

NEWS
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Hammer-Schlagen® Announces Nationwide Shutdown

STILLWATER, MN (March 20, 2020) -- Found at only the best events and festivals across the United States, the wildly popular Hammer-Schlagen® brand of entertainment announced that its servicing operations came to an immediate halt nationwide today. The unintended action effects operations in 17 states and puts the jobs of over 300 employees at risk, approximately a quarter of which are located in Minnesota and Wisconsin. As Jim Martin, the CEO of Hammer-Schlagen®, explains, "Our business model is entirely dependent on our appearance at third-party venues. Every single client of ours has either closed their doors to the public or canceled their events for the foreseeable future."

Have you ever seen people pounding nails into a cross-section of a tree? If so, you have likely encountered the brand's primary trademark: the Hammerschlagen Stump, more commonly referred to as the Stump (U.S. Pat. & TM Off. Reg. No. 5,548,112). Martin and his crews appear at bars, restaurants, corporate gatherings, music events, and other celebrations across the country providing a nail driving competition to party-goers by way of the famous Stump. But with nearly every festivity in the country canceled, Hammer-Schlagen® operations have come to a standstill.

"I've been involved with the Hammer-Schlagen® brand for over two decades," says Martin, "and this is the first time anything like this has ever happened. I saw some slowdowns during the MRSA outbreak and other disease related panics like the Swine-Flu and West Nile, but never any significant businesses reduction, let alone a total shutdown." Martin says his company has the resources to sustain a prolonged temporary arresting of revenue, but worries about his peers who are not in a like position.

"When the government allows our clients to once again open their doors," Martin says optimistically, "we'll be back putting smiles on people's faces. For everyone's sake, I hope that happens sooner than later."

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Available for phone and in-person interviews: Jim Martin, 651-206-8663.

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