products at all times.

The use of Loadbee has proven itself in the form of lower bounce rates and an increase in sales during the buying process.



Product Data Platform next data View



<https://www.nexmart.com/en/solutions/data-view/>

data View has a similar function as Loadbee. It ensures that the latest data is always in our customers' webshops. In a direct comparison, the two solutions differ in some small details: In the data View product presentation tool, we unfortunately cannot use 3D data. In addition, the layout of data View is predefined by black font on a white background.



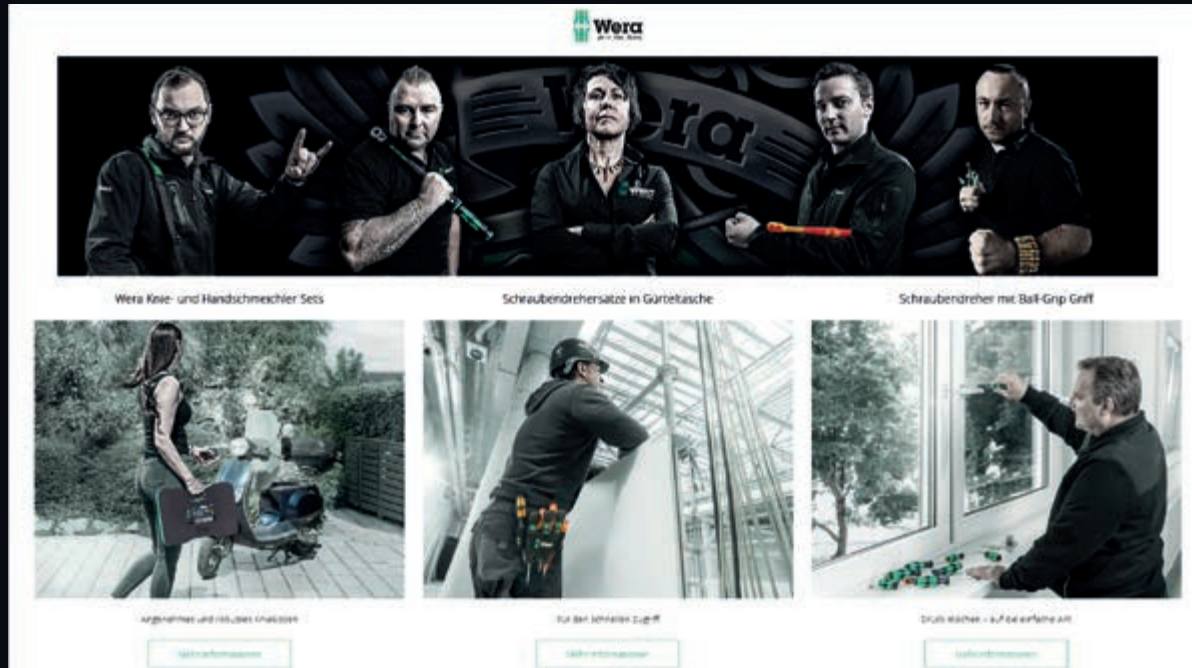
TIP

Tip From Our Data Mastermind

We recommend the use of Loadbee, only there you will benefit from the familiar Wera appearance for the user.

Product Data Platform OXOMI

<https://scireum.com/en/oxomi/>



The OXOMI portal is a digital catalogue cabinet equipped with our marketing materials. There you can find our catalogues, current brochures and leaflets. The OXOMI portal is an ideal source of information for the office staff, but customers of online shops can also access the PDF files.

It offers every online shop a variety of possibilities that provide customers with considerable added value.

Since 2023, we have been using OXOMI STORIES, where we present our new products on self-built landing pages. The landing pages we create can be integrated into retailers' webshops without any maintenance efforts.



TIP

Tip From Our Data Mastermind

You can become a partner by making an enquiry via your OXOMI account. After confirmation, you will find our marketing documents in your OXOMI portals.



Wera Newsletter

Since 2019, we have been using powerful and flexible software for personalised newsletters and automated email campaigns.

With this solution, we can reach our recipients with the appropriate messages and thus increase our sales – with measurable effect.

