

Rafter 4B Brand Book

BUILT BY HORSE PEOPLE. TRUSTED BY RANCHERS.

“We build what we know. We stand behind what we make. And we believe the best products begin with a real problem, solved by someone who has lived it.”



The Baumgartner family behind the Rafter 4B brand.

Our Family Story

Rafter 4B Enterprises grew from the life we've lived, not from a business plan. For decades, our family has raised horses, cared for livestock, competed in rodeos and jackpot ropings, and experienced firsthand the everyday challenges of caring for animals. Mike competed in team roping, while Cindy competed in barrel racing, and together they built a life centered around horses, hard work, and family.

It was during those years that Mike began solving the small frustrations ranchers and horse owners simply accepted as "the way things are." One of those frustrations became **The Original Panel Bucket™**.



The History of the Rafter 4B Brand

Long before Rafter 4B Enterprises became a business, it was our family's livestock brand.

More than 30 years ago, Mike and Cindy Baumgartner created and registered the **Rafter 4B** brand to represent their family's livestock and the values they believed in. The "4B" stands for the four members of the Baumgartner family: Mike, Cindy, Justin and Jess.

The two rafters above the 4B symbolize more than a roofline. They represent the strength, stability, and foundation of a family built on faith, hard work, honesty and treating people with respect.

Over the years, the Rafter 4B brand became a familiar mark around our ranch. It represented responsibility, pride of ownership, and a commitment to doing things the right way. Those same values continue to guide every decision we make today.

When Mike began inventing practical solutions for everyday ranch problems, there was never any question about what name those products would carry. The family brand that had represented our livestock for decades would now represent our work as well.

Today, every product bearing the Rafter 4B name is a reflection of our family's reputation. It is our promise that the product was created from real experience, built with care, and made to solve problems for people who work with horses and livestock every day.

The Rafter 4B brand is more than our logo. It is our family's name, our values, and our commitment to standing behind everything we make.



What We Believe

Rafter 4B is built on values that buyers can understand, dealers can trust, and investors can recognize as the foundation for a scalable product company.

- **Work honestly.** Do what you say you will do, and stand behind the product.
- **Solve real problems.** Every product should justify its place by making a job easier, safer, cleaner, or more efficient.
- **Respect the customer.** Ranchers, horse owners, feed stores, and dealers know the difference between a useful product and a gimmick.
- **Build for the long term.** The goal is not one quick sale. The goal is a trusted product line and a lasting family brand.
- **Stay close to the work.** The best ideas come from paying attention to ordinary frustrations.

Product Philosophy

Rafter 4B products begin with a question: “What problem do people keep putting up with because nobody has built a better answer yet?” The company is not interested in products that only look good on a shelf. The goal is to create equipment that earns trust through repeated use.

The Original Panel Bucket™ reflects this philosophy. It is not a generic bucket with a new label. It was designed around a specific livestock-panel problem, with practical hanging options and a purpose-built approach to everyday use.

Every feature of **The Original Panel Bucket™** was designed with a purpose. The integrated detent pin system provides a secure connection to livestock panels, while the included American-made Mustang® mounting strap offers a second mounting option for horse trailers, stalls, fences, and some temporary pens. Thoughtful design means creating practical solutions that work wherever horse owners need them.



Meet the Inventor: Mike Baumgartner

Mike Baumgartner has spent decades raising horses, working around livestock, and competing as a team roper. He is the kind of person who notices when something does not work the way it should, and then figures out how to make it better.

The idea for **The Original Panel Bucket™** began with a problem Mike knew firsthand. Like many horse owners, he was tired of tying ordinary feed and water buckets to panels with bailing twine or the unsecure hook over kind. The set up either looked makeshift, or the buckets could be pushed off by curious horses, and once they landed on the ground, they could be stepped on and broken.

Mike believed a bucket used on livestock panels should actually be designed for the panel and withstand a curious horse.

