



**MEDIA KIT**  
2014

**WHACKER**  
TECHNOLOGIES

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June 2014

Dear Public Safety Industry Professional,

We wanted to take the time to introduce you to Whacker Technologies, Inc and our growing line of high end, affordable emergency lights and vehicles products. It is our pleasure to provide you with this media kit that provides you with information about our company.

We take pride in designing industry leading, high quality products with unparalleled customer service and support.

We encourage you to take a moment to review the enclosed information and formulate any questions that you may have that will better help you to understand what sets our company apart. We hope that by getting to know us and our products that you will use our products to outfit your vehicles, providing your department, workers and company with the safety and warning protection that you can count on.

Thank you for your time and interest and we look forward to developing a long lasting relationship.

Sincerely,



Dr. Herschel Kessler  
Founder & President  
Whacker Technologies, Inc



Mr. Ariel Cohen  
COO  
Whacker Technologies, Inc

## ABOUT US

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Whacker Technologies is a manufacturer, retailer and wholesaler of public safety equipment to professionals in a wide range of industries around the globe. The public safety equipment industry which includes vehicle lighting, sirens, clothing and more is growing rapidly and Whacker Technologies is leading the way in providing high quality, yet affordable products with unparalleled customer support.

Founded in 2006, in an apartment with a single grill light, Whacker Technologies is headquartered in Brooklyn, NY where its facility houses its offices and 4000 square foot warehouse.

<b><i>Founded:</i></b>	2006
<b><i>Headquarters:</i></b>	1529 Dean Street Suite 102 Brooklyn, NY 11213
<b><i>Website:</i></b>	<a href="http://www.whackerusa.com">www.whackerusa.com</a>
<b><i>First Product:</i></b>	Traffic Cleaner Grill Light
<b><i>Brands &amp; Divisions:</i></b>	Whacker Technologies Police Lightz Emergency City (Retail Division)
<b><i>Product Lines:</i></b>	Full size light bars Mini light bars Warning Light Sticks Traffic Directionals Deck/Dash Lights Grill lights & light heads Switch panels & control boxes

## COMPANY HIGHLIGHTS

### 2012 Highlights

- Launched 2 new lines of vehicles light bars
- Released Police Lightz 2nd Generation ResQ Mini light bar
  - Released Police Lightz 2nd Generation P4 Gril Light
- Released Police Lightz 2nd Generation PD72 Deck/Dash Light
  - Revamped retail website [www.emergencycity.com](http://www.emergencycity.com)

### 2013 Highlights

- Launched tow truck light bars in two models
  - Released Whacker Verve 2.0 LED Light Bar
- Introduced 9 switch control box for all full size light bars
- Redesigned corporate website [www.whackerusa.com](http://www.whackerusa.com)

### 2014 Highlights

- Launched Whacker Eclipse 180 Degree LED Light Head
  - Released Whacker Verve 28" LED Mini Light Bar
  - Released Whacker SSH116 Compact Siren Speaker
- Launched Whacker Shadow IT Interior LED Light Bar



## COMPANY LEADERSHIP

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Dr. Herschel Kessler  
Founder & President

Dr. Herschel Kessler founded Whacker Technologies, Inc in 2006 with his wife Ms. Nina Kaminsky as a manufacturer of high quality, affordable public safety products.

Herschel, who is a self claimed, “Whacker” began the company out of the corner of his apartment with one product, a small grill light which is now part of the P4 series of light heads. Herschel came to the public safety industry after spending several years as an EMT. After getting married, Dr. Kessler began the business as strictly an Ebay business to help assist him and his wife pay bills while he started medical school.

After only one year into the business, Dr. Kessler and his wife found the business to be profitable and growing quickly. He began looking for a bigger space and short time later, moved operations to a dedicated basement. Then in 2010, Dr. Kessler moved the operations and warehouse space to its current location in Brooklyn, NY. Dr. Kessler currently is responsible for the growth of the company’s two manufacturing divisions and its retail/purchasing division, Emergency City.

Mr. Ariel Cohen  
Chief Operating Officer

Mr. Ariel Cohen joined Whacker Technologies in the summer of 2012. Originally hired to manage warehouse operations, Mr. Cohen now serves as the company’s Chief Operating Officer.

Prior to joining Whacker Technologies, Mr. Cohen served in various management level positions in the retail and hospitality industries. Now with Whacker for two years, Mr. Cohen oversees all daily operations for the company including warehouse, logistics, marketing, sales, product production and distribution.