

## PoliceOne as a Communication Channel for Peerless®

*Provides an immediate, cost effective public relations tool to distribute information to the Law Enforcement market*

### Background:

The Peerless Handcuff Company offers a full line of restraints including chain link handcuffs, hinged handcuffs, oversized handcuffs, leg irons, and waist chains. Peerless was founded in 1914 and is now in its fourth generation. It remains a family business committed to producing the finest restraints available. Peerless is a long term client of PoliceOne and has leveraged the PoliceOne Web site and product categories to market their brand as one of leading manufactures of handcuffs.



### Challenge:

As a small, family run business, Peerless looks for efficient, cost effective channels to market its products. They have a wide range of information to disseminate regarding new product and product improvements. In addition, they have used PoliceOne as a channel through which to educate law enforcement about how handcuffs work and how to use them effectively. In 2006 Peerless® issued an Important Safety Notice to announce a voluntary repair program to correct a manufacturing problem. They needed a fast and efficient way to distribute the notice as widely as possible within the Law Enforcement and Corrections community.

### Solution:



In addition, they have used PoliceOne as a channel through which to educate law enforcement about how handcuffs work and how to use them effectively.

Peerless® approached PoliceOne and within two days the notice was distributed to the entire PoliceOne.com membership base. The notice was posted on the home page of PoliceOne and within three product categories, Restraints, Corrections, and Duty Gear. It was also distributed as an important piece of safety information in the PoliceOne e-Newsletter, which is sent three times per week to more than 80,000 police officers.

PoliceOne is a revolutionary tool for distributing information to law enforcement. Prior to the Internet, Peerless® would have been forced to use magazines, trade shows and sales reps to get this critical information else, a process that can take up to several months. According to Peter B. Gill, President, Peerless® Handcuff Company, “PoliceOne has proved to be an excellent resource to help broadcast our bulletins to Law Enforcement...We feel the exposure PoliceOne has given has been critical to our success in the market.”

**Results:**

Not only does Peerless generate a significant amount of traffic through P1 – 7,176 to date. A number of companies, including Daimler-Chrysler, Smith and Wesson, Hiatt-Thompson and several body armor companies have used PoliceOne as an effective communication channel to disseminate information on safety issues or to address safety concerns.

**Customer Testimonial:**

*“As expected, PoliceOne.com proved to be an excellent resource to help broadcast our bulletin. Having the Safety Notice information shown in the various product areas and as part of a membership newsletter has been very effective in spreading the word. Many individuals responding to the notice mentioned they learned of the information from PoliceOne.com. We feel exposure PoliceOne.com has given has been critical in assisting us in our effort to achieve our goal. I would not hesitate recommending other companies to contact PoliceOne.com if they are in the same situation.”*

**- Peter Gill, President, Peerless Handcuff Company**