

NEW PRODUCTS PREVIEW

2015

FACTS
INSIGHT
GROWTH





EXCEEDING CUSTOMER EXPECTATIONS IN EVERYTHING WE DO



LOCAL INSIGHTS

Hopkins has developed a keen understanding of the differences of the local markets we participate in

GLOBAL RESOURCES

Our ability to leverage the skills, know-how and resources around the world allows us to create the best value for consumers



GREATER BUYING EFFICIENCIES

Combining multiple product categories onto a single truck drives efficiencies for ordering, freight, receiving and warehousing



GROWTH INNOVATION MODEL

We offer products at the opening price point, then drive the step-up sale through innovation, increasing consumer satisfaction, accelerating comp store growth and increasing loyalty to our brands and the retailers who stock them



INNOVATION CONTINUES

We will introduce more than 100 new and innovative products in 2015 (AGAIN)

This makes the sixth year in a row where we have introduced more than 100 new products!

What follows are just a few of our big ideas to help you grow your business.

Enjoy this sneak preview and reach out to us to hear our complete story.



FACT

Consumers say that car air fresheners only cover up odors with a fragrance. It reminds them of turning up the radio to hide the rattle in their car.

INSIGHT

An air freshener that eliminates odors and provides a long lasting fragrance would stand out in a growing air freshener category.

AUTOMOTIVE AIR CARE



PREMIUM, FRESH FRAGRANCES

PATENTED ODOR ELIMINATOR

THE SWEET SMELL OF SUCCESS

has no odor

Introducing DUO 2-in-1 Auto Air Freshener™

Whether hanging, hidden or in a vent, every DUO air freshener contains a patented odor eliminator and a fragrance infused with essential oils for long lasting freshness.

This unique approach is why consumers preferred DUO to all other leading brands of automotive air fresheners in blind in-use testing.

See first-hand how three years of development and consumer testing led to a breakthrough that will step your shoppers up to higher levels of satisfaction and help you keep them coming back for more!



FACT

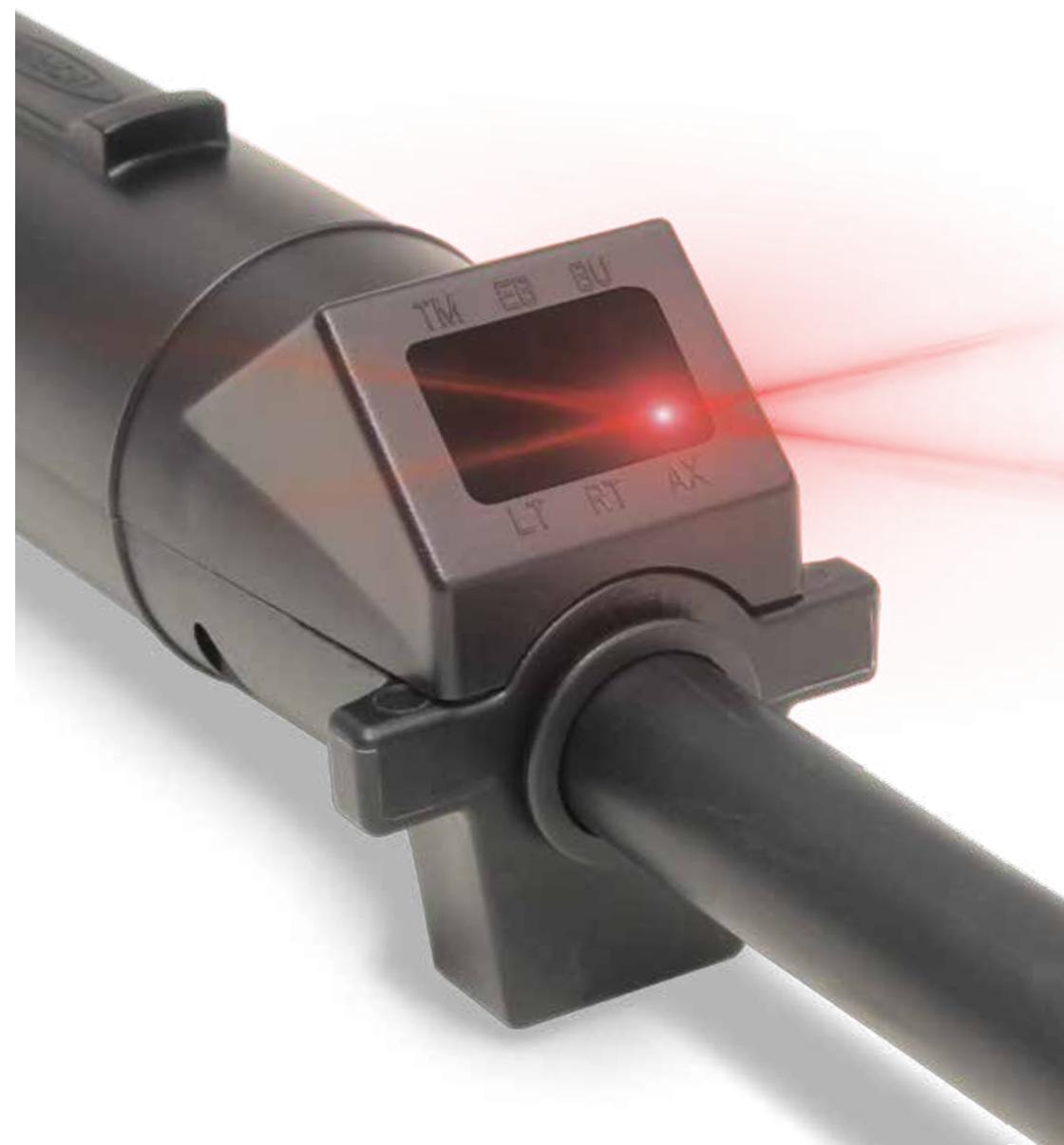
People who tow are always passionate about something else. Whether it's being on the lake, exploring the outdoors, or just a peaceful campsite.

