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**PRESS RELEASE**

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**For Immediate Release**

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**New territory managers bring added heavy duty experience to Minimizer**

**(Blooming Prairie, MN March 2018)** – The heavy duty trucking industry is a close-knit group where experience counts.

Thankfully for [Minimizer](#), its two newest Territory Managers have that particular area covered.

“Experience is crucial in this industry,” Minimizer Senior Director of Sales [Greg Renberg](#) said. “Often times, it seems like everyone knows everyone, so it can be difficult for outsiders to get comfortable and build relationships.”

Minimizer’s new Mideast Territory Manager Geoffrey (Geoff) Cook brings knowledge of the aftermarket sales process and has experience calling on both the construction and trailer markets.

Geoff’s territory includes Michigan, Indiana, Ohio, Pennsylvania, Delaware, Maryland, West Virginia and Virginia.

“Geoff brings valuable experience to our team,” Renberg said. “We expect him to contribute to the continuing success of Minimizer.”

Scott Holm, Minimizer’s new Northwestern Territory Manager, has spent a number of years in the heavy duty trucking market.

Scott’s territory includes Washington, Oregon, Idaho and Utah.

“Scott is familiar with most of our customers in that area,” Renberg said. “Training and educating dealer personnel and their customers was a major activity in his previous position and will fit very well with our sales and training objectives.”

Both Cook and Holm started at Minimizer in late February. To contact them, visit [www.minimizer.com](http://www.minimizer.com).



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## **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](mailto:info@minimizer.com).