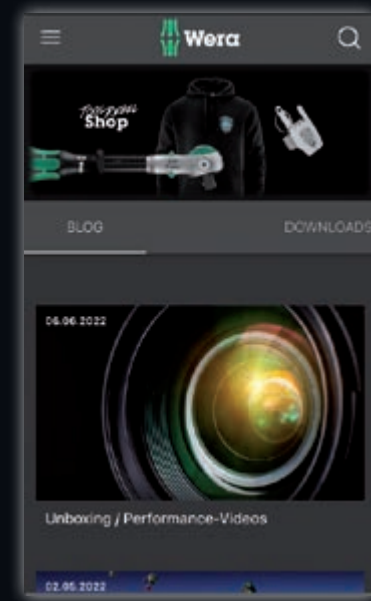
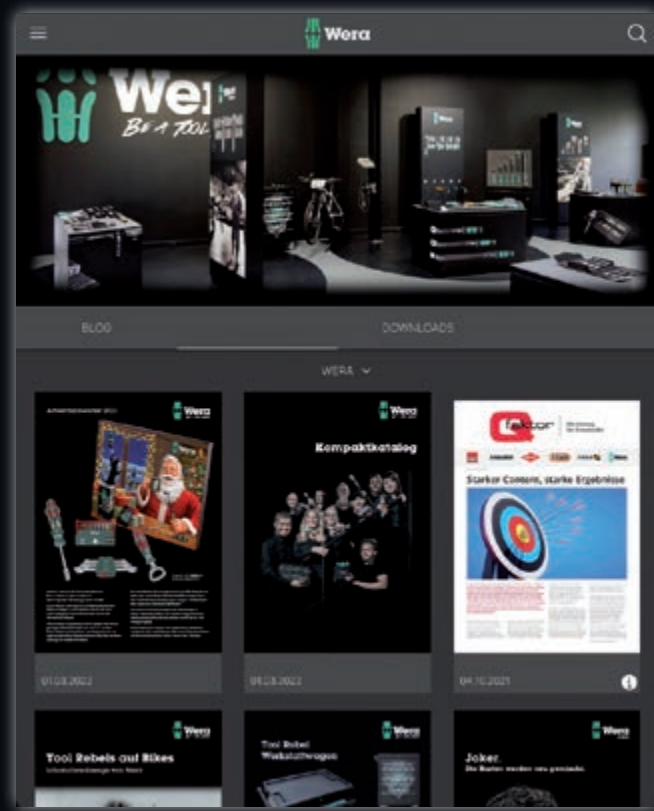
An example of this is a newsletter we sent to about 2,900 window manufacturers in Germany to inform them about our screwdriving tool kit for window construction. About 1,000 recipients, or about 30%, actually opened the email. This enables us to address entire groups of recipients quickly and directly.



Tip From Our Data Mastermind

Think about it with your sales contact person, if a newsletter could also be an exciting topic for you as well.

Wera Tools App



The Wera Tools App accompanies customers, employees, trade partners and Tool Rebels on the move. It offers insights into the Wera world, facilitates product information with interactive PDFs, and replaces the catalogue and product finder. The app:

- summarises blog news
- updates continuously
- links documents directly to products, with additional content such as pictures, videos and links
- enables precise search
- saves content offline after download
- allows bookmarks
- is available in German, English, French, Italian, Spanish, Dutch and Russian



Wera Brand Manual

Wera, established as a global screwdriver manufacturer for over 85 years, earns praise for innovation. Our culture of innovation permeates all areas and processes. Known for Kraftform screwdriver design alongside the name.

Brand communication has priority, we support customers in print design. The Wera Brand manual summarises guidelines for clear recognition, quality guarantee in dealer brochures. Clear brand communication is central, consulting and layout support for customers are a matter, of course.

The Wera Brand Manual combines relevant instructions on the Wera brand, for immediate identification, even in dealer brochures.



Tip From Our Data Mastermind

You can easily find our brand manual in the Wera media database. Simply search for „CI“.



Wera Social Media

The aim of a Wera social media presence is to make Wera and the Tool Rebels better known in your country, to build up a community, to initiate campaigns, to receive feedback and, last but not least, to reach new interested parties and customers for Wera tools.

Wera presents itself as Wera Tool Rebels on various platforms. We try to reach out through:

- Facebook
- Instagram
- YouTube
- TikTok

to present the Wera brand in a way that is appropriate for the target group and to adapt the content to the respective network in the best possible way.



Facebook @weratoolrebels

<https://www.facebook.com/weratoolrebels>



Facebook is Wera's platform with the most followers and large reach. Here we share tool days, tips, application images and videos. Each country page operates independently, publishes its own content and has community management.

