

SPECIAL EDITION ▶ 2005 ROI SHOWCASES

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Vertical barcode on the left edge of the cover.

ROI SHOWCASE

RAM Mounting Systems

RAM MOUNT CASE STUDY

Bofrost

Headquarters: Germany

Line of Business: Food Distributor

VERSATILE AND DURABLE

For the last decade, National Products Inc. (NPI), located in Seattle, Wash., has positioned itself as a global leader in vehicle mounting system design and manufacturing. The creator of the RAM product line, NPI offers the brand of choice for those who want the perfect combination of versatility and durability. Bofrost of Germany is a prime example. A leader in the distribution of food products, Bofrost wanted to integrate mobile computing into its distribution process for increased efficiency. Having found the mobile computers that suited its fleet's needs, it came to NPI for a RAM solution that could take years of abuse yet remain as versatile as the day it was installed. Unwilling to take any chances, Bofrost ordered several kits for evaluation. Over the course of a year, rigorous testing for shock and vibration dampening, as well as the ability to support the weight of the mounted device, took place. In the end, the RAM solution provided by NPI was everything it claimed to be: versatile and durable.

Since no two drivers are alike, the RAM system allows almost infinite adjustability. Putting everything within reach and making it easy to see and use, the mounted devices are the useful tool they were designed to be, and greater efficiency followed. NPI also offers a lifetime warranty, which attests to the great confidence NPI



has in the quality of its products and assures customers that replacing the mounting kits at additional cost would not be an issue. Over 4,000 kits later, NPI is still providing products and support to Bofrost and has forged a relationship that goes beyond simply shipping mounts.

DAS IST GUT

What makes NPI special is the desire to do more. From design to prototyping, tooling, product manufacturing, assembly, packaging and finally shipping, NPI can do it all with an absolute minimum of outside vendors. This focus on self-sufficiency allows NPI to stay on top and set the pace for product development and distribu-

tion. If your company would like to take advantage of our resources and abilities, we welcome the opportunity to serve you.

CONTACT INFORMATION
RAM Mounting Systems

1205 S. Orr St.
Seattle, WA, 98108
Phone: (206) 763-8361
Fax: (206) 763-9615
Cellular Phone: (206) 356-2365
staff@ram-mount.com
www.ram-mount.com