

NEWS
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Hammer-Schlagen™ partners with GermanFest to raise money for Operation Warm

STILLWATER, MN (June 13, 2015) -- Have you seen people pounding nails into a big chunk of wood with a blacksmiths' hammer? That's the federally recognized Hammer-Schlagen™ trade dress. In 1957, German born Carl Schoene immigrated to the United States where his family founded the Gasthaus Bavarian Hunter in Stillwater. At this German themed restaurant, Carl offered a unique nail pounding service under that recognizable configuration of materials, shapes, and designs. In 1999, WRB, Inc. was organized in Stillwater as a holding company for the intellectual property that developed around the Hammerschlagen™ trade dress. Since that time, the for-profit corporation has been raising money for charities and non-profits throughout the United States. This year in Minnesota, Hammerschlagen™ supports food shelves, veteran organizations, historical preservation societies, service organizations, business associations, specialty trade guilds, heritage organizations, elder care centers, and others.

Returning to the Twin Cities, Hammer-Schlagen™ is again making a charitable appearance as it returns to GermanFest in Saint Paul. Generally, WRB, Inc., directly engages with the public in its unique Hammerschlagen™ nail pounding service. This time, however, permission to use the well-known brand was granted to West End Festivals, the organization that owns and operates GermanFest.

"It is our understanding that members of the Saint Paul Firefighters' Union Local 21 will be donating their time to oversee the fully-sanctioned Hammer-Schlagen™ service licensed for use to GermanFest," says Jim Martin, the CEO of Hammer-Schlagen™. The receipts earned by GermanFest under the endorsement of the Hammerschlagen™ brand will be contributed to Operation Warm, a charitable program that provides winter coats to underprivileged Twin City children.

"It's nice to see the goodwill we have spent hundreds of thousands of hours creating over these past several decades in multiple states again being used to help those in need right here at home," says Martin. "Come down to the historic Schmidt Brewery from June 19th to the 21st and Get Hammered™!" Hammer-Schlagen™ can be reached at 1-844-WHACK-IT.

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The Hammerschlagen™ trade dress, Hammer-Schlagen™, Hammerschlagen™, Get Hammered™, and Whack It™ are trademarks of WRB, Inc., a Minnesota corporation.

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