

The ShoreStation® Story

Celebrating over 50 years of passion for boating, ShoreStation® boat hoists and dock systems are recognized worldwide for their top-quality design and construction. A division of Midwest Industries, ShoreStation boasts a vast line of docks, hoists and accessories that allow landowners to create a customized “lakefront system” that beautifully enhances the recreational flexibility of their property.

Midwest Industries was founded by the late Byron Godbersen in 1954, who first found commercial success with his Bolster Hoist, an underbody wagon hoist used to tilt a grain box to empty its contents. Sales of the Bolster Hoist grew quickly, sparking the development of several other farm-related products. As the 1950s drew to a close, Byron’s growing passion for boating, combined with his inventive thought process, produced what would eventually become the first ShoreStation Boat Hoist.

Designed at Godbersen’s quiet Minnesota lake home, the ShoreStation Boat Hoist debuted at the 1959 Minneapolis trade show and was quickly established in the marketplace as the industry standard. Featuring a geared winch raising a cantilevered platform, the ShoreStation design was significantly more refined than other boat hoists of the time.

Turning his focus to boat trailers, Byron developed and patented the Godbersen Lift, which he incorporated into the first ShoreLand’r boat trailer in 1971. Byron’s innovation made launching and loading boats quicker and easier than ever before. Since then ShoreLand’r has grown to be one of the most recognized names in the trailer business, selling more than one million boat trailers by 1998.

In 1998 the innovative ShoreStation Dock was added to the line. Able to be used with an accompanying boat hoist or alone, the ShoreStation Dock improved on existing dock systems by combining state-of-the-art materials with an innovative modular design that is easy to deploy, sturdy and allows owners to add features such as lights, bench seating and more. As a result, each ShoreStation Dock becomes a customized lakefront system for the owner, and continues to provide value years down the road due to its virtually unlimited ability to be customized to meet changing needs.

ShoreStation continues to innovate today with the addition of the new Floating Dock, which offers consumer multiple accessory and custom layout choices that provide maximum versatility. All ShoreStation and ShoreLand'r products are built in Midwest Industries' state-of-the-art Ida Grove, Iowa, facility. It is here that dedicated workers carry out all phases of the manufacturing process, from the purchase of raw materials to selling the finished products. This end-to-end approach to manufacturing underscores Midwest Industries' commitment to delivering products with the consistent level of innovation and quality that have defined the company since 1959.