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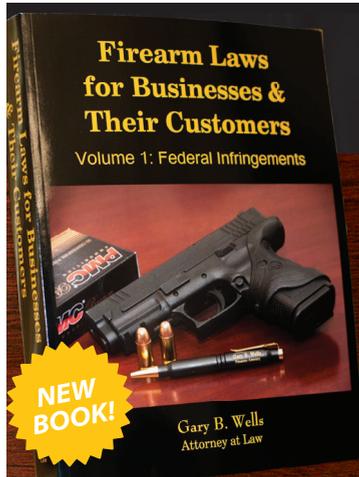


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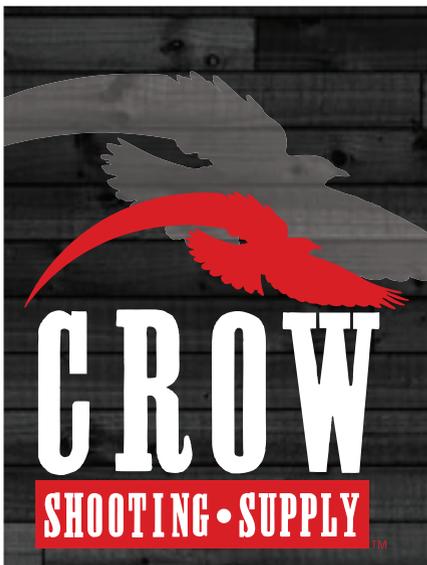
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EDITOR'S NOTE



Participating on three teams, FMG Publications' Russ Thurman, Jade Moldé and Randy Moldé met with a combined 20 congressmen during the Fly-In.

A Day On Capitol Hill

By Jade Moldé

With record-breaking participation, the Ninth Annual NSSF Congressional Fly-In, held April 12–13, was a resounding success for the industry. In this vital election year, the industry exhibited widespread support for the purpose of the Fly-In: the opportunity to meet with U.S. senators and representatives and present the industry's key legislative priorities.

This year, Fly-In attendees met with elected officials directly, rather than their staff members. It was a shift from previous years, which shows lawmakers recognize the importance of our industry and its legislative/regulatory priorities. Furthermore, even though anti-gun/anti-industry Congressional voices are carried throughout the airwaves, there are Congressmen who are committed to preserving America's hunting and shooting heritage.

Days prior to the Fly-In, NSSF released the findings from the "2016 Firearms and Ammunition Industry Economic Impact Report," which revealed the industry's economic impact had soared from \$19.1 billion to \$49.3 billion (an increase of 158%) since 2008. Industry executives highlighted this

impressive growth in discussions with members of Congress during the Fly-In. *SI* will present additional conclusions from this report in a future issue.

FMG Publications had three representatives at this year's event: *SI* Publisher Russ Thurman, VP of Business Development Randy Moldé and myself. Like your business, our company has a vested interest in the continued success of the industry and the importance of attending events like the Fly-In is not lost on us.

Next month, we'll present full coverage of the NSSF Congressional Fly-In in *Industry News*.

Have You Taken The Safety Pledge?

Welcome to National Safety Month, also known as June. With it being National Safety Month, it presents a good opportunity for you to connect with your customers and communicate the importance of firearm safety. You've likely heard of Project ChildSafe and the "Own It? Respect It. Secure It." (ORS) initiative. Have you done anything to promote this worthwhile program in your store?

NSSF has made it exceedingly easy for your store or range to get involved and support this successful program. Your involvement can range from downloading the ORS logo and adding it to your website or social media page (or even to mailers) to displaying it in a window or on the counter. There's no "set" minimum or maximum participation level, it's whatever you're comfortable with. Being proactive and involved in the industry's safety message is beneficial, it can help sway those "in the middle" to hold a more favorable view of the industry as the election draws near. It's hard to argue against gun safety, and it benefits everyone when our industry has a unified voice on this issue.

In addition to the ORS initiative, NSSF offers a variety of new-shooter-friendly safety resources and videos — which you can easily share with your customers as well. Keep in mind, promoting safety in your store provides another way you can build trust with both experienced and first-time consumers.

As always, if you have a comment on this column or on anything else you read in *SI*, send me an email at editor@shootingindustry.com. 

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LETTERS TO THE EDITOR

Browning And Kimber's Quality Service

Recently, I had two similar situations that involved contacting a gun manufacturer: One was Browning, and the other was Kimber. Both of them jumped right in and resolved the situation with personal attention and in a timely manner. I couldn't have asked for more, and they both deserve (and will continue to receive) my business and accolades. They are what make America great.

FOREST LEDOUX
Molalla, Ore.
Via *GUNS Magazine*

Editorial Coverage Boost

We're overwhelmed with Massad Ayoob's generous support of our product, and we'd like to continue to spread the good word about our product as well as support those who spread the good news and information within the firearm industry.

Since the appearance of "Predicted Personal-Defense Hits From SHOT Show" (*Personal Defense Market*, April 2016), we have gained over two-dozen new dealers as a direct result of your coverage. Thank you for placing Racking Assist in such a prominent location in *Shooting Industry*. 🇺🇸

RUSS HOFFKEN, VP/INVENTOR
Racking Assist LLC
Chesterfield, Mo.

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- Power Bedding
- Marksman Adjustable Trigger
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- Threaded Barrel (8306, 8314, 8312)

Item#	Caliber	Capacity	BBL		Your Price
8306	22LR	10+1	18"	Compact	\$262 ⁹⁹
8323	22M	9+1	18"	Compact	\$240 ⁹⁹
8314	17HMR	9+1	18"	Compact	\$262 ⁹⁹
8312	17HMR	9+1	18"	Full Size	\$262 ⁹⁹

Predator



- Black Matte Finish
- Moss Green Composite Stock
- Free Floating Threaded Barrel
- Marksman Adjustable Trigger
- Power Bedding

Item#	Caliber	Capacity	BBL		Your Price
6972	243	4+1	22"	Full Size	\$345 ⁹⁹

Ranch



- Black Matte Finish
- Flat Dark Earth Composite Stock
- Free Floating Threaded Barrel
- Marksman Adjustable Trigger
- Power Bedding

Item#	Caliber	Capacity	BBL		Your Price
6965-RUG	223	5+1	16.1"	Full Size	\$345 ⁹⁹

All Weather



- Matte Stainless Steel Finish
- Black Composite Stock
- Free Floating Barrel
- Marksman Adjustable Trigger
- Power Bedding

Item#	Caliber	Capacity	BBL		Your Price
6926	22-250	4+1	22"	Full Size	\$413 ⁹⁹
6928	223	5+1	22"	Full Size	\$413 ⁹⁹
6933-RUG	22-250	4+1	22"	Full Size Left-Hand	\$379 ⁹⁹
6935-RUG	223	5+1	22"	Full Size Left-Hand	\$379 ⁹⁹



Don't miss out! These prices are valid until 6/30/2016 and supplies are limited to quantities on hand.



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NASGW Rebrands To Boost Two-Step Distribution Message

The National Association of Sporting Goods Wholesalers (NASGW), the association representing shooting sports wholesalers, manufacturers and their trade partners, is proud to announce a new look. The rebranding effort commences with the launch of a new logo and “Wholesale Trust” tagline. With this effort, NASGW is emphasizing the importance of the two-step distribution services offered by wholesale companies. The organization also announced plans to unveil a revamped online presence through websites and social media campaigns.