Our international Facebook accounts are united in one Global Page to reach Tool Rebels worldwide. In this way, we present ourselves as an overall community to the outside world, with automatic site forwarding to country pages.



Instagram @weratoolrebels

<https://www.instagram.com/weratoolrebels/>



Instagram is our leading platform for interactive digital support. The focus on image-based content strengthens our brand presence. We share our own posts, especially with application images of Wera products.

We currently operate country pages, with each country managing its page independently. Similar to Facebook management, each country develops an individual post structure.

Instagram promotes lively communication through news and story reactions. Here we share important news like Tool Rebel shop updates, Wera balloon schedules and more – always up to date and relevant.



YouTube @weratoolrebels

<https://www.youtube.com/weratoolrebels>



Our YouTube channel functions as a classic video portal where all videos are publicly accessible. Here we present performance videos with product unboxing, expert content on specific Wera topics and entertaining story videos.

The @weratoolrebels channel serves as a global platform that strengthens our international reach. We offer a diverse range of content to share our message far beyond borders and highlight the world of Wera tools.



TikTok @weratoolrebels

<https://www.tiktok.com/@weratoolrebels>



Can tools be presented in an entertaining way? TikTok is our platform for our short and versatile videos.

Our channel impresses with trendy content: from humorous sketches to educational explaining videos. @weratoolrebels combines entertainment and info.

The channel scores with informative explanatory videos that present tool topics in an understandable way. Whether beginner or professional, we offer valuable insights into the world of tools from Wera and the Tool Rebels.

Guideline Social Media

Our social media community and the number of representatives in the countries are growing steadily. This brings not only increased brand awareness, but also greater responsibility for shared content, reactions and customised posts.

The current Social Media Guideline focuses on the revised corporate identity and new templates for social media content. The CI guideline aims to make content consistent without restricting creative freedom, clearly reflecting the affiliation to Wera as a company.



TIP

Tip From Our Data Mastermind

As an additional support and simultaneous improvement of the workflow for designing contribution materials, we are introducing intuitively and simply designed templates for use in Adobe CC programmes.





Support

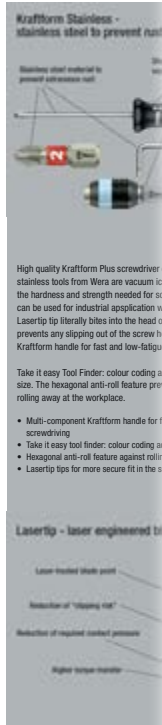
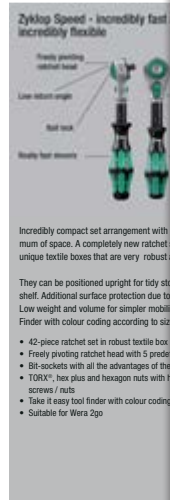
1. We help building brand pages in online shops.
2. We design online advertising elements such as banners, also for retail partners.
3. Our webinars teach practical application of our digital tools.
4. If required, we create customised data formats.
5. We supply carefully selected image and video material for brochures, trade fair stands or websites.
6. And there are numerous other ways in which we can assist.



