

NEWS OF OUR CLIENTS



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NRA® JOTTO GEAR SELECTS FULL-THROTTLE COMMUNICATIONS AS NEW PUBLIC RELATIONS AND MARKETING PARTNER

NRA® Jotto Gear, creator of the NRA® Home Defense Cabinet, and other licensed NRA products for the home, office and vehicle, has recently partnered with Full-Throttle Communications of Moorpark, CA. As the new agency of record, Full-Throttle's professional creative team will be responsible for all public relations, advertising and marketing efforts on behalf of the company.

"We were looking for an agency that not only had impressive combined marketing and creative talent, but had the right industry experience and expertise to help us take the NRA Jotto Gear brand to the next level," said Curt Hatton, VP of Sales & Marketing for NRA Jotto Gear. "We have an exciting line-up of NRA licensed products to offer our customers in 2014, and we have no doubt that Full-Throttle is the right agency to help us get our message out."

"We were immediately impressed with the innovative products NRA Jotto Gear has to offer, and are truly honored to have been selected as their agency," said Jason Bear, President and CEO for Full-Throttle Communications. "Our driven team of marketing communications professionals is ready to put our expertise to work, and ultimately help grow brand awareness and sales for the NRA Jotto Gear brand."

NRA Jotto Gear offers officially NRA licensed products designed to intelligently store and keep firearms and other gear accessible. Products include the NRA Home Defense Cabinet — a hidden unit that secures 1-2 firearms and provides easy access when and where you need it most. The NRA® Handgun Holster will securely lock up concealed carry weapons when they cannot be carried, and must be safely stowed in your home, business or vehicle. And, the NRA® Cargo Slide, which provides fast access to cargo in a pickup or SUV whether you're at hunting camp, on the job or at the lake. NRA Jotto Gear is an affiliate brand of Jotto Desk, offering computer mounts and docking & mounting stations for mobile professionals as well as being the only Total Solutions Provider for the Public Safety market. For more information about NRA Jotto Gear, visit www.nrajottogear.com.

The team at Full-Throttle Communications is comprised of industry-leading professionals who are masters at creating brand awareness by providing powerful marcom insights, savvy creative solutions and incredibly strong media outreach that gives companies that competitive edge needed to grow their business.

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, and public relations services, contact the agency at 668 Flinn Ave., Suite 28, Moorpark, CA 93021. Telephone: (805)-529-3700 or visit online at full-throttlecommunications.com.

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