“Many who’ve been involved in the industry for a long time are familiar with the NASGW Expo, which has become the top industry event each year for conducting business,” said Kenyon Gleason, NASGW president. “But outside the Expo, NASGW works hard to represent the business interests of members in a variety of other ways, through business training, education and advocacy. Our wholesale members provide countless services to retail clients, making a huge impact on the success of their businesses. We just haven’t always done a great job of telling the story and importance of wholesale distribution in the sales channel. That’s going to change.”

“Outside the Expo, NASGW works hard to represent the business interests of members in a variety of other ways, through business training, education and advocacy.”

— KENYON GLEASON, NASGW PRESIDENT

The new NASGW brand and logo speaks to the heritage, strength and longevity of the organization — the bold red text of the logo represents the strength of NASGW, while the banner and tagline “Wholesale Trust” is the base supporting all that the brand and heritage of the organization stands on.

“We’re excited about the new look and our new messaging,” Gleason said. “It’s true, you can put your trust in the wholesale distribution model and our wholesale distribution members because it’s as



effective today as it’s ever been.”

NASGW members and partners are encouraged to use the new logo on their websites and in marketing their involvement with the organization. Visit www.nasgw.org and click the “Resources” tab to download the logo and branding guidelines.

Effort To Protect Business Owners

NASGW announced it would be joining the National Association of Wholesaler-Distributors (NAW) and over 100 other national and state organizations to support legislation encouraging the U.S. House of Representatives and Senate to oppose, or to at least improve, the Dept. of Labor’s proposed changes to regulations governing which employees must be paid overtime. These regulations would impact any business owner — including NASGW wholesale, manufacturing, sales and service members.

The bill in question is H.R. 4773, the Protecting Workplace Advancement and Opportunity Act (and a corresponding bill in the Senate). This bill would require the U.S. Dept. of Labor to perform a detailed impact analysis prior to implementing changes to the exemptions for executive, administrative and professional employees (the “white collar exemptions ding”) under the Fair Labor Standard Act’s overtime pay requirements.

“We strongly encourage you to submit comments on this important issue. The public comment process is the last chance to have an impact on the proposed new overtime regulations. While NAW has submitted comments, it will be far more meaningful for federal officials to hear directly from NASGW member businesses that will be negatively impacted by the new regulations,” NASGW said in a press release.

To send comments to the Office of Management and Budget (OMB) and your members of Congress, visit a “grassroots portal” set up by the Partnership to Protect Workplace at www.protectingopportunity.org/take-action and click the “Business” button.

Cabela’s Outdoor Fund Supports Project ChildSafe

Thanks to an \$80,000 grant from the Cabela’s Outdoor Fund, NSSF has announced it will make Project ChildSafe gunlocks and safety education literature available to all 50 state fish and wildlife agencies in 2016. This grant to the Project ChildSafe Foundation has resulted in 52,000 cable-style locks to be provided to state agencies, as well as firearm safety literature, infographics, pledges and a DVD containing five gun safety videos. NSSF will supplement the grant with additional gunlocks and literature for state agencies.



“We could not be more appreciative of this generous grant made possible through the Cabela’s Outdoor Fund and for their support for our Project ChildSafe program, which provides genuine firearm safety education and can help save lives,” said NSSF President and CEO Steve Sanetti. “State agencies and hunter education instructors regularly ask for Project ChildSafe locks and literature, and now, thanks to the Cabela’s Outdoor Fund grant, we can help meet that demand for firearm safety materials.”

“As a firearms retailer, Cabela’s has always made safe firearms handling and storage a top priority,” said Scott Wanetka, VP of Cabela’s Outdoor Fund. “We’re proud to support the Project ChildSafe program and the important work that is being done to keep firearm safety top of mind through the distribution of gun locks and safety education materials.”

Visit www.nssf.org,
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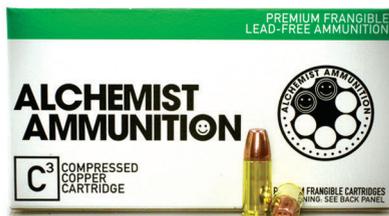


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IWA OutdoorClassics 2016 Posts Record Exhibit, Attendance Numbers

The 2016 IWA OutdoorClassics event, in its 43rd year, set a new participation benchmark over last year's numbers. This year, 1,455 international exhibitors (up from 1,379) and 45,530 trade visitors/dealers (up from 41,748) were in attendance.

Occupying 10 exhibit halls at Exhibition Centre Nuremberg, Germany, the IWA hunting, shooting, outdoor and security trade fair was held March 4–6. Eight of 10 exhibitors and almost two-thirds of trade attendees traveled from other countries to the event.

Germany, the U.S. and Italy accounted for the highest numbers of exhibitors from among 56 countries. Specialist dealers visited from as many as 120 countries, with most representing EU nations.

"As organizers, we're not just delighted by the ongoing expansion of the



IWA OutdoorClassics overall, as it celebrates its fifth decade; we also welcome the evenly distributed growth over the three key exhibition segments of Target Sports, Nature Activities and Protecting People," said Thomas Preutenborbeck, director of exhibitions at NürnbergMesse.

The next IWA OutdoorClassics will take place March 3–6, 2017 at Exhibition Centre Nuremberg. The annual event, organized by NürnbergMesse, is sponsored by VDB (Association of German Gunsmiths and Gun Traders) and JSM (German Firearms and Ammunition Manufacturers Association).

Visit www.nssf.org/govrel

CRKT Launches "Forged By War" Program

Inspired by RMJ Tactical's Ryan Johnson and his work with combat veterans with post-traumatic stress disorder (PTSD), CRKT has launched the Forged By War program — introducing three new tools designed by veterans. This program works with these veterans to design and forge custom tools, and 10 percent of CRKT's net sales from the program will go toward the veterans' charities of choice.

"CRKT cares deeply about our returning veterans, and we saw a way to give back to the community that created them," said a CRKT news release.

The first three tools being offered include the Clever Girl, designed by Austin McGlaun of Columbus, Ga. It's an upswept fixed-blade tactical knife featuring an injection-molded, glass-reinforced nylon handle and a MOLLE-compatible sheath for multiple carry options. McGlaun has chosen the Green Beret Foundation as his charity.

The Sangrador ("bleeder" in Spanish) features a 5.5-inch dual-edged SK5 steel



CRKT's Forged By War program honors returning veterans by working with them to design mission-ready tools. Here, Austin McGlaun holds the Clever Girl, a fixed-blade knife he designed as part of this program.

dagger-style blade with a non-slip G10 handle and MOLLE-compatible sheath. Its designer Darrin Sirois of Fayetteville, N.C., has selected Purple Heart Homes as his charity.

The Birler tactical pack axe, designed by blacksmith and Vietnam vet Elmer Roush of Brasstown, N.C., features a blade forged from 1055 carbon steel with a hickory handle. Roush's charity is also the Green Beret Foundation.

Visit www.crkt.com

Leupold Awarded Denver SWAT Contract

Leupold & Stevens Inc. announces the Denver Police Department (DPD) has chosen to outfit its SWAT team with the new Leupold Carbine Optic (LCO).

“To receive the confidence from a unit such as Denver SWAT is a testament to the performance and reliability of the Leupold Carbine Optic. No one takes more pride in contracts such as this than the American employees who build these optics right

here in Oregon. Knowing that our optics are relied on by American heroes helps drive our focus on making the most durable product on the market today,” said Bruce Pettet, president and CEO of Leupold & Stevens.

