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PRESS RELEASE

For Immediate Release

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Minimizer Fast Flaps named Top 50 New Product

(Blooming Prairie, MN September 2017) – [Minimizer Fast Flaps](#) continue to build their reputation as an innovative problem-solver by earning the product's second industry award.

[Equipment Today magazine](#) has named Fast Flaps one of its **2017 Contractors' Top 50 New Products**, the construction industry's only award program based on consumer feedback.

"We are honored, because this award comes from the people that use this product everyday," Minimizer CEO and Chief Visionary [Craig Kruckeberg](#) said. "You can't get better feedback than that."

More than a year removed from their launch, Minimizer Fast Flaps continue to sell like hotcakes, with no drop off in sight.

Fast Flaps secure mud flaps without creating any holes in the flap or sacrificing strength. It takes more than 500 pounds of pressure to detach a mud flap from the Fast Flaps stainless steel bar, and the result doesn't damage the flap. See the product in-action here: www.minimizer.com/product/fast-flap.

"When we came out with Fast Flaps last year, we knew we had a winner," Kruckeberg said. "The past 18 months have only confirmed what we already knew – this product is an outstanding cost-saving addition for fleets!"

The 2017 Contractors' Top 50 New Products are compiled based on reader inquiries from *Equipment Today* magazine as well as user engagement on [ForConstructionPros.com](#).

The [first Fast Flaps video](#) on Minimizer's Facebook page has over a million impressions, and it's one of the most popular products across their social media.



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“Whenever I go to a (heavy duty trucking) show, I get people coming up and asking about Fast Flaps,” Kruckeberg said. “It’s something that people keep hearing about and they want in on it.”

About Minimizer

Leveraging almost 40 years of manufacturing expertise at its state-of-the-art facility in Blooming Prairie, Minnesota, Minimizer is not only the leader in poly semi truck fenders - *we invented the category*. Minimizer poly fenders and integrated bracket kits are nearly indestructible and are guaranteed for life.

Our research and development team constantly “tests and tortures” each of our products to make sure what goes *on, in or is used to fix the truck* meets the rigors of our tough industry.

We also manufacture industry-leading light kits, mud flaps, tool boxes, tire masking kits, work benches and other accessories. Our most recent innovations include the world’s ONLY custom molded floor mats for semi trucks, as well as the revolutionary “whole body health” Minimizer Truck Seat System.

Minimizer has been family owned and operated for three generations. The company manufactures its products in the USA and makes everything tough enough to please tough people in a tough industry.

For more information or to [contact a Minimizer distributor](#), call us at (800) 248-3855 or email us at info@minimizer.com.