

Red Kap signs Matt Harris to new series: The Craftsmen

July 6, 2015, Nashville, Tenn. – [Red Kap](#), the world’s largest manufacturer of automotive workwear, has selected Matt Harris of 40 Cal Customs as the second builder to be added to the growing stable of Red Kap Craftsmen. *The Craftsmen* is a video series profiling custom builders who embody the brand’s core values of heritage, craftsmanship and passion. Short, high-energy videos will each showcase a different builder. Viewers will hear their unique stories while seeing the high-performance works of art that earn these Craftsmen a place among this elite group.

Matt Harris first burst onto the custom bike scene when he appeared on [Discovery Channel’s Bike Live](#) TV show. Harris won the show’s viewer poll, marking his introduction into the ranks of elite custom bike builders. During California’s world-famous Born Free event, Harris made another strong impression when he won the first round of [Hot Bike Magazine’s Speed and Style Fabrication Showdown](#). In the hyper-competitive Hot Bike Speed and Style Build-Off, six carefully selected builders were each given a Harley-Davidson power plant. Their mission: to build a ground-up custom motorcycle around the engine. Beyond earning the trophy for Speed and Style, Harris also took home the 2015 Firestone Award, presented by Coker Tire.

Harris was selected to be profiled in *The Craftsmen* series because he is a builder true to his craft, a devoted family man and a hardworking entrepreneur who is passionate about living the American dream. He hails from Alcoa, TN , located near Knoxville.

“Red Kap’s Craftsman series was developed to celebrate individuals that have a passion for building and follow those dreams to build, whether they are an expert or novice craftsman. They are not always professionals - many are weekend builders or hobbyists - but all have an unrelenting aspiration in a job done right, and we want to honor these individuals.”

– **Chris Holcombe**, Vice President and General Manager of Distributor Brands, Red Kap

Red Kap will continue to add more Craftsmen to this program in the months ahead. Each will be chosen based on authentic character, style and commitment to his work. *The Craftsmen* series of videos will be rolling out beginning in August 2015.

Red Kap is committed to developing purpose-built workwear for the automotive world, and to supporting and inspiring craftsmen at all levels throughout the industry.

Visit <http://www.redkapautomotive.com/Distributors> for a complete list of Red Kap Distributors.

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ABOUT RED KAP

For 90 years, Red Kap has been known for the highest quality workwear – everything from work shirts and pants to jackets and coveralls. Red Kap outfits over 16 million hardworking professionals in its comfortable, durable apparel. While the company serves the manufacturing, transportation and construction industries, it specializes in performance workwear for the automotive industry. Red Kap is a division of VF Imagewear, Inc., which is part of VF Corporation, the world's largest apparel manufacturer. Visit redkapauto.com for more information.