TIP

Tip From Our Data Mastermind

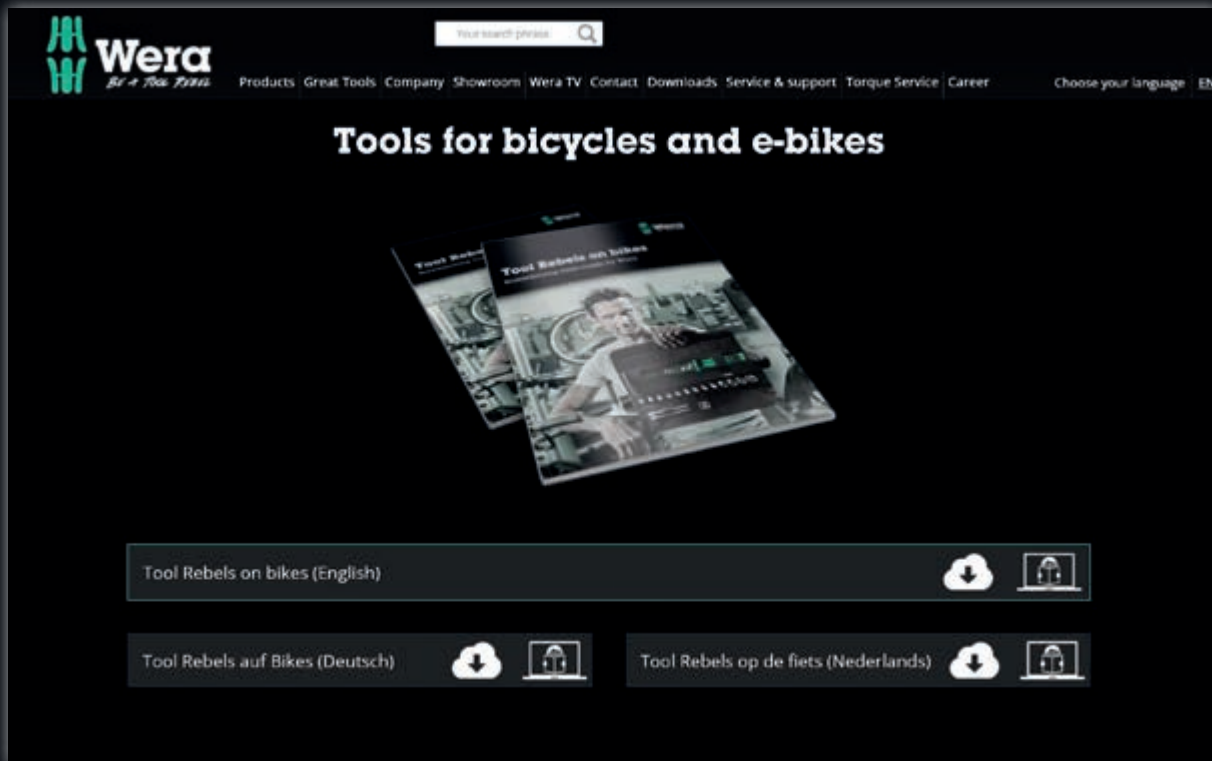
Internally, we bring together a diverse team of 3D artists, social media experts, graphic and media designers, e-commerce specialists and marketing IT managers.



Wera Catalog

For those in a hurry, we also present our product portfolio in a short form: we provide our compact catalogue as a PDF for download.

The catalogue is the perfect medium to get a quick overview of the entire Wera product portfolio.



Brochures

We create brochures with great attention to detail that invite you to browse. We make many documents available for download in the download area of our website.

- **Do you already know our workshop trolley?**
<https://www-de.wera.de/en/downloads/tool-rebel-trolley/>
- **What does the Advent calendar look like this year?**
<https://www-de.wera.de/en/downloads/advent-calendar/>
- **Would you like to get to know our Joker programme?**
<https://www-de.wera.de/en/downloads/joker/>

We have interesting brochures for many occasions in which we provide detailed information about our Wera product world.



TIP

Tip From Our Data Mastermind

We offer our brochures in many languages. You can find much more information material in the Wera media database.



This Document



You can also download this document from the web:
<https://www.wera.de/sh/Wera-Digital-World.pdf>

Maybe there is already a new update.

- Did you find this document helpful?
- Are you missing a topic, or would you like more detailed information on a topic?
- Do you have any suggestions or have you noticed an error?
- Or do you simply want to give us your feedback?

Then simply write to us at: mediadatabase@wera.de

We look forward to any feedback and are guaranteed to get back to you.

