

# WIESEMANN 1893 – Achievements

## 2017/2018 – Product Portfolio Development

The traditional, yet forgotten brand Wiesemann from Breckerfeld is being relaunched to WIESEMANN 1893. The product portfolio gets built up and tested. Various tests on the market finally lead to the business model as a direct-to-customer brand that distributes their products only online.



## December 2018 – 1st Shipment for Returns for Good

The program Returns for Good aims to support charitable projects within the maker scene in Germany and all over the world. WIESEMANN 1893 donates returned tools to the first cooperation partner Habibi Works in Greece.



## January 2019 – Commercial Launch

WIESEMANN 1893 sells its first products via its own online shop at [wiesemann1893.com](http://wiesemann1893.com). In addition, customers can purchase the tools on Amazon in Germany, Italy, France, Spain and the UK.

## January 2019 – Launch of YouTube Channel

Interested parties can now watch short video clips how to use the brand's tools on the YouTube channel of WIESEMANN 1893.



## February 2019 – Tool GIFs and Stickers for Instagram, WhatsApp & Co.

WIESEMANN 1893 creates a Giphy profile and offers customers DIY GIFs for their digital communication. The profile gets popular very fast resulting in a constantly increasing number of views.



## April 2019 – Launch of New Design Concept and CI

The brand WIESEMANN 1893 receives a consistent and fresh de-

sign. Little by little also the tools present themselves within the color of the logo – green.

## July 2019 – Office Opening in Frankfurt

WIESEMANN 1893 grows and opens an office for the marketing division in Frankfurt.



## June 2020 – Launch Brand Campaign Creators of Tomorrow

Lifestyle visuals and a brand video communicate the message: "It's not about tools. It's about adventure, friendship & dedication." Like this WIESEMANN 1893 positions itself as the digital tool brand for a new generation of makers.



## July 2020 – Launch of ENABLE 3D

WIESEMANN 1893 offers customers the first designs for tool holders for 3D printing as a free download in its online shop and on popular 3D printing portals. Like this the brand takes its first step towards tool accessories for 3D printing to further underline its position as a digital brand.

## September 2020 – Launch Netherlands & Sweden

WIESEMANN 1893 is expanding its distribution network to the Netherlands and Sweden.

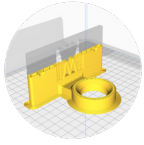
## January 2021 – Launch USA

WIESEMANN 1893 has tested the US market and now sells its products here as well.



## January 2021 – Forestry Product Extension

WIESEMANN 1893 is expanding its portfolio within the outdoor sector with splitting wedges and axes of different sizes and shapes.



### February 2021 – Customers Produce for Customers

WIESEMANN 1893 is expanding its area of additive manufacturing with a community printing service for customers without a 3D printer. Interested parties can contact a community member directly via the website for the printing of a 3D tool holder.



### February 2021 – Manuel as Industry Expert for DTC

Internet World, the leading information and education platform for digital commerce, lists Manuel Siskowski, founder and CEO of WIESEMANN 1893, as one of 12 industry experts on direct-to consumer.

### April 2021 – Product Extension with Cutting Discs

WIESEMANN 1893 is expanding its product range with articles for electrical appliances. As a first step, they are trying out affordable safety cutting discs made in Germany in competition to Chinese products.



### May 2021 - Gold Goes to ENABLE 3D

The German Design Council has awarded WIESEMANN 1893 with the German Innovation Award in Gold for ENABLE 3D. The 3D project was able to convince in the contest class 'Excellence in Business to Consumer' in the area 'Gardening & Tools'.

### June 2021 – Launch Poland

WIESEMANN 1893 is adding Poland to its distribution network.

### September 2021 – Implementing Clubhouse Concept

The Frankfurt-based startup adapts its working space and concept according to the different needs of its employees. There is one day a week when everyone meets in the office, the clubhouse. On the other days, employees are completely free to decide where and at what time they are most productive.



### May 2022 – First Exclusive Streetwear Collection Gang of Makers

WIESEMANN 1893 launches their exclusive fashion collection 'Gang of Makers'. The 7-piece clothing series in streetwear look is not available for purchase, but only to be won via the brand's Instagram profile.