



For Immediate Release

For more information: Brandon Dexter
Director of Creative Services
(620) 340-8496 brandon.dexter@hopkinsmfg.com

Tanner's Select™ Launches New Website

EMPORIA, KS. August 6, 2018 – Tanner's Select™ invites visitors to explore its new website.

The all new TannersSelect.com website creates a visually compelling story for the long heralded Tanner's Select™ brand of natural leather chamois. The new site highlights the expertise Tanner's Select™ has in choosing the finest materials from across the globe, making them the Trusted Choice for Chamois in North America™. Tanner's Select™ shares its extensive knowledge of how to properly prepare, use, and care for a natural leather chamois for the best possible customer experience. Site features include:

- A visually dynamic user interface and design
- Detailed product line information and specifications
- An educational area for consumers - Chamois 101 - which contains an abundance of useful information including chamois facts, preparation and care instructions, and multi-purpose uses for both auto and home

"Trying to create a visual identity to such a long established brand can be challenging when developing a new website. What makes Tanner's Select™ special is its 60+ year history as the experts in natural leather chamois. We believe a product is greater than the sum of its functions. Exploring its origins and how it was created helps ensure the consumer knows they are getting the best quality materials and craftsmanship possible. That should be just as important as how well it functions as a product." explained Marcus Gooden, Hopkins' Director of Marketing for Vehicle Cleaning.

About Tanner's Select™

Purchased by Hopkins Manufacturing in 2017, Tanner's Select™ was the premium brand used by the Acme Sponge and Chamois Company, who for over 60 years was the leading supplier of natural leather chamois in the United States, and the largest chamois tanner in the world. Hopkins Manufacturing added a new operations and distribution facility in Tarpon Springs, Florida where the Tanner's Select™ chamois products are sized, packaged and distributed using the same quality and care Acme Sponge and Chamois has for decades. Visit its website at www.TannersSelect.com.

About Hopkins

Headquartered in Emporia, Kansas, Hopkins® is a leading manufacturer, marketer and distributor of quality, innovative specialized towing products and functional accessories for the automotive and recreational vehicle

aftermarkets. Hopkins markets its products under a number of well-recognized brand names, including: **Brake Buddy**[®] RV tow brakes; **Hopkins Towing Solutions**[®] Trailer Wiring & Brake Control Products; **Carrand**[™], **AutoSpa**[™], **Tanner's Select**[™], **Detailer's Choice**[®] and **Pacific Coast**[™] Vehicle Cleaning Products; **Mallory**[®] squeegees; **Blazer**[®] Trailer Lighting; **Bell**[®], **Victor**[™], **Monkey Grip**[™] and **Go Gear**[®] Vehicle Accessories; **SubZero**[®] and **Mallory**[®] Snow & Ice Tools; **Flo-Tool**[®] Fluid Management Products; **nVISION**[®] Vehicle Safety Products; **ARM & HAMMER**[™] and **DUO**[™] Automotive Air Fresheners; and **Juice**[™] Booster Cables. Founded in 1953, the company has been guided by the philosophy that its products will deliver meaningful innovation, performance and value to the consumer. Hopkins has North American manufacturing and distribution in the US, (i.e., Kansas, Oklahoma, Iowa, California); in Canada in Blenheim, Ontario and in Mexico in Juarez, Chihuahua. ONCAP invested in Hopkins in June 2011. For more information about Hopkins, visit its website at www.HopkinsMfg.com.