



## Hopkins Establishes Hopkins Canada

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Hopkins Manufacturing Corporation announced that it has established Hopkins Canada, Inc. in Blenheim, Ontario Canada.

“Establishing this location and renaming as Hopkins Canada, Inc. is a natural evolution of our strategy to expand our presence in Canada,” said Bradley T. Kraft, Hopkins’ President and CEO. The company purchased Mallory Industries, Inc. in August of 2013, the leader in winter tools and automotive squeegees in Canada.

“While Blenheim will continue to be known as The Home of the Mallory Brand since 1900, changing the identity reinforces the expanded capabilities of this location, including the in-country availability of other leading Hopkins’ consumer brands,” added Kraft.

“In addition to our flagship Mallory brand, we are making it easier for Canadian and European customers to purchase other Hopkins’ products,” said Mike Williams, the company’s Chief Marketing Officer. “Not only does this improve access to our market-leading consumer brands, the integrated shipping from our Blenheim distribution center will simplify business for our customers and help them be more efficient,” Williams added. To support the roll out of this corporate rebranding initiative, the company has also created a new website identity ([www.hopkinscanada.com](http://www.hopkinscanada.com)).

“I’m very excited about the opportunity to enhance service to customers in Canada and Europe,” said Ken Braaten, Hopkins’ Vice President of Sales. “In addition to having local manufacturing and distribution, we also have a dedicated team of sales professionals in Canada,” he added.

Headquartered in Emporia, Hopkins is a leading manufacturer and marketer of quality, innovative specialized towing products and functional accessories for the automotive and recreational vehicle aftermarkets.