



## **For Immediate Release**

Contact:

[Caleb Ostrander](#)

Marketing Specialist

Minimizer

**(800) 248-3855**

## **Minimizer unveils heavy duty truck seats**

**(Blooming Prairie, MN July 2016)** - Minimizer, one of the leaders in heavy duty innovation, manufactures some of the most unique products available in the aftermarket, including Poly Fenders, Custom Molded Floor Mats and Fast Flaps.

Now, the company is adding to its ever-growing product line with its most talked-about item in years – Heavy Duty (HD) Truck Seats.

And trust us. These aren't your father's seats.

“This isn't our core area, so we partnered with a global leader - Isringhausen – to produce a truck seat drivers will love,” Minimizer CEO and Chief Visionary Craig Kruckeberg said. “Nobody manufactures better truck seats than ISRI, and these stand up to the Minimizer Tested & Tortured reputation.”

“ISRI's manufacturing prowess combined with Minimizer's powerful brand creates a HD truck seat completely unique to the aftermarket,” ISRI USA General Manager Gary Slater said. “This is a standard that no other aftermarket seat can match.”

The Minimizer Long Haul Series consists of six different seats, all of which are equipped with 14 standard features, including several unique to the HD trucking industry.

“The seats spent years in development, partially due to the fact we were very specific with the features. We wanted our seats to stand out from the rest,” Kruckeberg said.

Included in the 14 standard features are upper and lower lumbar support; a 135-degree swivel base that allows the driver to spin the seat inboard if they want access to the cab; both air height adjustment with memory as well as a physical shock absorber; and numerous adjustments built into the seat to ensure ultimate comfort for each body type, whether a driver is six-four, 280 pounds or five-five, 110 pounds.

“One of the keys in proper ergonomic design is adjustability,” Doctor of Chiropractic and tenured professor at Northwestern Health Sciences University Joseph Sweere said. “It's



**TESTED AND TORTURED**

such a critical component, which is one of the reasons I have great admiration for the work that's been done in the design of the Minimizer truck seat.”

Sweere has spent much of his 55-year career focusing on occupational health.

“With its many unique features, I think the Minimizer truck seat is the best I’ve seen on the market today,” Sweere said.

In addition to the 14 standard features, drivers have the option of choosing a heated backrest and seat cushion, along with either a cooled backrest and seat cushion or a revitalizing massager.

“The Revitalizer is awesome. We’ve already had several drivers say they love it,” Kruckeberg said. “You turn it on when you’re 20 minutes from your destination to promote blood flow. It improves your circulation so that when you get out of the cab, you’re not stiff and sore. It creates fewer work compensation injuries.”

Minimizer also subjected its seats to rigorous testing, allowing them to be issued with the company’s standard Lifetime Warranty.

To see the seats being Tested and Tortured, as well as learn more about the Long Haul Series, visit [www.minimizer.com/product/long-haul-series](http://www.minimizer.com/product/long-haul-series).

To find a Minimizer distributor near you, call 800-248-3855 or go to [www.minimizer.com/find](http://www.minimizer.com/find).

## **About Minimizer**

Minimizer is your aftermarket solution for quality and dependable Truck Parts, including everything from [Poly Truck Fenders](#), [Toolboxes](#), [Custom Molded Floor Mats](#), [Mud Flaps](#), Truck Maintenance Products and other [Truck Accessories](#). Minimizer uses durable materials and robotic production technology to create an industry standard that allows us to offer the longest guarantee in the industry. Use Minimizer's innovative products to make your truck stand out from the rest.

Minimizer manufactures its products in the heart of the USA, and has been an American family owned and operated company [for three generations](#). Minimizer takes pride in being known for the toughest products in the toughest industry.

Check out all their products at [Minimizer.com](http://Minimizer.com) or email [info@minimizer.com](mailto:info@minimizer.com).