Designed to meet the demands of the world’s elite forces, the LCO was developed with real-world input from consultants such as U.S. Special Forces veteran Kyle Lamb. The waterproof and fog-proof LCO keeps the controls below the line of sight, and is notable among red-dot optics for its field of sight.



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GrovTec Moves Into New Location

GrovTec US Inc., a manufacturer of slings, sling swivels and other firearm accessories, has announced a move to a larger location after sustained long-term growth. This is the fourth time the company has moved into a larger facility since its inception in 2006; in April, GrovTec completed its move into a new



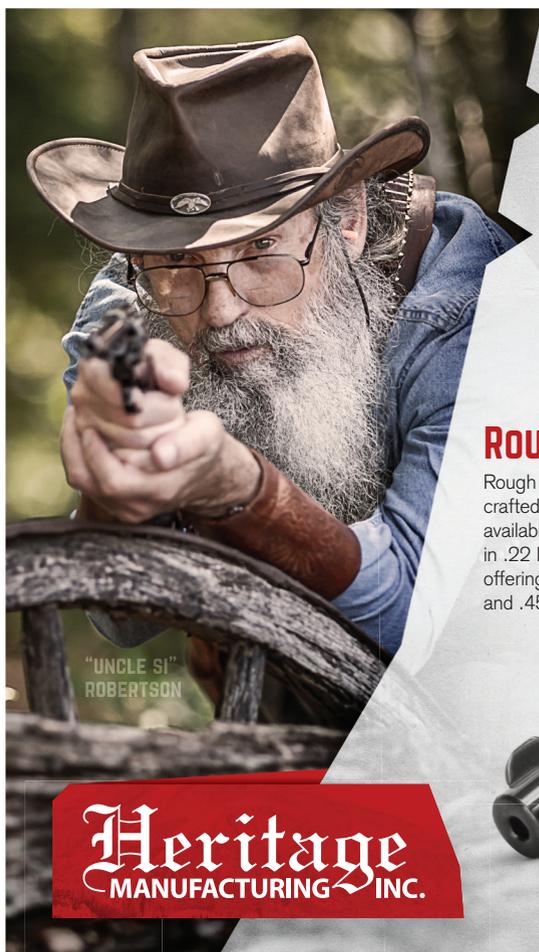
68,000-square-foot facility in Wood Village, Ore.

“These are exciting times for us,” said Kim Graham, GrovTec VP of sales and marketing. “Our new facility improves our efficiency and even gives us additional

room for further business development. We also have a great team of dedicated employees that have worked hard to make this transition smooth with limited disruption for our customers.

GrovTec’s new facility uses Lean Manufacturing principles and promises to give the original manufacturing equipment a long-term home, according to GrovTec officials.

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CAA USA, developer and manufacturer of advanced firearms accessories, has completed its move to a new, state-of-the-art facility in Pompano Beach, Fla. The CAA product line includes advanced light and laser devices, bipods, handgrips, Picatinny rail systems, tubes, butt stocks, cheek rests, nonlethal personal protection and the patented RONI pistol-carbine conversion.

“The new facility provides us with ample room for expansion of our product line, better access to major transportation hubs and the ability to modernize how we operate and go to market,” said retired IDF Lt. Col. Mikey Hartman, CEO of CAA International and CAA USA.

As part of a new sales and service initiative, CAA USA is now shipping orders within 24 hours on all products in stock. This new policy is available for individual online purchases, as well as dealer purchases.



In conjunction with CAA’s move into a new facility, the company announced it would offer 24-hour order turnarounds. This new policy is available for individual online and dealer purchases.

Multiple new products from CAA USA are now shipping to retailers and distributors across the country. Several new RONI models were scheduled for release around mid-2016, including the RONI with Stabilizer Brace, the RONI Civilian and the Micro RONI and Micro

RONI with Stabilizer Brace. They were preceded by the Hartman MH1 Reflex Sight, the first product from Hartman Ltd.

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Federal Premium Garners Telly Awards

Federal Premium Ammunition, a Vista Outdoor brand, recently received two bronze 2016 Telly Awards for its Fusion and Black Cloud television commercials that showcase the performance of both products.



BLACK CLOUD FS STEEL

Federal Premium was awarded a Telly Award for its “So Do The Ducks” TV commercial, which advertised the company’s Black Cloud line.

Federal Premium won the awards for its “Fusion Freight Train” (Fusion) and “So Do The Ducks” (Black Cloud) TV commercials in the Multi-Market Cable — Sporting Goods category.

“These ads highlight the outstanding performance of our market-leading deer and waterfowl products. Our creative team did an outstanding job of delivering a powerful technology message in these exciting new ads,” said Jason Nash, Federal Premium’s marketing director.

The award-winning commercials can be viewed on Federal Premium’s YouTube channel.

The Telly Award is the premier award honoring outstanding film and video productions, web commercials, videos and films and local, regional and cable TV commercials and programs. The 36th Annual Telly Awards received more than 13,000 entries from all 50 states and five continents.

Visit www.federalpremium.com

ATA Survey Breaks Down Archery Participation

Archery participation in America climbed about 14 percent from 2012 to 2014, boosting the number of archers to 21.6 million (9.2 percent of U.S. citizens 18 and older), according to a recent study commissioned by the Archery Trade Association (ATA).



The nationwide survey, conducted in February and March 2015 by the research firm Responsive Management of Harrisonburg, Va., scientifically sampled Americans 18 and older. The study followed up on a similar ATA-sponsored survey by Responsive Management in January and February 2013 that found 18.9 million Americans involved in archery.

The increase in archery/bowhunting participation mirrors a growth in federal excise taxes (FET) collected from the

sales of bows and arrows between 2012 and 2014 through the Pittman-Robertson Act (Federal Aid in Wildlife Restoration Act). Those FET totals rose from \$44.38 million in 2012 to \$55.13 million in 2014.

The ATA’s 2015 study also found 78 percent of archery participants were male (16.85 million) and 22 percent were female (4.75 million). That means male participation increased while female participation dipped since 2012 (69 percent male, 31 percent female), with younger males making up much of the increase.

Fun and family influence are the biggest drivers of archery activity — as many as 93 percent of archers shoot just for fun. A little over half that number (48 percent) shoot in preparation for bowhunting, while 9 percent practice for competitive shooting. Both target shooters and hunters by far prefer compound bows.

“Even if people are casual about archery or bowhunting, they still have fun shooting their bows, and they’ll likely remain in our market,” said Jay McAninch, ATA president and CEO.

Visit www.archerytrade.org



REPEATING ACTION, REDEFINED.



Vista Outdoor Named Top Dealmaker

Vista Outdoor Inc. was recently named Dealmaker of the Year by the Association for Corporate Growth (ACG) Utah for its acquisition of CamelBak Products LLC, which is driving growth in the company.

Vista Outdoor acquired CamelBak last August for \$412.5 million, subject to a customary working capital adjustment, utilizing cash on hand and borrowings under its existing credit facilities.

“Our acquisition of CamelBak helps strengthen and expand Vista Outdoor’s presence in the outdoor sports and recreation market. The Beehive State is an epicenter for individual outdoor recreation; that’s why we located our corporate headquarters here. Our mission is to bring the world outside, and that starts right here in Utah,” said Mark DeYoung, Vista Outdoor’s chairman and CEO.

“It certainly is exciting to see deals such as Vista Outdoor’s CamelBak transaction, and the direct impact that it has on our



state economy in igniting further growth,” said Katina Curtis, president of ACG Utah.

