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Press quality photos as needed

## Horse Grooming Just Got ***EVEN*** Easier!

Bickmore listened when customers asked for more convenient packaging!

Ann Arbor, MI — Bickmore was the first company to bring Equine Grooming Wipes to the mainstream equine industry. With the unique witch hazel based formula, variety of package sizes and huge disposable towels, it made quite an impression... Word on the street- "Great product... but who makes it?" Bickmore spent the next year gathering information from the dealers, learning what they liked. The following year was spent hearing from the consumer and their unique issues. We were armed with information and spent the next 6 months finding the perfect packaging that addressed all the issues! The end result, **MacWipe Barn Bucket!**

The MacWipe Barn Bucket is Generation III! We combined all the best aspects of Generation I's Trail Pack, Show Size and Stable Size packaging. The new Barn Bucket still features the same great Witch Hazel based formula, the towels are the biggest yet! 10" x 18" towels will clean up even the largest horse. Most importantly, the witch hazel based formula that works so well and is loved by equines, canines and their people too!

So what is new? The Bucket itself is shorter for easier shelf display and tack trunk fit. It features a folding handle for easy toting around the show grounds. With the hook, it will hang off the wall or on a hook quite easily. The towels are pre-threaded for easier dispensing and the label now joins the color-coded Bickmore packaging which in turn provides a much more cohesive "look" when displayed on a store shelf. Best of all, the Barn Bucket provides the retailer with great margins and the consumer with a great product at an excellent value. It is a win-win situation for all involved!

The MacWipe Barn Bucket ships to a dealer prepacked in a case of 4. Suggested retail is \$24.99.

### **About Bickmore**

Established in 1882, Bickmore has a long history offering the equestrian industry premium quality products for a fair price. Bickmore offers four product lines Leather Care, Hat Care, Health Care and the Grooming Care.

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