Your Wera Team

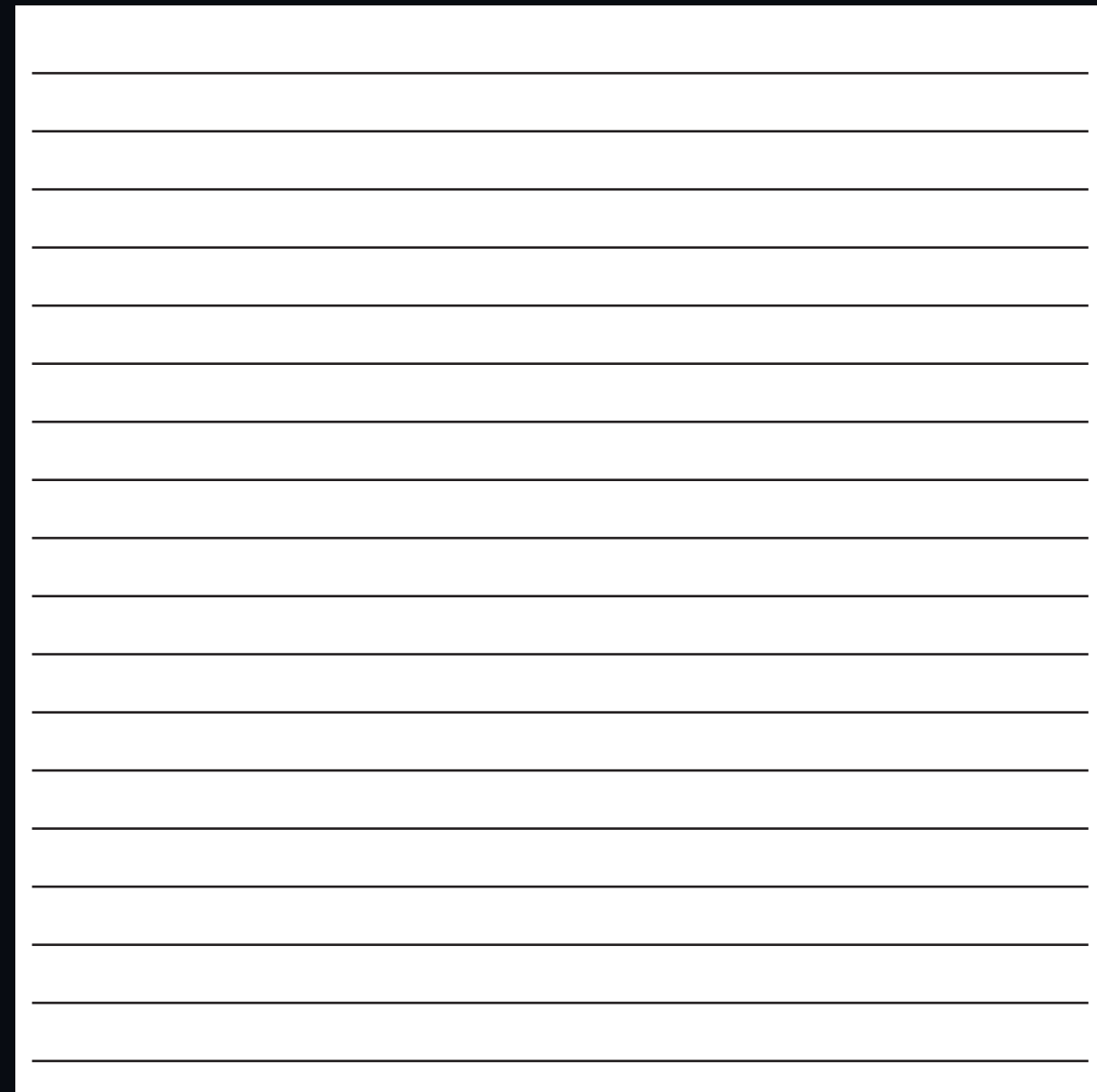
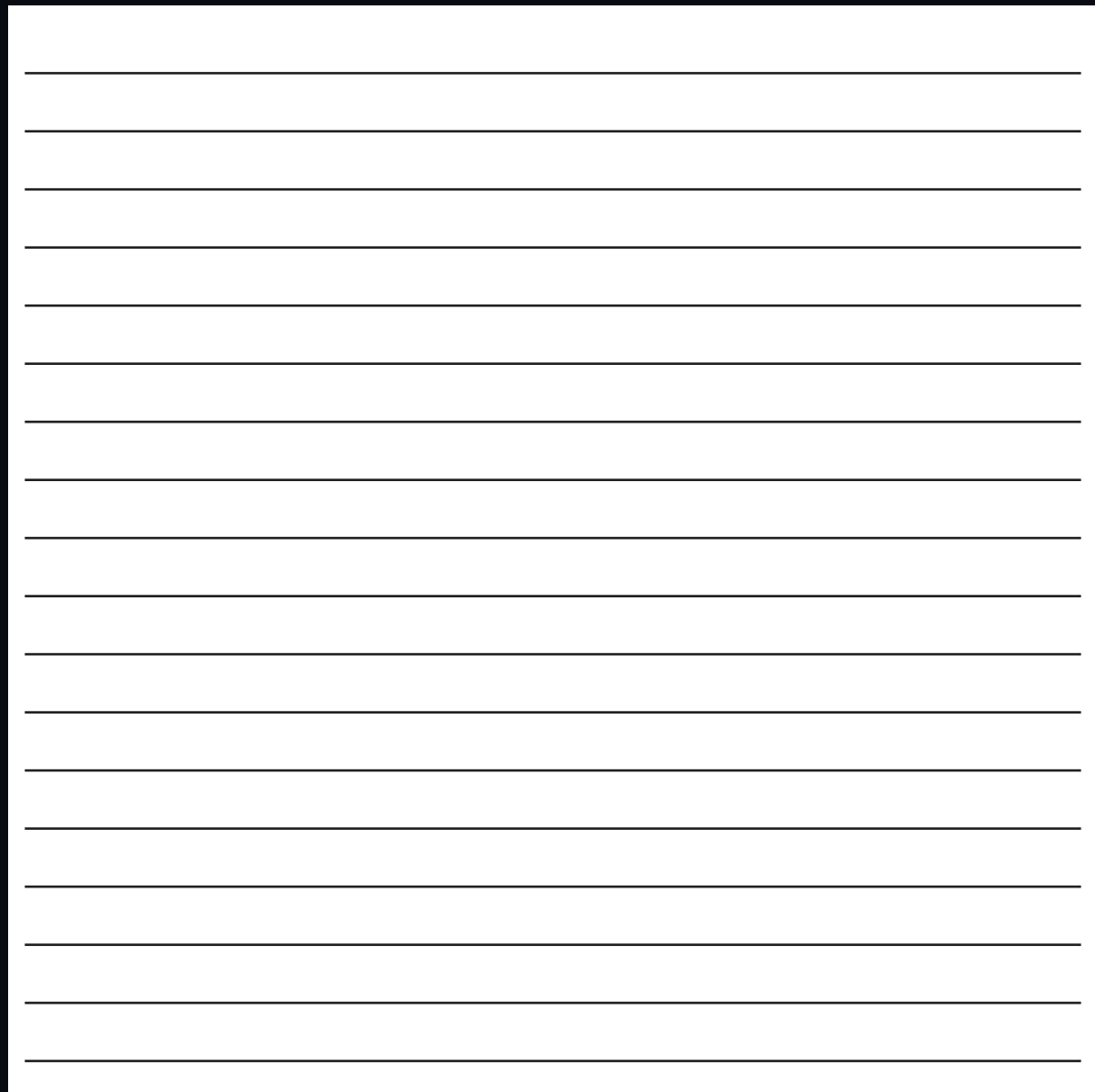