The mission of ACG Utah is to promote the professional and business interests of its members by providing access to knowledge and business opportunities through networking, communications and forums related to both internal and external growth.

In choosing Vista Outdoor for the award, ACG Utah reviewed the middle-market M&A (mergers and acquisitions) transactions that occurred in Utah during 2015, seeking deals that involved Utah companies, capital providers, lenders and advisors.

Visit www.vistaoutdoor.com

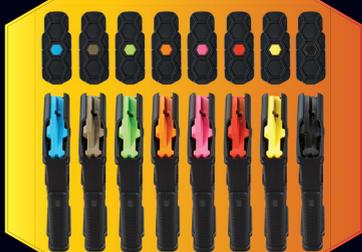
Brite-Strike Adds Patents, Looks To Expand Markets

Brite-Strike Tactical Illumination Products Inc. announces two new patents on the APALS (All Purpose Adhesive Light Strips) and a third on the Flexaton BIL safety baton.

“These three new patents, along with our pending patents and trademarks, give our company an IP portfolio that is unheard of for a company our size,” said Glenn Bushee, president and CEO of Brite-Strike.

Brite-Strike has patents and patents pending on over 90 percent of its product offerings.

“APALS Light Strips represent a strong part of our growth strategy, and issued utility patents, along with the fact that NSNs (national stock numbers) have been assigned, assure Brite-Strike is the sole source provider to the Department of Defense (DOD,) and keep knock-off artists out of the market,” Bushee added.



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APALS light strips provide LED light for up to 200 hours in a light strip no thicker than a credit card. Brite-Strike considers APALS to be a next-generation replacement for chemical light sticks, an estimated \$60 million business in the U.S., with both military and commercial applications.

"We believe the market for APALS is somewhere between \$85 million and \$125 million annually. With strong patents in place, we will now be looking for

OEM co-branded partnerships in all sectors that make sense," Bushee said.

"Our Flexaton BIL (baton integrated light) is another unique, patented product in our line-up, with growth potential in both domestic and overseas military and law enforcement markets," Bushee said.

Visit www.brite-strike.com

Spirit Of Blue Awards Two LE Safety Grants

The Spirit of Blue Foundation has awarded a Safety Equipment Grant to the Holbrook (Massachusetts) Police Department (HPD) in the form of a mobile data terminal (MDT) solution for use by the department's motorcycle traffic officer.

The grant, valued at \$3,625, provides a Panasonic ToughPad, along with a wireless modem and detachable keyboard, to aid the officer's communication, report writing and investigative work, primarily while on motorcycle duty, but also during patrol-car duty in the winter months.

"This device will provide much needed information instantaneously to the officer who is assigned to the motorcycle traffic division, which will allow him to perform his duties more efficiently and safely," said HPD Chief William Smith.

The Spirit of Blue Foundation also awarded a Safety Equipment Grant to the Lanesborough (Massachusetts) Police Department (LPD) in the form of Automated External Defibrillators (AED). The AEDs will be carried in the department's patrol cars in the event an officer experiences a cardiac event, and

also will be available for use with local residents. The grant, valued at \$3,953, provides two Philips HeartStart AEDs, along with waterproof cases and extra



sets of adult pads to extend the use of the units.

"These devices will most likely help save a life one day, and we'll have the first responders, being Police and Fire as well as the Spirit of Blue Foundation, to thank for that," said LPD Chief Tim Sorrell.

Funding for both grants was provided by a gift from The Dunkin' Donuts & Baskin-Robbins Community Foundation (DDBRCF), a nonprofit organization that assists communities in meeting basic needs, including safety. The DDBRCF has enabled Spirit of Blue to make 17 Safety Equipment Grants throughout New England, at a total value of over \$100,000. Since 2011, the Spirit of Blue foundation has awarded 39 grants to agencies valued at over \$200,000.

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New Serial Number Tracking System Benefits Vendors

Kinsey's announces it is now offering serial number tracking capability to participating manufacturers, making it the first distributor in the archery industry to implement this technology.

The serial number tracking process allows Kinsey's to receive a product the manufacturer has identified with a unique serial number, check it in to distribution inventory and record the sale to a specific retailer. This creates a database

of acquisition and disposition, which in turn allows Kinsey's to provide support to its vendor partners by supplying information that assists them in resolving MAP compliance issues. Serial number tracking also aids vendors in offering directed warranty support to the retailer and consumer.

"Kinsey's is a leader in our industry with many benchmark processes, one of which includes individual product serial number tracking which helps protect existing dealers from unauthorized sales," said Scott Lee, president of Killer Instinct.



Vendors interested in participating in the serial number tracking program should contact Keith Arnold, Kinsey's purchasing manager, at (717) 653-9074, ext. 3041 or karnold@kinseysinc.com.

Visit www.kinseysinc.com

Outtech Partners With Brandlive To Enhance Product Training

Outtech Inc. has announced a partnership with Brandlive, a web-based platform for branded live video. This partnership will benefit Outtech and its over 2,600 independent dealers, distributors, buying groups and mail-order catalog businesses.

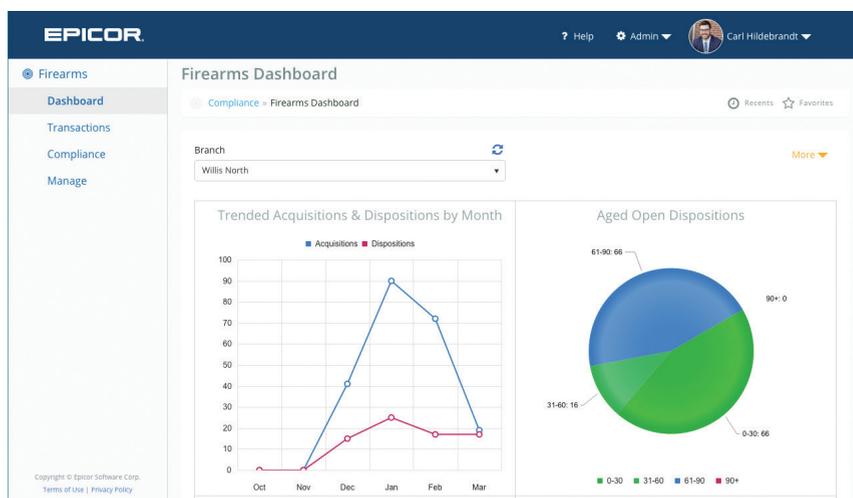


"Live video is already proving to be one of the most revolutionary tools we could have asked for," said Outtech President Jay Scholes. "It's very exciting to be able to get the best product experts and personalities in front of key audiences in such a scalable, yet personal way. With everything from product development to commerce now moving at such a rapid pace, Brandlive is exactly what we need, at exactly the right time."

With Brandlive's platform, Outtech plans to expand their retail associate education programs, increase direct engagement with their retail partners and bridge communication gaps traditionally found in manufacturer-to-consumer distribution channels.

"Outtech has clearly proven to be a pioneer in sales and marketing for the outdoor industry, and we are extremely happy to be partners with them and all the great brands they represent," says Mac Howard, VP of strategic partnerships at Brandlive.

Visit www.outtech-online.com,
www.yourbrandlive.com



Epicor Introduces Software To Streamline A&D Recordkeeping

Epicor Software Corporation, a global provider of industry-specific enterprise software to promote business, and Orchid Advisors announced the general availability of the Epicor FFL Compliance Manager application to help firearms dealers simplify and streamline the process of complying with today's complex and evolving gun laws.

