



## For Immediate Release

For more information: Brandon Dexter, Director of Marketing Services  
(620) 340-8596 [brandon.dexter@hopkinsmfg.com](mailto:brandon.dexter@hopkinsmfg.com)

Mike Williams, Chief Marketing Officer  
(620) 340—8403 [mike.williams@hopkinsmfg.com](mailto:mike.williams@hopkinsmfg.com)

## Hopkins Turns Sixty

**EMPORIA, KS. August 20, 2013** – Hopkins Manufacturing Corporation celebrates its 60<sup>th</sup> year in business today. Founded in 1953 in Emporia, Kansas by E. L. (Bud) and R. E. (Gene) Hopkins, the brothers developed various body shop tools, including an effective tool to aim vehicle headlights. The “Hoppy Headlight Aimer” became an icon in the body shop industry.

The founders looked to the emerging plastics technology in the 1960s to continue to improve their products. This new direction led to using plastics to make ice scrapers and Hopkins entered the consumer products market in 1975. This was a turning point for Hopkins and established a new path for growth. Over the next 22 years, the Hopkins brothers expanded the company into Plug-In-Simple® vehicle and trailer wiring connectors and other products.

Since 1997 when the founders phased out, the company has expanded significantly, through both acquisition and internal organic growth, in additional towing electrical products, winter snow and ice tools, automotive organizers, oil and fluid change accessories, vehicle cleaning products, electronic vehicle safety products, mud guards and booster cables. In addition to the corporate headquarters in Emporia, the company has manufacturing and distribution facilities in California, Oklahoma, Nebraska, Mexico, Canada; and a supply chain office China.

“We are honoring the excellent work done by those that came before us over the past 60 years to build Hopkins into the vital company that it is today,” said Bradley T. Kraft, president & CEO. He added, “We practice many of the principles today that our founders did.”

Today the company looks toward a bright future with a focus on delivering meaningful innovation, performance and value to consumers which will ensure that Hopkins remains vital for at least another 60 years.

