



FOR IMMEDIATE RELEASE

Hopkins Earns Multiple Industry Innovation Awards with OxiClean™

Emporia, KS, December 4, 2018 – Emporia based Hopkins Manufacturing Corporation earned the industry’s most prestigious packaging innovation award at the 2018 Automotive Aftermarket Product Expo (AAPEX) held October 30 – November 1, 2018 in Las Vegas. Based on voting by automotive buyers from around the world, OxiClean™ Total Interior Carpet & Upholstery Cleaner was named most innovative packaging in the car care category.

OxiClean™ Total Interior

The award-winning product combines a patent-pending cleaning tool design, a powerful upholstery and carpet cleaning solution and one of the most highly recognized consumer brands for a fresh, bold look to the automotive aisle.

Marcus Gooden, Marketing Director for Cleaning Products said, “The OxiClean™ brand is recognized by consumers as one of the most innovative brands in the marketplace today. Our OxiClean™ Total Interior Cleaner combined with innovative cleaning tool design has truly created something new and is resonating in a category where products struggle to break through the clutter of products on retail shelves.”

Just prior to the AAPEX Show, the Total Interior Cleaner was recognized for packaging innovation, along with two other OxiClean™ products, by the Southern Aerosol Technical Association (SATA).

“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. “Even more gratifying is the consumer acceptance that the OxiClean™ Total Interior product is generating strong initial and repeat sales with consumers.”

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).

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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