With the assistance of Orchid Advisors, Epicor developed the Epicor FFL Compliance Manager application to reduce compliance burden on FFLs by automating and streamlining A&D recordkeeping. The software can be used by entities of any size to help them stay compliant and serve customers more efficiently. With a browser-based approach, the Epicor FFL Compliance Manager can be accessed from virtually any device and location with an Internet connection — which eliminates the need for costly hardware or IT support.

In addition, Epicor FFL Compliance Manager includes tools and notifications that allow FFLs to closely monitor their ATF compliance. A "one-click" self-audit tool supports 24x7 audit readiness by quickly packaging selected data required by ATF agents. FFLs can also run ATF compliance reports on demand and review bound book activity quickly and easily via dashboards.

"Maintaining a bound book is a critical part of running a successful firearms business," said Mike Vause, sporting goods manager at Smith & Edwards Co in Ogden, Utah. "Epicor FFL Compliance Manager automates and manages these tasks so that I can focus on the core elements of my business — such as buying and selling guns, improving customer service and increasing sales. And, to top it off, the software is unbelievably easy to deploy and use!"

Visit www.epicor.com,
www.orchidadvisors.com



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NEWSMAKERS



A. Melville

BIG ROCK SPORTS

Names President

Andy Melville has been promoted to the newly created position of president of Big Rock Sports. Melville will oversee the daily operations of shooting sports, fishing and Canada divisions, as well as customer service, marketing and chain sales.

Melville began his career with Big Rock Sports in the mid-1980s. Over the next 18 years, he worked for other companies including Polaroid and Disney. In 2006, he returned to Big Rock Sports as VP of sales. Since then, Melville has held various executive positions, most recently as president of Big Rock's Canada division.

"This promotion recognizes the many contributions Andy has made to Big Rock Sports over the years. His experience and demonstrated leadership will allow Big Rock to continue to execute our 'Customer-First' culture throughout the company," said Ed Small, CEO of Big Rock Sports.



C. Flack

IWI US

Appoints CEO

Casey Flack is now CEO for IWI US. He was formerly the company's national L.E. sales manager. He first joined IWI US in 2013 after working with OMB Guns and retiring from 18 years of L.E. service. He has previous department experience with the Patrol Division, Firearms Training Unit and the Tactical Unit of the Lenexa (Kansas) Police Department.

"Since Casey joined IWI US in late 2013, he has been instrumental in creating and growing the law enforcement division, as well as providing training and continual support to our sales team, retailers and agencies. His dedication and tireless efforts in growing the brand are evident in our phenomenal success and reflective in the direction of our sales growth," said Michael Kassnar, VP of sales and marketing of IWI US.



J. Luna

PELICAN PRODUCTS

Selects Product Director

Pelican Products has appointed John Luna as director of product management for Commercial/Government Markets. In this position, he will focus on the case solutions part of the business. Luna's career, which spans more than 19 years, has seen him in various management and product development positions with companies like Oakley, ASICS America and ENI-JR286. He most recently served as director of product development at SKLZ, Pro Performance Sports. Luna holds a bachelor of science degree from Loyola Marymount University.

"As we continue to expand in our core markets, John's product management expertise will translate into accelerated introductions of new products and services for these demanding markets," said Stephan Corti, president, commercial/government division, Pelican Products.

CAMFOUR

Announces Promotion

Bill Howe has been promoted to Camfour's executive team as VP of operations. He will oversee purchasing, marketing, sales and customer service. Having worked more than 36 years in the firearms industry, Howe's knowledge and experience will be key to Camfour's future growth.

"On behalf of our management team and the owners, I would like to congratulate Bill on his well-earned promotion," said Malcolm Getz, shareholder and CEO of Camfour.

CANNON SAFE

Announces New VP and Manager

Cannon Safe announces the promotion of Peter Danielson to VP of marketing and customer experience. Danielson, who joined the company in 2015, has more than 20 years of management, marketing and leadership experience with small- and mid-sized organizations, as well as Fortune 500 companies. He holds a B.S. in Business Administration from the University of Wisconsin at La Crosse.

Cannon Safe also welcomes Rose

Tiliakos, its new Marketing Manager. She brings with her nearly 20 years of in-store and corporate-level retail experience. Tiliakos holds a Master of Business Administration (MBA) from Nova Southeastern University.

"Pete has brought a wealth of industry and marketing knowledge to the Cannon Safe brands. Additionally, the support he will receive from a seasoned expert in Rose will be extremely beneficial as we continue to target new consumer segments," said Aaron Baker, the CEO of Cannon Safe.

FERADYNE OUTDOORS LLC

Names CEO

Todd Seyfert is FeraDyne Outdoors' new CEO. He brings more than 20 years of experience in the outdoor and hunting industries to the position. Seyfert has extensive background in general management, sales, marketing and product development. He had previously worked at Vista Outdoor, Magnum Research and Bushnell Outdoor Products.

"We are excited to have Todd join our FeraDyne family. He has a proven track record and brings a wealth of outdoor

products expertise to the team," said Peter Shea, chairman of Feradyne.

INTERSTATE ARMS CORP.

Announces New Sales Director

Gary Wheaton has joined Interstate Arms as its new sales team director. In this newly created role, Wheaton will be responsible for strategic planning, new program implementation and leading IAC's sales and marketing efforts. He brings over 30 years of sales, leadership, and business development experience from within and outside the firearms industry. Wheaton served in the U.S. Air Force as a pilot and the U.S. Army National Guard Mountain Warfare School as an instructor. He holds degrees from Norwich University and The Massachusetts School of Law.

MASTERPIECE ARMS

Hires Sales Manager

MasterPiece Arms announced the hiring of Amy Graves as its national sales manager. In this position, Graves will be responsible for developing programs to increase sales for distributors and dealers. Before joining MPA, Graves had worked for Bond Arms Inc. 

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www.AndersonRifles.com



PERSONAL DEFENSE MARKET

Basic Security In Your Store

By Massad Ayoob

If you're a gun shop owner — which you likely are if you're reading *SI* — you should already be aware a gun shop, like a jewelry or drug store, is a “high value target” in the eyes of some criminals. Stolen jewelry and other valuables will rarely fetch more than a nickel or a dime on the dollar from a “fence.” However, guns (like prescription drugs) can be sold on the black market for *more* than their intrinsic value. The greed of criminals overcomes logic, so if someone were to ask, “Who would be dumb enough to try to rob a *gun* shop?” he or she might be surprised by the answer. It's simple: Yes, there are thugs and psychos stupid enough to go into gun shops and start shooting. It's worth identifying a couple basic steps to enhance security at your store. We can infer some by looking at the examples below.

In Shawnee, Kan. (Jan. 2015), four thugs attempted the armed robbery of a women-oriented gun shop called She's A Pistol. In the ensuing shootout, owner Rebecca Bieker's husband John was hit. Effective return fire wounded three perpetrators and ended the gunfight, but John Bieker didn't survive. Four men were charged with murder. Anti-gunners might use this case as an argument for why robbery victims should just meekly comply to ensure their own safety. Reality indicates otherwise. Near Fort Worth, Texas (Dec. 2014), clerk Eric Peterson at Military Gun Supply was the victim of an execution-style murder at the hands of an armed robber after he complied.

In another incident, two gunmen entered a pawn and gun shop in Arkansas (Dec. 2014) and began shooting. An older lady behind the counter managed to shoot both offenders with a five-shot snub-nose .38 revolver. The felons fled, and were apprehended later at a local hospital. An investigation concluded the criminals had planned to murder every store employee and then loot the shop of guns and other valuables.

