



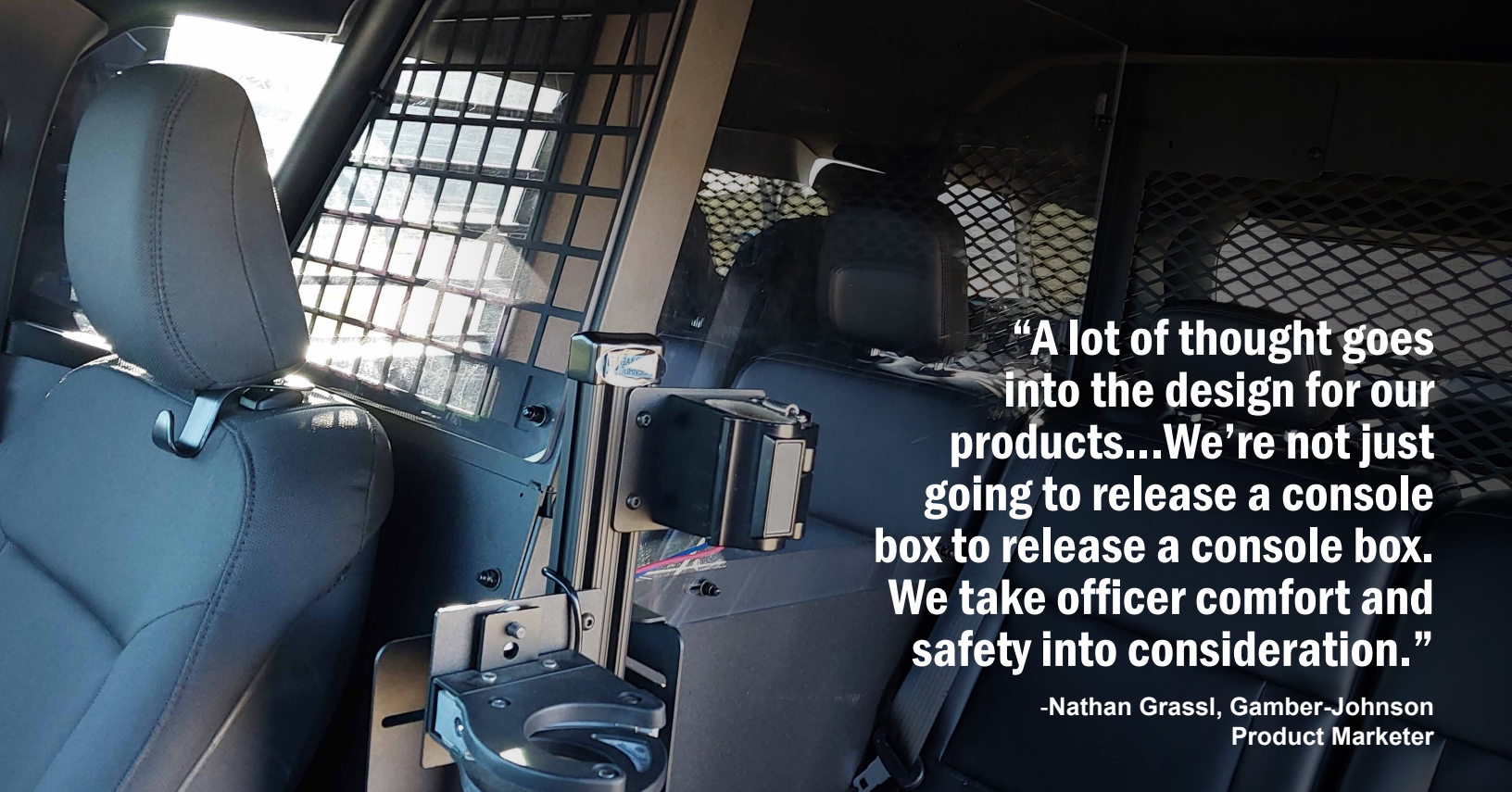
WHITE PAPER

# BEYOND THE DRIVER'S SEAT

Gamber-Johnson expands product offerings to include push bumpers, gun mounts, partitions and more, creating a one-stop-shop for all law enforcement mobile office needs.



**RUGGED. RELIABLE. RESPONSIVE.™**



**“A lot of thought goes into the design for our products...We’re not just going to release a console box to release a console box. We take officer comfort and safety into consideration.”**

**-Nathan Grassl, Gamber-Johnson Product Marketer**

## INTRODUCTION

Starting out as a furniture manufacturer in the 1950s and growing to become a world leader in mounting equipment, Gamber-Johnson has a strong history of innovation and improvement. The company prides itself on being rugged, reliable and responsive, placing the safety and comfort of each law enforcement officer at the center of every product it designs and manufactures in its Wisconsin facility. The law enforcement industry has come to know Gamber-Johnson for its rugged vehicle specific console boxes and computer docking stations and for its reliability and responsiveness – most product is able to ship within three business days after being purchased by an agency.

With such a history of progression, it comes as no surprise then that the company has expanded its portfolio to provide an even wider variety of products to the law enforcement market.

## MOVING BEYOND THE FRONT SEAT

Beginning immediately, Gamber-Johnson will now be offering push bumpers, window guards, window bars, trunk trays, gun mounts and partitions – both passenger and cargo. “We have more than doubled our product list,” says Nathan Grassl, product

marketer at Gamber-Johnson. “We wanted to get out of the front seat, so to speak, and now we have a wider range of product offerings to the customer.”

Push bumpers are available in both steel and aluminum configurations as well as with and without a light bar option. Gun mounts are available in single or dual configuration.

Law enforcement can rest assured that despite the increase in Gamber-Johnson’s product offerings, agencies can still count on the company’s reliability and responsiveness. All new products are covered by a limited lifetime warranty and Grassl notes that product will still ship within three business days. “We’re carrying over the same ‘reliable’ mentality with the new products,” says Grassl. “You’re going to get your console box, partitions and push bumpers all sent at the same time. We are carrying that same lead-time over with the new offerings.”

## THE FULL SOLUTION

But when it comes down to it, what exactly does this product expansion mean for law enforcement? Grassl says law enforcement now has a one-stop-shop for all their mobile office needs.

Previously, the company was finding that customers had to reach out to multiple suppliers for the range of equipment they

needed in the vehicle, something that was taking law enforcement leadership a lot of time. “We wanted to help eliminate time spent on researching and purchasing product,” says Grassl. “Now customers can come straight to us and they can get the docking station, mount, console, console box, partitions, push bumpers, trunk tray and more all from us on one order rather than having to go to multiple suppliers.” This will not only save agencies time when it comes to purchasing product, but it provides them a sense of ease knowing that their equipment comes from one reliable source.

At the core of the new product offerings remains Gamber-Johnson’s focus on the law enforcement officer. “A lot of thought goes into the design for our products,” says Grassl. “We’re not just going to release a console box to release a console box. We take officer comfort and safety into consideration.” Whether an officer needs to access the equipment in the back or type comfortably from their driver’s seat, Gamber-Johnson engineers focus on the comfort and ease with which law enforcement can carry out their day-to-day operations in their mobile office. “It’s important that officers have access to the equipment they need when they need it the most,” says Grassl.