



**AN AMERICAN FAMILY
OWNED COMPANY**



MINIMIZER.COM | 800.248.3855

PRESS RELEASE

For Immediate Release

Contact:

[Steve Hansen](#)

Director of Marketing

Minimizer

(800) 248-3855

Dick and Craig Kruckeberg named BP Citizens of the Year

(Blooming Prairie, MN December 2017) – [Minimizer](#) founder Dick Kruckeberg and current Minimizer CEO and Chief Visionary Craig Kruckeberg have both been named Blooming Prairie’s 2017 Citizens of the Year.

“What a fantastic honor,” [Craig Kruckeberg](#) said. “My father and I are truly humbled by this award.”

The [Blooming Prairie](#) Chamber of Commerce presents the BP Citizen of the Year award annually, with Chamber members submitting names based on community involvement and charity.

“We have a lot of great people in Blooming Prairie who do a lot of wonderful things,” BP Chamber Executive Director Becky Noble said. “(Dick and Craig) have started a wonderful business for which we are all very grateful!”

“We’ve always made it a point to give back to the community,” Craig Kruckeberg said. “My father prioritized charity work, and it’s something very important to me.”

The Kruckebergs are the face of Minimizer, founded by Dick Kruckeberg in 1984. Dick, a former truck driver, started his company with the invention of the [poly fender](#).

Craig purchased the company from his father in 2006, and immediately increased Minimizer’s marketing budget, leading to bigger sales and a bigger brand.

“With our success, we’re very fortunate to be able to give back to our local community,” Craig Kruckeberg said. “The recognition makes me a little uncomfortable, honestly, but folks tell me that if people see one person or one company giving back, maybe others will donate their time or money.”

The recognition banquet honoring Dick and Craig Kruckeberg will be held Thursday, January 18th, at the BP Servicemen’s Club.



**AN AMERICAN FAMILY
OWNED COMPANY**



MINIMIZER.COM | 800.248.3855

PRESS RELEASE

About Minimizer

Leveraging more than 30 years of manufacturing expertise at its state-of-the-art manufacturing facility in Blooming Prairie, Minnesota, Minimizer is not just 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 masks, work benches and other accessories. Our most recent innovations include the **ONLY** Custom Molded Floor Mats in the world for semi trucks, the revolutionary ‘whole body’ Minimizer Truck Seat System, and the recently released Long Haul Series Mattress.

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 visit our website or email us at info@minimizer.com.