We also have to consider incidents arising from other motives.



Keeping a gun staged safely out of sight can be an added layer to your store's security plan.

In the Midwest, a seemingly normal man started an argument with a clerk in a gun shop and became enraged. He drew a hidden handgun and shot and wounded the clerk. The clerk reacted swiftly and decisively: He drew his own .40-caliber auto and shot the would-be murderer dead, saving his life and subsequently recovering from his own serious gunshot wound.

In January 2016, the *New York Daily News* reported, “A customer's anger over a \$25 fee at a Mississippi gun store erupted into a deadly family shootout that left the shop's owner and his teen son dead on Saturday. When police arrived at McLemore Arms in Pearl River County, they found owner Jason McLemore, 43, and his son, Jacob Edward McLemore, 17, dead on the floor. Next to them was 29-year-old customer Michael McCool, who had serious gunshot wounds. His father, Audy McCool, 64, was also wounded with life-threatening injuries, but was able to walk around and speak with officers, Pearl River County Chief Deputy Shane Tucker told the *Daily News*.”

What can we make of all this?

Open Carry vs. Concealed Carry

A basic step you can take to protect your store is to carry a firearm, but should you carry open or concealed? There are advantages and disadvantages to each, and some of the general arguments on this issue apply in the gun shop environment. Certainly, an exposed handgun can be a deterrent. It's the same in the store as it is on the street: We'll never be able to know how many felons decided not to attempt armed robbery when they saw a pistol on the hip of their intended victim, and determined a quick-draw contest for keeps was a higher-stakes game than they wanted to play.

However, there's a certain type of criminal bold enough to conclude if they move first, the gun on their victim's hip will be just one more to steal later. Thus, the best answer might be carrying a

handgun concealed and one in a secure, but fast-to-access, exposed holster.

Let's look at two cases — both, if memory serves, from Indiana — in which criminals disarmed open-carrying gun shop owners. In one, the two perpetrators had scoped out the shop beforehand and noted the proprietor carried an openly-holstered pistol, an HK P7. On the day of

There's a certain type of criminal bold enough to conclude if they move first, the gun on their victim's hip will be just one more to steal later.

the robbery, they got the drop on him at gunpoint, took his gun out of the holster, and marched him toward a back room. Realizing there was a high likelihood he was about to be executed, the owner

grabbed an S&W .357 he had staged on a shelf. After picking up the revolver, he spun and neutralized both gunmen. One went down trying to shoot him with his own HK, which wouldn't go off: the criminal had apparently failed to fully activate the unfamiliar P7's squeeze-cocking mechanism.

In another example, a thug noticed the proprietor was carrying a Colt .45 auto in an open holster on his hip. Posing as a customer, he asked for something on a shelf behind the shop owner. As the owner turned his back to retrieve the item, the criminal reached over the counter and snatched the pistol from his holster. The startled owner turned to see the subject pointing his own gun at him and pulling the trigger. It did not go off because the owner had carried it cocked and locked, and the criminal had not yet figured out the thumb safety.

PDM

The owner dove for a revolver he had positioned under the counter near the cash register, and prevailed in the shootout that followed.

There are some lessons we can glean from the cases mentioned in this column:

- 1 An open-carried gun can be snatched by a criminal. If you're open carrying in your store, consider some type of fast access security holster.
- 2 Being able to reach a backup gun can be a lifesaver, as it was in the two cases in the previous section.
- 3 A pistol "proprietary to the user" — such as the unusual squeeze-cocking HK P7 and the on-safe 1911 — can buy a disarmed Good Guy time to execute a Plan B ... but only if there's an alternate plan in place to execute.

Off-the-body options can be successful for you as well. Loaded guns staged within reach have sometimes allowed lone storekeepers to prevail against multiple armed robbers. If you Google Lance Thomas, a watch shop owner in Los Angeles, you'll see this plan has worked and allowed him to survive multiple fatal shootouts with armed robbers. It also worked (as a fallback) for the two Hoosier gun shop owners mentioned above. However, the shop must balance the risk of an employee or customer's child being able to sneak behind the counter and access a loaded, staged firearm.

Carrying the backup gun on the employee's person — which is at once instantly accessible to him or her, but inaccessible to unauthorized hands — might be the best bet to ensure safety at your store. The problems are real. The options are multiple. It's up to the owner to determine his or her own shop's threat profile, and the abilities of his or her staff, and tailor emergency plans and equipment accordingly. ⑨

Editor's Note: How does your store handle security? What plans do you have in place in the event of an emergency? We want to know about it so we can inform other dealers to safeguard their store. Send an email to editor@shootingindustry.com.

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OUTDOOR MARKETPLACE

Trending In The Right Direction

By Taylor Smithfield

If you missed Big Rock Sports' 2016 State of the Outdoor Industry Report, you may not know retailers are more interested in selling black powder this year than they were last year. Or more advertising dollars are going toward targeting Hispanic/Latino and senior citizen demographics. Or retailers consider the 2016 presidential elections a greater cause for industry concern than they did this time last year (okay, no real surprise there).

Based on survey results from over 650 outdoor sporting good retailers located in the U.S., Big Rock's State of the Outdoor Industry Report reveals where the average dealers stand when it comes to sales and marketing. With last year's number to compare and contrast, the survey creates a helpful picture of developing trends and technology so you can gauge where you line up. Let's take a look at the areas that give you the most return on your investment.

Optimistic Sales Forecast

The report shows several promising growth trends that bode well for the industry thanks to a swell of forward-thinking dealers (I'd like to think *Outdoor Marketplace* had a hand in encouraging these progressive behaviors as well!). Technology changes at an astonishing speed, so if you're familiar with what's currently out there, you'll be primed for exciting developments as they come (instead of funding advertisements in your local telephone book, which up-and-coming generations regularly mistake for biodegradable booster seats).

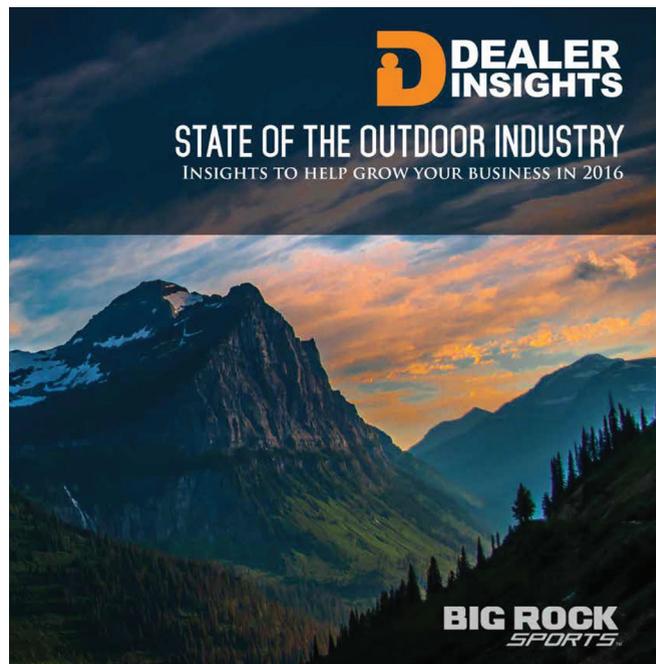
Retailers are significantly more optimistic this year about their sales forecast. Seventy-seven percent feel confident their sales will either remain the same or improve, while last year 66 percent felt this way (even with looming concerns like increased government regulations and the upcoming presidential election). This is largely thanks to investments in social and mobile marketing. Seventy-two percent of retailers reported that social media made an impact on their store traffic and sales!

