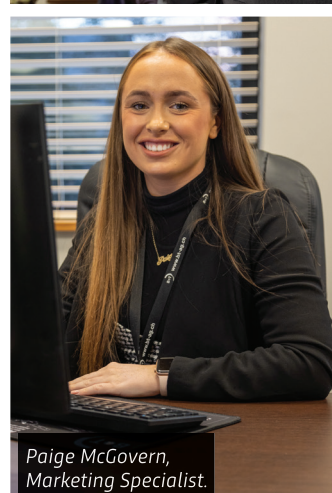
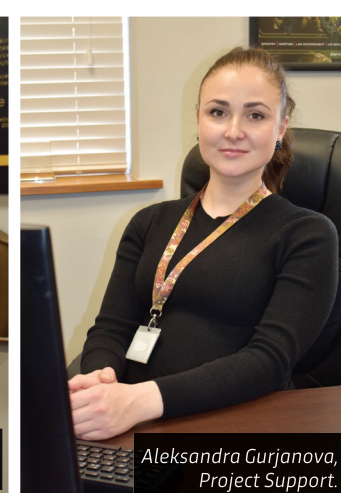


Stephen Roe,
Strategic Director.ASP Hinge
Handcuffs.

THE DANIEL TECHNOLOGIES STORY

Gun Trade World travelled to Dublin to chat with Daniel Technologies owner, Stephen Roe, who looks back on the key moments that defined the company as it celebrates its 20th anniversary in 2022.

Paige McGovern,
Marketing Specialist.Adele Colmey,
Operations Manager.Aleksandra Gurjanova,
Project Support.

“Nobody sells anything in the arms industry – we are involved in system integration, upgrades, project management.”

STEPHEN ROE, STRATEGIC DIRECTOR, DANIEL TECHNOLOGIES

With a background spanning 10 years in the commercial shooting sector, you could say the direction Stephen took establishing Daniel Technologies was no easy task, to set up a global distribution company, dealing with high-level security sensitive products, supplying and servicing police and military organisations across the world. However, as a result of his dedication to learning and building an extremely competent based Team, the Dublin-based office proudly displays plaques and trophies which he and his tight group of dedicated staff have attained from symposiums, training events and customer appreciations – this exhibits a will to succeed and to also stay at the forefront of the industry. The company's consistency within the global supply chain is why many high-class tactical, police and military manufacturers utilise Daniel Technologies skillset to distribute their products.

This year, 2022, is the company's 20th year in business and Stephen reflects on the key moments that have helped to move the company forward during those two decades of growth, developing knowledge of a particularly fast-changing sector and most importantly, customer service.

Developing the process, developing the programme “Nobody sells anything in the arms industry, collectively we are involved in systems integration, technology upgrades and project management,” says Stephen.

“You have to be thinking about the issues your Customer base will be facing two, three or even ten years down the road such as changes in Government direction, policy, working capital, licensing, environmental and the facility to provide real-time customer support.

“The most important programmes now are reducing the equipment weight an Operator carries in their operational duties, whether that's

a soldier or police officer. We are currently working with some fantastic long-term partners such as B&T, First Spear and Armor Source to achieve this.”

“Overnight the whole industry changed,” says Stephen, when asked about the Covid-19 pandemic and how it has affected business.

“Across Europe, there was still a need for essential specialist firearms training to take place – you can't pause such a specialist skillset, but for us it meant there were no new military, correctional or police recruits entering their respective training colleges, so we weren't seeing that phase of entry sales domestically or internationally, leaving us with no control of certain aspects of the business.

“So as a Team we just sat back and said “look, let's just ride this out” as we were in a strong position to do so.

“Looking back over last year, as a company, we were quite fortunate,” continues Stephen. “We experienced some moderate revenue increase in select areas such as ballistic products and large calibre metallic munitions. This is solely down to the people in Daniel Technologies who throughout 2021 concentrated on doing what they do best – providing unwavering customer service,” says Stephen.

The key products

“In the first few years of establishing Daniel Technologies, we identified potential changes within law enforcement and military to include modernisation programs in Europe with regards to Uniforms, Ballistic Protection, Less Lethal Technologies, Control and Restraint equipment,” says Stephen.

“We hit the ground running and like any company in its infancy we made lots of mistakes, quickly learning that you can't do everything. The years 2002 – 2005 were when the learning curve came full circle and a decision was made to direct our strategy and energy to very specific product lines.”

Since then Daniel Technologies has developed, supplied and continue to support some key partners such

as ASP for Batons, Specific Restraints to both Law Enforcement, Military and the Aviation Sector. Defense Technology for 40mm OC less lethal munitions, grenades and training support. Another key company within the Daniel Technologies portfolio is German firearm manufacturer, Carl Walther. “We have supported the adoption of Walther pistols with key national and international law enforcement and military SF,” says Adele Colmey Operations Manager, Daniel Technologies.

The Future

Today, Daniel Technologies has diversified into many markets and is actively seeking partners outside of the firearms category to expand its export footprint. The company will be officially launching its new A4 Directory at EnforceTac 2022 which will be the first specialised event in Europe post pandemic. As a result of EnforceTac running parallel with The Policetrainer Conference, Daniel Technologies feels the event will be an excellent opportunity to meet colleagues, partners and customers once again.

About

Established in 2002, Daniel Technologies is the first choice for diverse specialist requirements that offer reliability and confidence. A company that understands the necessity of its customers and the demands their equipment is required to deliver in theatre.

Daniel Technologies carries a stable of Mission Specific Product lines that includes ASP, Carl Walther GmbH, King Cobra Duty Gear, B&T, Team Wendy, Haenel Defence, Armor Source, U.S. Ordnance, S&S Precision, ParaZero, Streamlight, Vected, Mystery Ranch and First Spear Platforms.

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