

For Immediate Release

Contact Rainer Herrmann

rwh@saddlelockers.com

P: +1(248) 630-2050

F: +1(248) 656-5901

SaddleLockers.com

SaddleLockers.com: Sold-Out Success at Equine Affaire-Ohio Facebook GiveAway Contest Continues Through Rolex Three-Day Event

Rochester Hills, Michigan (April 23, 2014) “Absolutely incredible.” That's how Rainer Herrmann of HERCO, LLC, and the founder of SaddleLockers, described the sold-out debut of his revolutionary galvanized steel, foldable vertical lockers at Equine Affaire-Ohio.

Saddlelockers.com introduced its new line of security lockers for saddles and equestrian equipment at Booth #727 during the renowned national equestrian trade show and educational program's April 10-13 run at the Ohio Expo Center in Columbus, which drew an estimated 100,000 attendees.

“We connected with great people and worked every moment of the event. We're exhausted but it was worth it,” Rainer said. Joined by his wife Megan, “the horse person in the family,” the Herrmanns saw every locker unit they had brought from the company's base in Rochester Hills, Michigan, sell out before Equine Affaire was over. “We sold every piece, including our double-door models.”

One Equine Affaire attendee was also chosen to win a custom Apple Lane Equine saddle cover, as part of a giveaway contest hosted by SaddleLockers on its Facebook Page now through the end of the Rolex (KY) Three-Day Event (April 27). Founded in 2013, Apple Lane Equine (applelaneequine.com) offers chic apparel and accessories for the horse and rider with a modern twist to classic style. Two more contest winners received specialty items embroidered with the SaddleLockers logo.

Rainer, whose background is in the Detroit auto manufacturing industry said, “We got a great Western response, including custom saddle makers and Western Dressage riders, and had some very encouraging conversations with several larger horse facilities.”

SaddleLockers offer better security, privacy, ease and quality of equipment storage for today's high performance athletes and are the only foldable steel lockers for horsemen available for purchase in the U.S. The accordion-style

design allows a 180-lb., 71" x 30" x 30", 20-gauge Stationary steel locker to be collapsed in one minute and moved to a new location.

"Shows or barns can be high traffic areas," say the Herrmanns. "SaddleLockers assure no more accidental 'borrowing' or unwanted animals on equipment."

Find SaddleLockers next at the Sponsor Village and International Trade Fair of the Rolex Kentucky Three-Day Event, April 24-27 in Lexington, KY.

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Editors: Images available on request