



# BEHIND THE BRAND HEINIGER

SINCE LAUNCHING IN THE UK THIS YEAR, THE **HEINIGER** NAME IS SPREADING LIKE WILDFIRE AMONGST BARBERS LOOKING FOR THE NEXT BEST TOOLS AND TECHNOLOGY. BUT IN SWITZERLAND, HEINIGER HAS BEEN A HOUSEHOLD NAME FOR 78 YEARS. WE SPEAK TO OWNER, **DANIEL HEINIGER** AND CREATIVE DIRECTOR, **REX SILVER** TO HEAR ABOUT THE BRAND'S LEGACY AND EVOLUTION.



“THE NEXT STAR IN THE SKY THAT **HEINIGER** WANTS TO REACH IS NOT ONLY TO MAKE A NAME FOR ITSELF WITH PROFESSIONALS IN THE HAIR AND BARBER MARKET BUT ALSO TO INSPIRE THEM WITH QUALITY PRODUCTS.”



Credit// Heiniger

## THE BEGINNINGS

Founder Hermann Heiniger first launched into the business world, importing and exporting fruit and potatoes. Daniel told us: “The similarities between then and now are the understanding of customer needs and the focus on quality. This resulted early on in the first very successful electrical product: a sharpening device for blades on lawnmowers. Several years later, this device was also the technical origin for the first clipping device for cows and horses.”

Over the past 78 years, the company's proximity to its customers has repeatedly led to new products that effectively meet customer needs. Under Hermann's nephew, Werner Heiniger, the quality of Heiniger products became increasingly recognised abroad. A milestone was the gradual conquest of the Australian sheep shearing market from the 1980s onwards. The Swiss quality and precision work was made for the high demands of professional shearers. Over the years, the ‘Heiniger brand’ achieved almost cult status in the professional sheep shearing market, and merchandising also became an effective business segment.

Following his father Werner, Daniel Heiniger also maintained a focus on customer proximity and quality. In 2008, Heiniger revolutionised the professional pet grooming market with the first Li-Ion battery driven pet clipper for professionals. This area has since become a strong pillar of Heiniger's business.

## ENTERING THE WORLD OF BARBERING & HAIRDRESSING

Heiniger's success in the dog grooming market did not go unnoticed by the competition. They soon sold Heiniger products under their own brand in the grooming market and —to Heiniger's surprise— in the barber market. Knowing that the existing products had already successfully gained a foothold in this market, the next step was obvious: specific tools for professional barbers and hairdressers were developed and manufactured.

### MADE IN SWITZERLAND

We asked Daniel why it has always been important to the Heiniger family to keep the manufacturing process in its birthplace of Switzerland. He told us: “Quality products made in Switzerland – that's what the Heiniger brand stands for. Heiniger in Switzerland benefits from the quality focus of its employees, which is ingrained in its DNA. The proximity of the management team to production guarantees that the focus on quality will not be lost in the future.”

### THE CREATIVES

While Heiniger had all of the best technology and skills to create optimal barber tools, it is clear that they have valued the opinions and perspectives of some of the best barbers in the world to develop their tools, such as Rex Silver! We asked Rex, the Creative Director of Heiniger, what were his initial impressions of the Heiniger tools, and what made him so passionate about joining the team?

He told us: “When I saw the machines Heiniger was introducing to the hair and barber market for the first time, I was more than impressed. Visually, they looked like they were designed by an artist working with a scientist. When you hold them, you feel like you have a high-end, high-quality product in your hand. When you use them, that theory is confirmed.”

“They performed beyond any expectations I had; from the first time I saw them to the first time I used them on a client. Let me share my first use experience with you; without a word to my client about the new machines, I began to remove the bulk around the sides and back for the skin fade he came in every ten days to have. He suddenly pulled forward and spun around to see what I was using in my hand; I thought the machines had pinched him or pulled his hair and that he was irritated, he said quite loudly.... ‘OH MY GOD, It's like butter!’ ‘Oh, so it's comfortable? Not pinching or pulling?’ I said, surprised by his sudden reaction. He said he had never felt anything like them before. Pegasus-Midi.... True story.”

“When I saw Heiniger's commitment to their other divisions, the other markets and industries they make clippers and cutting blades for, I saw how they embed themselves within those industries to understand them inside out. Heiniger then uses that knowledge to produce products for the end user's precise needs. They continue working alongside the professionals who use their products and consistently develop technology to meet their changing needs. I wanted to be part of that serving the hair industry.”

## THE TOOLS

Daniel told us a little bit about the tools Heiniger has so far released to the barbering market. He said: “One of the main points in our company's Mission and Vision Statement is to achieve 5-star quality in all we do, our processes, and, of course, our products. To celebrate our commencement in the hair and barber market, we decided to add more stars, calling the series the Interstellar Collection.”

“Heiniger enters this new galaxy, and we are here to stay. We are here to listen to and learn from our new customers and to work closely with hair professionals so we can bring them the products they need to deliver the 5-star quality they promise their customers.”

### WHAT'S NEXT?

Daniel told us: “The next star in the sky that Heiniger wants to reach is not only to make a name for itself with professionals in the hair and barber market but also to inspire them with quality products, customer proximity and top service and to make their work easier. To achieve this, Heiniger is prepared to go the extra mile and patiently continue to improve with the help of its customers.”

“We are helped in this by our now high – perhaps even unique - level of expertise in the technology of cutting hair or wool on animals and humans. The basic principle is always the same, whether animal or human – and Heiniger, therefore, has a major advantage over most of its competitors in this respect.”

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