Going Digital

This year, social media marketing outstripped its long-time competitor, print marketing, with 81 percent of retailers relying on social media and 56 depending on print ads to promote their store. This is a significant flip from last year, when 61 percent of dealers preferred print over the 58 percent who advertised online.

Unsurprisingly, 100 percent of retailers rely on Facebook to increase sales. Twenty-four percent are on Twitter, followed closely by 23 percent on Google+ — with Instagram and YouTube trailing at 18 and 12 percent, respectively. The survey doesn't reveal exactly *how* retailers are using these platforms to advertise (for that discussion refer to the March 2016 column) but the results are still very promising.

However, it would be ideal to see more retailers take advantage of Instagram and YouTube this year. Not only does Instagram have more users than Twitter, but an Instagram user is more likely to make a purchase than a Twitter user. According to Iconosquare's 2015 Instagram study, 62 percent of Instagram users follow brands and businesses. Countless transactions originate on the often-underutilized app. Plus, photos of your products will always be



more compelling than text describing them.

YouTube is also a goldmine of leads thanks to targeted ads, which reach your desired audience based on factors like age, gender, location and interests. While creating a video advertisement is more costly and complicated than posting a 140-character Tweet, videos are a very convincing sales pitch (refer to the May 2015 column). Thanks to targeted marketing, you can reach more of the right customers with less effort and expense. On the flip side, TV advertising is costly, untargeted and may miss consumers who fast-forward through commercials or simply don't have cable (a growing subset).

The least amount of retailers (8%) are using mobile marketing, which hopefully will change throughout this year. Mobile marketing utilizes some amazing features like location-based advertising. Have you ever received a notification on your phone from Walgreens for 99-cent Kraft Stove Top Stuffing Mix just as you were driving past the pharmacy? That's the magic of location-based advertising.

You can even utilize this kind of technology within your store to notify shoppers of deals as they walk your sales floor. (Be on the lookout for more discussion on this topic in a later column.)

Retailers are slowly inching (a 3% increase) toward cementing an online presence with their own website (71% currently have a website). An encouraging number (40%) plan to launch a website this year and it would be a smart move to use marketing analytics to track visitor behavior (see "Arm Yourself With Analytics" in last month's column). Surprisingly, the majority (72%) of retailers have no way of tracking visitors to their site, which means they lack data to make informed marketing decisions, greatly hampering their return on investment.

While the report reveals areas needing some improvement, there are several significant leaps forward in the right direction. In danger of sounding like a bragging parent, I'm impressed with your growth. Let's keep trending upward!

Visit www.bigrocksports.com

Kestrel Meters Partners With Ballistic App

Ballistic Advanced Edition, a top-rated iPhone app from Peak Studios, has partnered with Kestrel Meters to integrate Bluetooth capability with the handy range companion. Ballistic app not only offers highly-accurate ballistic calculations but now it interacts with Kestrel's 5 Series and DROP products. Users can access real-time atmospheric conditions to calibrate their shooting solutions from any location with a single in-app purchase of \$19.99.

"Ballistic Advanced Edition was created by an avid shooter for avid shooters," explains Peak Studios CEO, Shaun Steingold. "It's consistently the number-one ballistic app in the Apple App Store for good reason — it delivers actionable information that helps improve accuracy."

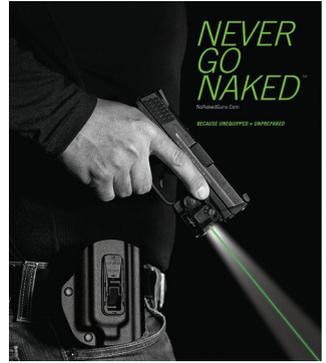
If you already own the current version of Ballistic, then you know it calculates trajectory, windage, velocity, energy, lead and bullet flight time as well as atmospheric conditions such as temperature, barometric pressure, humidity and altitude. Advanced features include Mil-Dot and MOA rangefinder with head-up display capabilities, full-size charts, reloading companion, precision target log and an optional HUD for mounted firing.

Visit www.kestralmeters.com, www.ballisticapp.com

Viridian Introduces "Never Go Naked" Brand Campaign

Viridian revealed their new campaign — Never Go Naked — at SHOT Show 2016 to educate dealers on the importance of selling accessorized firearms to new customers. To ensure you "never sell another naked gun," the laser sight manufacturer is providing training, including a video series, to both you and your customers. The campaign aims to make dealers more confident during transactions so customers are more likely to purchase add-ons that improve their skill as well as your bottom line.

"Never Go Naked is a simple message: Do not overlook accessories when either selling or purchasing a new firearm," says Viridian director of Marketing, Mike Dinndorf. "For example, a Viridian laser sight not only can mean the difference between life and death in a target acquisition



situation, but it also can be an extremely useful training tool at the range for gun owners to visually see and understand muzzle awareness. If this type of dialogue is not occurring between dealer and customer, the Never Go Naked campaign is designed to start that conversation." 

Visit www.nevergonaked.com

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ARMS & THE WOMAN

New Facility Focuses On Multi-Layered Approach

By Lisa Parsons-Wraith

Personal protection plans can never be “one size fits all.” Each woman needs to establish her own protection goals and the lengths she’s willing to go to in terms of lethal force to protect her home, her family and herself. Every woman needs a variety of defensive tools at her disposal to achieve these goals, ranging from weapon retention and grappling skills to pepper spray and firearms. Dealers across the country are working hard to provide women with firearm training and personal defense products, and, in the process, changing their business model to create a personal-defense facility for multiple disciplines.

Premier Shooting & Training Center (PSTC) in West Chester, Ohio, is the vision of General Manager and Co-Owner Jim Lentz. A former Marine M.P., Lentz is a martial arts instructor, as well as firearm instructor with numerous certifications. “Our primary objective is to teach people how to defend themselves,” Lentz stated. To that end, he recently opened a 30,000-square-foot shooting and training facility, which sports a 20-lane shooting range, 4,000-square-foot retail area, a martial arts dojo, VIP lounge, café, classrooms and meeting rooms.

Incorporating a martial arts dojo into a shooting facility is a fresh take on personal defense. “My goal is to give people options,” Lentz noted. Some people aren’t comfortable with firearms, but still want to defend themselves, so they sign up for a martial arts self-defense class, he said. “Once people understand how to really defend themselves, they see the parallels of both options,” he noted.

Premier Shooting & Training offers women-only classes as well as co-ed classes. The women-only classes are significant,



Smiling students after a range session is a common sight at PSTC. Hosting women-only classes gives dealers an inside track on developing this growing customer base.

because “it’s important for women to feel a sense of comfort, and women-only classes help alleviate intimidation” Lentz said. Classes include Women’s Self-Defense where women are taught how to defend, attack and escape an assailant among other defensive techniques.

PSTC also offers martial arts for the whole family, with kid’s karate classes, martial arts like JKDU/MMA for the Street, Kenpo, and Muay Thai conditioning. Their Shootfighting class combines disciplines, teaching students a fighting system that involves boxing, kickboxing and karate on the martial arts end of the spectrum. Weapons’ training includes learning the art of the firearm, cane and knife, weapon retention and fundamentals of marksmanship. This class also incorporates Hojutsu, an integrated fighting system that blends the use of firearms with martial arts.



