

Faster, better, smarter

Changing wheels efficiently - with HOFMANN POWER WEIGHT!

Veitshöchheim, 09.03.2023

Here we go again! The wheel change season is coming soon. And that means one thing for automotive workshops: stress and hectic. During this time, speed and efficiency are two particularly important aspects for workshops and tire dealers. That's why HOFMANN POWER WEIGHT, the expert for balancing weights, wants to make the balancing process as easy as possible. In the new campaign "Faster, better, smarter", which runs from 09.03. to 09.04.2023, products and tools are presented that enable an efficient wheel change service. With animals and their properties, the added value of the products is illustrated.

Be a fox and change smarter - small things, big impact.

Problems familiar to all mechanics: Annoying adhesive residue on the rim, missing the right grammage or misplacing the right tool. All of these are small time-consumers during wheel change service. But with the smart solutions and the right products from HOFMANN POWER WEIGHT, time and money can be saved.

Adaptable like a chameleon and the right solution for every situation - with adhesive weight rolls from HOFMANN POWER WEIGHT.

One product with many advantages featured in the campaign are the adhesive weight rolls from HOFMANN POWER WEIGHT. With the rolls, search time is reduced and stock-keeping is simplified. Because with only one roll in contrast to conventional adhesive weight bars, the adhesive weight rolls from HOFMANN POWER WEIGHT can be applied in seconds with less waste and without time-consuming cutting or breaking off, thus ensuring significant time savings in the workshop. You always have the right grammage!

Everything sticks - SPEEDLINER adhesive tape

All HOFMANN POWER WEIGHT adhesive weight rolls are provided with the OE SPEEDLINER adhesive tape. This can be removed as easily as it is applied, saving 50% time compared to the conventional process. Time-consuming re-cleaning with scrapers or aggressive, toxic agents is history. This is because, despite its high OE adhesive strength, the SPEEDLINER adhesive tape can be removed easily

and without leaving any residue thanks to its special structure. A great relief for the work in the workshop.

New in the range: The adhesive weight roll type 355 2.0

The product highlight in the campaign is the new adhesive weight roll type 355 2.0, which replaces its predecessor type 355. The optimized segment design in the form of trapezoidal segments enables better shaping of the weight to the rim radius as well as greater robustness. The universal 5 kg steel adhesive weight roll with 5 g segmentation has been optimized for the aftermarket and is available in silver and black.

No one is faster. Changing faster with the SPEEDCUT workstation.

The cheetah in the campaign stands for the SPEEDCUT. Nobody changes faster than with this tool. The SPEEDCUT is a roll holder for all HOFMANN POWER WEIGHT adhesive weight rolls with integrated weight scale and innovative cutting device which enables fast and safe working. Together with the floor stand, the SPEEDCUT workstation is created, a workshop-optimized system for storing and cutting adhesive weight rolls. With its multifunctional perforated wall, the floor stand offers practical tool storage and can be combined with other work facilitators such as scrap metal or protective foil buckets and an insert tray for storing adhesive weight rolls. Everything in one place. Less search time, shorter distances, fewer tools.

Powerful gorilla solution: The adhesive weight pliers

As an insider tip among the HOFMANN POWER WEIGHT powertools, the adhesive weight pliers is presented in the campaign. Thanks to its optimized leverage, this special tool makes it possible to effortlessly remove adhesive weights from the rim - without scratching it! A work relief that many mechanics already appreciate.

More details about the new campaign can be found at: <https://shop.wegmann-automotive.com/en/Brand-world/HOFMANN-POWER-WEIGHT/Faster-Better-Smarter/>

About HOFMANN POWER WEIGHT

HOFMANN POWER WEIGHT offers a comprehensive product range of balancing weights, valves, TPMS and accessories. The brand develops and manufactures OEM-quality balancing weights and high-quality universal weights for cars, trucks and motorcycles. The premium manufacturer is the world market leader in its field and convinces with innovations down to the smallest detail as well as absolute precision in large and small series. HOFMANN POWER WEIGHT is a strong brand of WEGMANN automotive.

ABOUT WEGMANN AUTOMOTIVE

WEGMANN automotive is the world market leader for balancing weights in the field of passenger cars, trucks, buses, and various industrial applications, supplying all well-known automotive manufacturers as well as the leading spare parts trade organizations. WEGMANN automotive is part of the WEGMANN Group, which also includes the companies KMW+NEXTER Defense Systems and Schleifring. The group, headquartered in Munich, employs more than 5,000 people worldwide.

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