So he created a cleaner, more secure solution. **The Original Panel Bucket™** uses detent pins to hold the bucket firmly in place, helping prevent horses from knocking it off the panel. It also includes a secondary strap mounting option, which Mike uses to hang the bucket from the horse trailer and portable stalls when traveling to rodeos and ropings.

The bucket was not invented in a corporate office or created to fill a product catalog. It came from real experience and a simple belief:

There had to be a better way.

That is the Rafter 4B way: **Inventive, useful, trustworthy, and proudly made in the USA.**



Why We Make It in America

We understand there are less expensive ways to manufacture products. For us, choosing to manufacture in America wasn't just a business decision, it was a values decision. We'd rather build a product we're proud of than simply build the cheapest product possible.

Our buckets are proudly manufactured in **Oregon**, and our **Mustang® mounting straps are manufactured in Texas**. Keeping production in the United States allows us to work closely with our manufacturing partners, monitor quality throughout the production process, and make improvements quickly when needed.

When you purchase a Rafter 4B product, you're buying more than a bucket. You're buying a product designed by horse people, built with pride in the United States, and backed by a family that stands behind its work.



The Original Panel Bucket™

The Original Panel Bucket™ is the first signature product under the Rafter 4B brand. It introduces the company's product promise: practical design, ranch-tested usefulness, American manufacturing, and everyday reliability.

Why it matters: Feed stores and agricultural retailers need products that customers understand quickly. Livestock owners need tools that make chores easier. Distributors need products with a clear point of difference. **The Original Panel Bucket™** speaks to all three.

More than a bucket, it's a purpose-built solution. **The Original Panel Bucket™** was designed to stay securely mounted, look professional, and perform wherever horses and livestock are cared for, from the ranch to the rodeo.



Early Support & Product Evolution

When **The Original Panel Bucket™** was first introduced, Mike brought the original prototype to local ropings and events like the Bulldogging Shootout, where horse owners, competitors, and friends were among the first to put it to use. Their enthusiasm for the idea confirmed that there was a real need for a better panel bucket.

The original design was a larger bucket intended primarily for water. As horse owners began using it, Mike realized that while it worked well for water, horses had to reach farther down than he liked when eating grain. So he designed a second, smaller bucket that was more comfortable for feeding while keeping the same secure mounting system.

Over time, the 14-quart bucket proved to be the favorite because it works equally well for both feed and water. Even so, Rafter 4B still owns the molds for the original larger bucket and is happy to produce it for distributors or customers who prefer the added capacity. It's another example of Mike's philosophy: build practical products that fit the way people actually use them.



Building for the Future

Rafter 4B Enterprises is being built as more than a single product business. Our vision is to grow a family owned company known for designing practical, American-made products that solve everyday challenges for horse owners, livestock producers, and ranch families.

Every new product will reflect the same values that inspired **The Original Panel Bucket™** thoughtful design, dependable quality, and real-world functionality. By protecting our brand, strengthening relationships with dealers, and continuing to solve practical problems, we are building more than a product line. We are building a trusted name that customers return to and proudly recommend.



Why Dealers Choose Rafter 4B

Easy to Sell

- Customers understand the product in seconds.
- Demonstrates easily on a livestock panel.
- Clear advantages over ordinary panel buckets.

Built to Last

- 100% Made in the USA.
- Secure detent pin system.
- Includes a Mustang strap for additional mounting options.
- Backed by the people who invented it.

Built for the Future

- Family-owned business.
- Additional products already in development.
- Consistent brand identity.
- A company committed to solving real ranch problems.

Built for the horse. Designed for the customer. Trusted by the dealer.



Rafter 4B Enterprises is building practical products with a family name behind them, a working-life story inside them, and a long-term vision ahead of them.

Thank You

We appreciate the opportunity to share our story, our products, and our commitment to solving real-world problems for horse owners and livestock producers.

Whether you're a dealer, distributor, or customer, we'd welcome the opportunity to work with you.

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Built by horse owners. Trusted by horse owners. Proudly Made in America.