

GATOR frameworks

ourbrand

Gator Frameworks was developed by musicians and audiophiles that are passionate about their gear. Every stand must meet the scrutiny of the product designers that "yes, this is the one I would choose to buy and use on stage, at work or in my home".

From the get go we wanted to do something new, something that looked sleek and that worked better than anything out there in the market today. From this ideology was born what we call our iD series, which is truly a new stand line from the ground up and is our iD in the market. This series incorporates clean lines that allow them to easily be stored and look elegant when in use. All the mechanisms were diligently thought through and tested to ensure they not only looked great but they worked in a way that was natural and easy to use.

At the core of all Gator Frameworks product design is the mission for it to be easy to operate and to hold up to extensive use. The handles, knobs and mechanisms are designed to operate in the most instinctive way and to feel comfortable in your hand. Our goal is to humanize every product. We utilize only the best of materials and have added attributes from the inside out such as thicker extrusion and anodized parts to every product to ensure that they will sustain the rigors of the field.

In the end our mission is to create products that you do not have to worry about. Products that do their job so that you can focus on what you are passionate about: your music.

The focus of Gator Frameworks is to ensure that every point that you operate your stand feels comfortable in your hand and functions smoothly. Every latch, clutch, knob and lever has been researched and designed around your hand to protect it and to make it smooth to operate. Functionally every stand is designed to operate as simply and natural as possible. Fine details like matte finished surfaces are a deliberate step to make the stand less intrusive on its environment whether at home or on the stage.



We support your music... literally.