



FOR IMMEDIATE RELEASE

Hopkins Earns Top Industry Innovation Award with ARM & HAMMER Air Freshener

Emporia, KS, November 2, 2021 – Emporia based Hopkins Manufacturing Corporation earned the industry’s top innovation award at the 2021 Automotive Aftermarket Product Expo (AAPEX) held November 2– November 4, 2021 in Las Vegas. Based on voting by automotive buyers from around the world, the ARM & HAMMER™ Caliper Vent Clip was named most innovative product in the car care category.

ARM & HAMMER™ Vent Clip

The award-winning product is the newest member of the Gearhead™ family of air fresheners targeting the automotive enthusiast. “We drew our inspiration from high performance braking systems on luxury sport cars,” said Yafah Johnson, Director of Marketing for Air Care Products. She added, “The iconic design resonates with the automotive enthusiast and the ARM & HAMMER brand is the most recognized and trusted name in odor elimination, a perfect combination.”



“It is an honor for Hopkins to again be recognized by our industry for innovation,” added Mike Williams, Hopkins’ Vice President and Chief Marketing Officer. “The Gearhead family has become one of the fastest growing air care products in the industry and the response to the new Caliper design is very exciting.”

About the Automotive Aftermarket Expo

The Automotive Aftermarket Product Expo (AAPEX) is the largest annual automotive trade show, drawing more than 47,000 buyers from across the globe. Showcase awards are regarded as the most prestigious in the industry.

Previous AAPEX innovation awards for Hopkins include: Packaging Innovation for Hopkins Towing Solutions® (2011), Product Innovation for the SmartHitch™ Trailer Backup Camera System (2013), Product Innovation for the Carrand™ Suds-N-Spray™ Foaming Car Wash System (2013), and Product Innovation for the Blazer® Link™ LED Light Bar with Remote Control (2017), Packaging Innovation for the OxiClean™ Total Interior Cleaner (2018).

About Hopkins®

Hopkins®, based in Emporia Kansas since 1953, is a leading manufacturer, marketer and distributor of quality, innovative vehicle cleaning tools, winter snow and ice tools, towing electrical and lighting, fluid management tools, as well as interior accessories, tire repair, and automotive air fresheners. You can learn more about Hopkins® and all of their leading brands at www.HopkinsMfg.com or www.HopkinsCanada.com.

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