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CONTACT:
Allie Haen  
ahaen@evokebrands.com  
608-556-6999

Bruce Bock  
BBock@AndisCo.com  
262-884-2600

ANDIS® COMPANY HOSTS GLOBAL EDUCATION SUMMIT FOR ITS EDUCATION TEAMS AT WISCONSIN HEADQUARTERS

STURTEVANT, WI (AUGUST 2017) – Andis® Company, a leading manufacturer of handheld tools for the barber and beauty and animal grooming industries, recently hosted the brand’s global education teams at its first-ever Global Education Summit. Held August 7-8 at the Andis Corporate Headquarters and the SC Johnson iMET Center in Sturtevant, Wis., the event brought together 33 educators from seven different countries – the United States, England, Australia, Canada, Chile, Sweden and Spain – to share industry insights and trends, sharpen their skills as presenters and brand ambassadors, and provide input on future education programs.

“At Andis education has always been at the forefront of our business and we are very excited to host these talented professionals from around the globe,” said Karen Formico, Vice President of Marketing. “As a 95-year-old company, we are proud to share our industry experience as we develop the tools and resources needed to teach the art of clipper cutting and inspire barbers, stylists and animal groomers.”

The two-day event, which included sessions on new Andis products, branding on social media and educator best practices was spearheaded by Andis Animal Education Manager, Megan Mouser, and Barber & Beauty Education Manager, Jessica Zeinstra. The educators’ visit also included a trip to the Wisconsin State Fair where the entire team was able to attend a cattle fitting demonstration by Andis Large Animal Educators Kirk and Ky Stierwalt. For more information about Andis, the brand’s position as a pioneer in education, or details on the company’s portfolio of professional tools, please visit www.andis.com.

About Andis® Company
Andis® Company, a family held business founded in 1922, is a leading manufacturer of handheld tools to trim, cut, curl, straighten and dry hair. The company’s products are purchased in more than 90 countries by barbers and salon professionals, consumers, hotels, motels, resorts, small animal groomers and large animal groomers and shearers. To find a local distributor, call 800-558-9441 or visit www.andis.com.