Yet, nobody likes when a trailer light doesn't work. There are so many possible causes. How do you narrow it down?

INSIGHT

A smart trailer wiring system would help the driver identify where the problem is by isolating the main causes ... and helps get the consumer back on the road more quickly ... and doing what they are passionate about!

TOWING INNOVATION



SHED SOME LIGHT

on higher ticket rings

Introducing the LED Trailer Connector Family

These trailer-side connectors illuminate a bright red LED for each wire function on the trailer.

Seeing the bright LED tells the driver that the vehicle and connectors are fine ... isolating the problem to downstream trailer wiring, or the connection point to the light or even the bulb! Now that's brilliant!

Help your shoppers save countless time and aggravation ... and build your comp store sales with a step-up ticket ring at the same time!

Welcome Hopkins' trailer side LED Test family of trailer connectors and say goodbye to the dark age!

FACT

Tablets and smartphones are everywhere. In households with children, 68% own a tablet and 88% have a smartphone.

INSIGHT

Parents would snap up a simple and affordable product that could turn a tablet into a mobile entertainment system.



INTERIOR CONVENIENCE



SILENCE IS GOLDEN

and it's your turn to get some gold

Introducing the Automotive Universal Tablet Holder

It's universal because it mounts to any vehicle's headrest and securely holds any tablet or smartphone.

Just secure the tablet in the strapping system and listen to the emerging silence.

Tap into a huge and growing market and watch silence turn to gold!



FACT

Washing a car is one of those remaining vehicle maintenance tasks that everyone can still do.

Consumers know that professional wash systems use a foam coating to lift and separate dirt off the vehicle surfaces before cleaning.

INSIGHT

Tap into a huge market opportunity by bringing professional car washing technology to millions of driveways!



TOTAL CAR CARE



SUPERCHARGE

your car care sales

Introducing the Carrand™ Suds-n-Spray™

The foaming car wash system that brings the professional car wash to your own driveway

The patent-pending Suds-n-Spray shoots foam directly onto the vehicle. The generous foam lather makes it easier to use a wash mitt to remove all the dirt.

The built-in Clean Rinse Nozzle separates from the foamer and makes rinsing a breeze, revealing a showroom-new sparkle!

Perfect for end cap promotion to kick off the season, Father's Day or 4th of July ... the Suds-n-Spray is sure to jump start your cleaning sales!



FACT

Hopkins' Super Duty drain series is the fastest growing segment in fluid management accessories because they fundamentally improve every step of the DIY oil change process.

INSIGHT

Bringing the performance of the Super Duty series to the #1 oil drain container segment will better satisfy your DIY oil change shoppers, this will help you drive more return visits for oil, oil filters and related oil change accessories.

FLUID MANAGEMENT



KEEP LEAKS CONTAINED

and capture more profit

Introducing the FloTool® Super-Duty 16-Quart Drain Container

The answer to the problems DIY oil changers have with standard oil drains, like LEAKS!

There's nothing like having a great experience to keep shoppers coming back. Our newest drain container improves every step in the oil change process, but most notably, it is LEAK PROOF!

We are doing our part to build the future of DIY oil changing with this new product ... helping create satisfied DIYers, and build more return visits for oil, oil filters and other FloTool accessories.

SUPER DUTY
SERIES

FACT

When a car gets stuck, two problems have to be solved:

A path back to the road needs to be made.

The snow under the vehicle needs to be removed so the tires can get traction.

INSIGHT

There is a large market opportunity for an emergency shovel that can easily lift away snow in front of the vehicle but also scoop snow out from under it.

SNOW AND ICE TOOLS



SHOVEL



SCOOP

SCOOP UP MORE PROFIT

when Mother Nature dishes it out

Introducing the Heavy-Duty 2-in-1 Emergency Shovel

The only emergency shovel that converts to a scoop to help remove snow from under a vehicle.

This is a great item to have available for inclement weather and the best way to make sure your shoppers can get unstuck quickly and easily.



Exceeding Expectations in Everything We Do

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