HOPKINS

Exceeding Expectations in Everything We Do

2014
NEW PRODUCTS PREVIEW

FACTS • INSIGHTS • GROWTH

ALL IN THE
FACTS

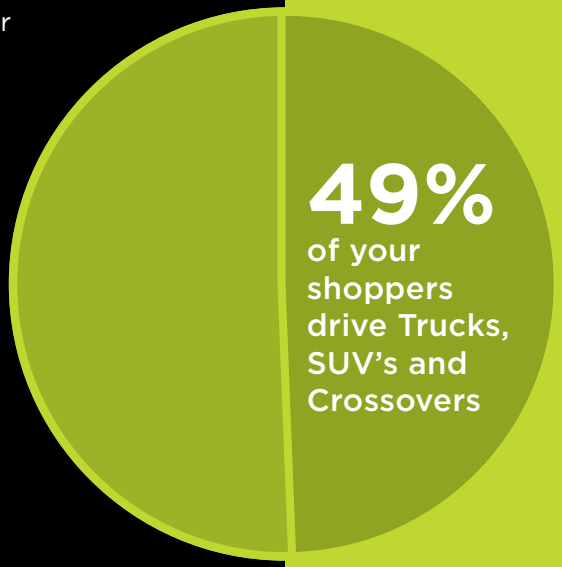
Universal floor mats might be fine for cars, but Truck, SUV, and Crossover owners find these mats really don't fit their vehicles

Consumers are willing to pay up to $200 for a custom set of heavy-duty mats that actually fit their Truck, SUV and Crossover

LEVERAGE THE
INSIGHT

Your Shoppers Are Defecting

Traditional retailers are losing floor mat sales to the direct-to-consumer channel because consumers know that one-size doesn't fit all vehicles



GO GEAR®

GO GEAR®
Everywhere You Go™

Introducing GoGear® Heavy-Duty Floor Mats

Engineered to address the needs of Truck, SUV and Crossover owners

- GoGear floor mats are engineered with the fit, durability and security sought by Truck, SUV and Crossover owners at a fraction of the cost of custom mats. This innovation will help convert your shoppers into satisfied purchasers
- Replace your slowest selling SKUs with GoGear, make some noise, and watch your sales soar!

Stop The Defection

ALL IN THE
FACTS

Your shopper is not looking for another cartoon character from the 1950s

They are also not looking for another zombie sunshade

Most licensed properties have very limited appeal to sunshade shoppers and result in a slow turning SKU

LEVERAGE THE
INSIGHT

Zombies Are So Last Year!

If you knew what fashion sunshade designs consumers really preferred, you could hand-select an assortment that maximized the appeal to your shoppers

Hopkins® has developed and tested new designs that will bring your sunshade sales back to life

GO GEAR®

GO GEAR®

Everywhere You Go™

The Most Innovative Partner In Automotive Sun Protection

Fashion that consistently outperforms the competition

- Our fresh, innovative and on-trend designs have the widest reach of appeal of any sunshade provider in the market ... which will help you increase your sales

- Introducing the first bamboo sunshade ... entirely natural ... naturally more durable ... a great step up sale for discriminating shoppers

Maximize The Appeal Of Your Assortment

and improve turns on every SKU

For more than a century, Mallory® has designed and manufactured innovative DIY products. Over the years Mallory developed a leading position in Canada for snow and ice tools

Their innovative design helped create the automotive window squeegee where they have the #1 position in North America

Hopkins Welcomes Mallory to Our Growing Family of Brands

The Hopkins toolbox just got bigger! The acquisition of Mallory, the leading snow & ice tool provider in Canada, expands the range of products we can offer drivers across North America

Mallory's innovative automotive squeegee range gives Hopkins the widest assortment of glass care tools available

The Best Just Got Better

Hopkins has the largest selection of winter weather tools in the world

- This means that we have the greatest insights into winter weather, the best knowledge about what assortment is right for each channel and customer, and an unmatched capacity to respond to in-season winter storms

- A single partner who can help you become the most effective and efficient retailer of snow and ice tools and glass care products ever

Hopkins ...
Better Than Ever

ALL IN THE
FACTS

Traditional mid-size snowbrushes aren't ergonomically constructed ... resulting in drivers using one hand to clear ice and snow

Some drivers grab the brush head to gain leverage, which damages the bristles, and shortens the useful life of the snowbrush

While driving, road salt and slush accumulate and freeze on your windshield. Wiper blades can become caked with ice and sometimes fail to work when drivers' need them most

LEVERAGE THE
INSIGHT

Your Shoppers Need More Power

A new mid-size snowbrush with two ergonomically designed grips and consumer desired features would be a breakthrough for ease of use

A blade designed to clear ice from wipers creates a safer driving experience and adds additional value for winter drivers

SUBZERO®
SNOW AND ICE TOOLS

SUBZERO
SNOW AND ICE TOOLS

Introducing The Power Series Snowbrush™

The only mid-sized snowbrush with integrated Dual Grip Zones

- A new-to-the-world reversible DUO Blade improves the driver's ability to attack ice or heavy frost from both the driver or passenger side of the vehicle without damaging the bristles
- Integrated Wiper Notches help drivers quickly and easily clear ice and road smudge from windshield wiper blades

Send Your Shoppers On A Power Trip

ALL IN THE
FACTS

Every DIY shopper has spills and a need for an absorbent, but few actually purchase one

A traditional clay absorbent doesn't absorb well or completely remove the slippery residue

LEVERAGE THE
INSIGHT

Because Ooops Happens!

FloTool® has the answer to DIY spills and our new trial size will expand the number of shoppers who buy absorbents

FLOTOOL™

Introducing FloTool High Performance Absorbent™

A tool to grow this market

- Create new users with our trial size that is priced at about a buck
- Step the DIY'ers up to high performance
- FloTool works faster, absorbs better and eliminates slippery work surfaces

25 lb. for Commercial Use

3 lb. Resealable

Trial Size

Save Your Shoppers Half On Every Spill

ALL IN THE
FACTS

Glass care chemicals are popular, but few consumers buy accessories

Matching a specific tool to the various cleaning tasks can help consumers get the job done right

LEVERAGE THE
INSIGHT

Your Market Basket Deserves More Profit!

Merchandising innovative tools with their related chemical solutions will add incremental profit to your shoppers' market basket

rain-x®

Introducing RainX® Glass Care Accessories

Innovative solutions that make each cleaning task easier

- Accessories add profits to every transaction
- Leverage RainX brand equity to promote the cross-sell in your planogram

Bolt On More Profit

The RainX® trademark is licensed property owned by Illinois Tool Works, Inc.

ALL IN THE
FACTS

Large market opportunity, applicable to over 20+ million tow vehicles from 1999-2013

GM tow vehicle owners must purchase a separate adapter when towing with a 4-wire flat trailer that could be lost or stolen

Current OE and aftermarket 7 blade connector lids constantly break due to not opening past 90 degrees

LEVERAGE THE
INSIGHT

Typical Trailer Owners Tow More Than One Trailer

Offering a connector that incorporates both a 7 blade and 4-wire flat combined with Endurance™ grade durability, satisfies a consumer need with large market potential

HOPKINS®
TOWING SOLUTIONS

HOPKINS®
TOWING SOLUTIONS

Expanding The Multi-Tow® Promise

GM Twist-Mount and 4-Hole Mount Multi-Tow Connectors

- Tow several different trailers without rewiring
- Engineered to Endurance™ Professional Grade performance standards

ENDURANCE™
PROFESSIONAL GRADE

Powering Adventure

Exceeding Expectations in Everything We Do

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