



# SUCCESS STORY



**PAKMULE**<sup>®</sup>  
CARGO CARRIERS

**Company:** PAKMULE<sup>®</sup>

**Founded:** 2016

**Corporate Office:** New Braunfels, TX

**Industry:** Consumer Goods

**Employees:** <10

Encouraging and inspiring outdoor adventures by simplifying the management of your gear.



## OVERVIEW

PAKMULE's mission is to make packing, loading and managing gear easier so people can get to their outdoor adventures even faster. Founder Kansas Sartin's own frustration with existing hitch cargo carriers was the inspiration for a better user experience and a better product. From the start, PAKMULE has prioritized simplicity, practicality, ease of use and durability in its products. The company has built a growing group of customer-ambassadors who love PAKMULE's high-capacity, lightweight, high-performing and stable carriers.

## CHALLENGES

1

### ANTI-WOBBLE PERFORMANCE

Preventing gear bounce on the backroads was a key differentiator PAKMULE wanted to offer, but the company did not have the expertise to engineer, test and produce a custom lockset that would deliver on its high standards for anti-wobble performance.

2

### ENGINEERING PARTNER

Finding the specialized expertise, a partner equally committed to quality and customer experience, and that was willing to work with a start-up was difficult.

*"Nothing is ever 100% done for me. I'm always thinking about how we can improve our products. LJB is right there with us, continually suggesting small modifications that help us deliver an even better user experience."*

## LJB SOLUTION



PAKMULE connected with LJB founder Luke Boesel and quickly gained trust and respect given LJB's engineering experience specifically in lockset design.



LJB and PAKMULE have collaborated on product innovation remotely for over five years, working with 3D-printed prototype iterations to meet PAKMULE's anti-wobble standards.



Simplicity was a priority: PAKMULE is able to use the same lock and pin component for all of its hitch cargo carrier products which are universal for most vehicles on the market.



LJB handles the low-volume manufacturing, enabling PAKMULE to order on demand when they need them.



*Luke and his team are set up to cater to a company like ours. They are creative, resourceful, and dedicated to helping us pursue our vision. We appreciate how easy they are to work with – very responsive, good with proactive communication, and always ready to get things done.*



— Kansas Sartin  
Founder and President

info@ljbpro.com | www.ljbpro.com

W191 S7733 Racine Avenue Muskego, WI 53150



CALL US:  
855.794.9946