Why do we print a digital brochure?

Because we like to hold the important things, like our tools, in our hands – even if they were born digitally, some information is simply made to be touched!

Your Wera Team





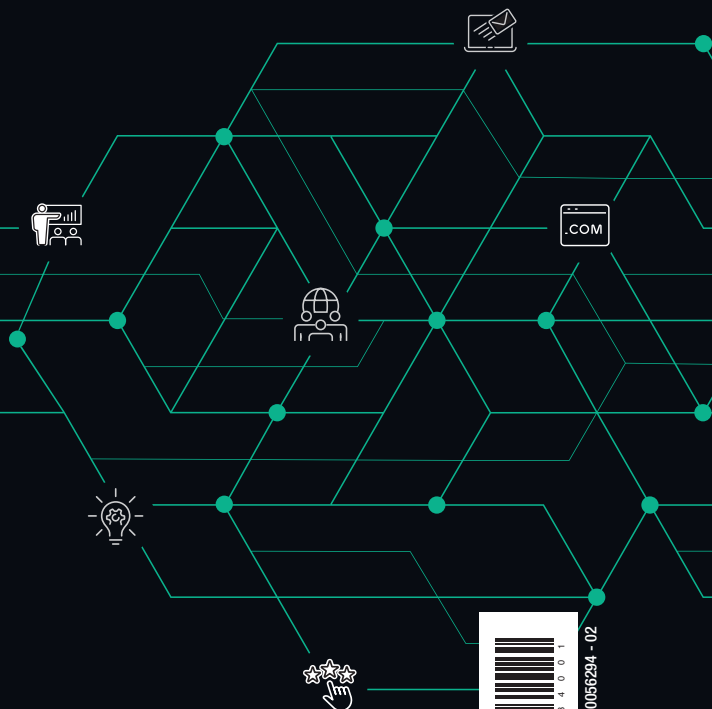


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