

Minimizer Celebrates 30 Year Milestone of Industry Growth and Leadership

Minimizer will be celebrating its 30 year anniversary in 2014.

Blooming Prairie, MN ([PRWEB](#)) January 01, 2014 -- Thirty years ago Lorraine Kruckeberg backed her vehicle over a Rubbermaid trashcan, inspiring her husband Dick Kruckeberg to invent heavy-duty poly truck fenders. Thus, Spray Control Systems, Inc., which now does business as Minimizer, was born.

Since 1984, when it was known more commonly as Spray Control Systems, Inc., Minimizer has grown from a one man, direct sales business model into a nearly 60-person team with an international distribution base.

The products Minimizer offers have also expanded far beyond anything Dick Kruckeberg imagined in the Company's infancy. Besides the most durable, most heavily tested and tortured fenders on the market, Minimizer also offers an array of bracket kits, toolboxes, customized floor mats, LED lights, slick disks and decorated mud flaps for the aftermarket heavy-duty trucking industry.

Innovative product launches such as chrome poly and carbon fiber poly have been industry leading. Minimizer is also proud to announce the new Minimizer Tire Mask product that makes wheel maintenance cost-effective and efficient.

“When I took control of Minimizer, I already knew we had an innovative company that lead the industry in quality and customer satisfaction,” said Minimizer CEO and Chief Visionary, Craig Kruckeberg. “My goal was to capitalize on our superior reputation, create a strong distributor network, build our brand on our incomparable fenders and offer more groundbreaking products. We have accomplished our goals because of our innovative research and development team, our plant workers, the executives, office staff and sales team at Minimizer. They are the backbone to our success and longevity.”

However, Mr. Kruckeberg's leadership should not be overlooked. He has won numerous awards and distinctions from Upsize Magazine for growth and best practices in customer relations, Ernst and Young for entrepreneurship, and Twin Cities Business Magazine for the Company's four-generation commitment to family business. The Company has also been recognized with awards at trucking shows across the country as well as manufacturing and engineering excellence.

“It's not only Minimizer's products and people, but also our Company's dedication to our small-town roots and charitable organizations that I feel have truly made Minimizer a success for the last 30 years,” added Craig.

Indeed, Minimizer has donated thousands of dollars to multiple causes over the years, including Blooming Prairie Boys and Girls Club, Blooming Prairie Fire Department, National Parkinson's Foundation of Minnesota, industry initiative “Back On The Road” and sponsorship of the Heavy Duty Aftermarket Week Distributor of the Year Award.

Other ventures that Minimizer has had its hand in over the past thirty years are involvement in rural business development, mentorships between young and established heavy-duty trucking industry figures and physical growth of their world headquarters and manufacturing facilities in Blooming Prairie, Minnesota. It has been a busy and exhilarating thirty years!



In the next thirty years, Minimizer is committed to continuing a legacy of advancement in the heavy-duty trucking industry and as a growth oriented, small-town and family owned American business.

To outfit your heavy-duty trucks with the best in heavy-duty aftermarket products, go to Minimizer's website and check out the quality product line-ups today.

Leveraging 30 years of manufacturing expertise at its state-of-the-art facility in Blooming Prairie, Minnesota, Minimizer delivers semi truck fenders, heavy-duty truck floor mats and accessories that enhance the performance of all makes and models of over the road trucks, construction vehicles, or agriculture equipment. Check out the "Proving Grounds" video to see Minimizer products in action!

About Minimizer

Enhance and protect your vehicle with Minimizer products. Minimizer heavy-duty poly fenders, bracket kits, toolboxes, custom mud flaps, floor mats and truck accessories are available through exclusive Minimizer distributors. For more information or to contact a distributor, call (800) 248-3855, visit our website or email us at [info\(at\)minimizer\(dot\)com](mailto:info(at)minimizer(dot)com).

Headquartered in Blooming Prairie, Minnesota, Minimizer has been family owned and operated for three generations. Minimizer manufactures its products in the USA and makes everything tough enough to please tough people in a tough industry.

For more information, call (800) 248-3855 or visit <http://www.minimizer.com/>.



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