



## CUSTOMER CASE STUDY



Kaspar Companies  
Multi-Industry Corporation  
Shiner, Texas  
IRIS Customer Since 2020  
380 Users



### COMPANY OVERVIEW

With over a century of experience, the Kaspar Companies are a group of family-owned businesses that have spanned 20 recessions, one depression, two world wars, oil embargoes, steel shortages and 21 presidential administrations. Starting with a single wire basket, Kaspar Companies has since grown to be the parent company of seven subsidiaries: Ranch Hand Truck Accessories, Kaspar Wire Works, Texas Precious Metals, BEDROCK Truck Beds, Silverback Homes, Horizon Firearms, and Iota Outdoors. A fifth-generation family business headquartered in Shiner, Texas, Kaspar Companies has evolved and expanded into diverse industries while remaining grounded in the founding principles of quality American workmanship and honest business practices.



### USE CASE

Kaspar has nearly 400 employees across seven companies at multiple locations throughout rural South and Central Texas. The majority of their employees do not have a company e-mail address, and some don't use e-mail at all, so Kaspar relies heavily on text messages to communicate regular updates and notifications. IRIS allows KASPAR to target groups within a single company, one company's entire personnel, multiple companies or their entire user list instantaneously.

***"I can attest to how easy IRIS was to setup. It was very easy to learn how to load contact lists and groups, and set up the automation so that our contact list is always up-to-date. What's interesting about IRIS is that the more you use it, the more you want to use it for other things."***

*John Shumaker, IT Director, Kaspar Companies*

### INCIDENT SPOTLIGHT

Kaspar recently experienced a fire at one of their factories. Using the IRIS mass notification platform, they were able to immediately notify employees in that facility and others nearby to evacuate to safety, let others know to stay away from the area, and provide updates in the following days regarding operations schedules.

***"Without IRIS, we would have been facing a much more dangerous situation and a much larger mess."***



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