



PRESS RELEASE

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TESTED and TORTURED

Minimizer. The Story. Of Garbage Cans, Raising Families and Keeping it Clean.

My father, Dick Kruckeberg, was a hard-working flatbed driver. He always delivered his loads clean. He knew this was critical to his success.

One Saturday, Dad decided to invest in a set of metal fenders for his truck. I skipped a night of fun and helped him install them so he could leave for a run Sunday afternoon.

Monday morning the forklift driver slammed into one of the fenders while loading equipment. When the forklift driver denied any involvement, claiming the fenders had been that way all along, they exchanged pleasantries. My Dad had to pry the fender away from the tire so he could move the load, and he discarded the virtually new metal fender.

He knew there had to be a better way.

My mother backed her car over the Rubbermaid® garbage can. And Dad popped it back into shape.

Enter the idea of a plastic fender.

For several months he worked with a local plastic molding shop. The first prototype was drawn up on a piece of cardboard and made with a wood tool.

Initial concepts were tested and improved with R&D as part of Dad's operations. Other drivers started to inquire about the fenders when they saw them, so Dad began carrying some inventory on the road and selling the plastic fenders at truck stops.

We're still improving the fenders today. Continuously. Listening to our customers.

And after raising three generations in the heavy truck industry, we think we've got the right combination of expertise, an attitude bent on hard work, and a sense of justice and equality towards both our customers and employees.

We deliver premium quality products with a lifetime warranty. This was my Dad's vision, and we continue to carry that torch today. We will continue to create the products of tomorrow to better serve you.

Thanks for your business.

Respectfully, Craig Kruckeberg, Chief Visionary