ASP KEY DEFENDER

Pinpoint A Training Niche

Though the training facility only opened in February 2016, Lentz has noticed a trend among women. “The typical track record we’re seeing now is women come in for the CCW class and then see what else we have to offer,” he said. “Women are much more willing to accept they need additional training. They start with handgun foundations, then take women’s self-defense, then buy a handgun and range membership.”

Premier Shooting & Training offers a holster certification course; it allows patrons to draw from an approved holster so they can conduct live fire training in the shooting lanes. As a result, Lentz said he and his staff are currently on a fact-finding mission to create a niche holster market in their pro shop — including a

variety of holsters women can use with ease. So far, some of the holsters he has found include Raven Concealment Systems’ IWB holster, Blade-Tech’s OWB holsters and the Sticky pocket holster for .380s. “We try to have a broad spectrum of holsters based on design and price,” Lentz said.

Awareness, prevention and defense are the foundations of training at PSTC, and Lentz said he is a firm believer in a multi-layered approach to defense. For women who aren’t comfortable with a firearm or who can’t carry one for some reason, Lentz recommends pepper spray batons like the Key Defender or Palm Defender from ASP. This



STICKY HOLSTER SM-1 SMALL

product is excellent for women because it gives a distance weapon with the pepper spray, while the baton is a close-up defensive option.

The Future Of Self-Defense?

The “try before you buy” philosophy is also a huge part of the firearm side at PSTC. Firearms training classes include the opportunity for students to try out and shoot various firearms. Lentz said women have responded well to S&W M&Ps and GLOCK 19s as guns they can learn to shoot and then decide if they want to move on to something else. “The SIG P938 seems to be a nice model,” he noted, adding it’s easy to shoot for women with small hands and the slide is easy to manipulate.



SIG SAUER P938

The response for Premier Shooting & Training Center has been very positive, according to Lentz. “People seem to get they can pick and choose from a variety of self-defense options to fit their needs and comfort level,” he noted. Martial arts gives people a defensive foundation, and from there they can explore other personal-defense choices ranging from lethal to non-lethal. This combination of training may well be the model for the self-defense facility of the future.

Hidden Heat

Women looking for a bellyband-style holster will want to check out Hidden Heat holsters from Miss Concealed. Available in a variety of configurations, these holsters can accommodate both small- and large-framed firearms. The firearm is held securely in place by retention straps and an adjustable Velcro closure allows for a custom fit. A patent pending support system incorporated into the elastic provides optimal support to the firearm. All models include extra pockets for magazines and cell phones. Available in black in standard models, and black and natural in lace models, Hidden Heat bellybands are a discreet and comfortable on-the-body carry option. All of the Hidden Heat holsters allow for either right- or left-hand draw. **SI**

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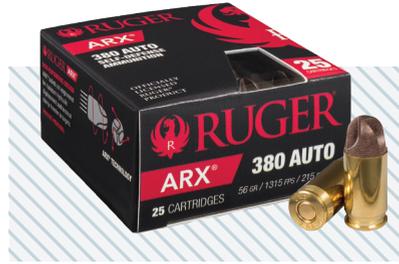
WHAT'S *NEXT* FOR AMMO?

MANUFACTURERS TAKE AIM AT
ADDRESSING MARKET VOLATILITY

BY KEVIN RUSSELBURG



DANIEL DEFENSE FIRST CHOICE 300BLK



RUGER ARX .380 AUTO



BROWNING BPT 9MM

“TODAY, THERE ARE MORE SHOOTERS USING RIMFIRE THAN EVER BEFORE AND SHOOTING MORE VOLUME THAN EVER BEFORE. PEOPLE ARE NOT JUST BUYING BRICKS OF .22S, THEY’RE SHOOTING BRICKS OF .22S.”

JOHN DOMOLKY
TEXAS ARMAMENT & TECHNOLOGY

If you’ve been in business long enough, you already know your store’s bottom line benefits greatly from ammunition sales. In order to capitalize on them effectively, it’s important to have a plentiful stock of good quality range and personal-defense ammunition on hand to meet the need of your customers. However, the volatility of the ammunition market over the past couple years has challenged a dealer’s ability to provide these products to their customer base. There’s good news, though, for the dealer community: ammunition manufacturers are positioning themselves to meet current and future demand with the anticipated increase in the number of people becoming involved in the shooting sports.

As you well know, there will be spikes in demand that cannot be avoided or planned for — but be encouraged there are ammunition manufacturers

looking toward the future to effectively manage their product lines and minimize the peaks and valleys for retailers. Evaluating current trends and avoiding mistakes from previous years, both dealers and high-quality ammunition brands will benefit in satisfying customers and growing the shooting sports.

ELECTION YEAR EFFECTS

Black Hills Ammunition Inc. has been in operation since 1981 in Rapid City, S.D. Owners Jeff and Kristi Hoffman are focused on delivering the highest quality ammunition with excellent customer service and selling directly to dealers. Their dealer pricing includes freight with a minimum order of one case.

“The ammunition business is heavily influenced by politics, especially during election cycles. People become scared, or uncertain and stock up to avoid the possibility of not having plentiful supplies on the shelf at their local gun store,” said Jeff Hoffman.



Buying surges create a rollercoaster-type environment for ammunition manufacturers and are very difficult to manage, according to Hoffman. "People rush out and buy up everything that's available creating a void that is very difficult to fill until things settle down," he added.

Likewise, a stable environment can be just as difficult to manage. When the market is full and there aren't any current threats for increased gun control, the market stands still and companies sitting on large amounts of inventory can find themselves in financial distress — which has been felt in other product categories in recent years, as we've seen with MSRs.

PERSONAL-DEFENSE SHIFT

One noticeable trend in firearm sales is the obvious shift to personal security and safety. "Consumers aren't really concerned they won't be able to purchase a particular make and model

THERE WILL ALWAYS BE A NEED IN THE MARKET FOR HIGH-QUALITY, ECONOMICAL AMMUNITION FOR TRAINING AND PLINKING, AND THAT PARTICULAR SEGMENT CONTINUES TO STAY STRONG.

of hunting rifle," Hoffman observed. "People are more concerned about purchasing guns to protect themselves and their loved ones. The selection of firearms for this intended purpose is driving demand for specific handgun and semi-automatic rifle calibers."

Hoffman attributes this shift to people realizing they need to be responsible for their own safety.

"There's a large, growing segment of people who don't feel the government is capable of fully protecting the population, and are breaking away from that sense of dependency. People who no longer feel a sense of security are buying guns for safety." While purchasing firearms, these people are

also seeking out training and discover the need for range and personal-defense ammunition, as well as other accessories.

Women shooters are contributing to this segment as well, which is one of the fastest growing segments of the firearms industry. This is driving an increase in some specific calibers, such as .380 ACP and .38 Special.

The demand for 9mm in the market remains strong. Military supplies are now caught up and remain steady, which is creating some surpluses in the commercial market. This is reflected by the current price and availability of calibers such as 9mm and 5.56mm. Traditional hunting calibers continue to remain stable, but do not constitute a majority of sales in the current ammunition market.

Commercial ammunition sales were down a bit in 2015 primarily due to consumers being content with the quantities they have on hand.

There will always be a need in the market for high-quality, economical ammunition for training and plinking, and that particular segment continues to stay strong. However, premium accuracy for long-range, sniper competition and reliability for personal protection comes at an increased cost.

Calibers that are growing in interest include 10mm and 300 AAC. Long-range competitive shooters are showing a strong interest in 6.5 Creedmoor and .260 Remington.

THE RETURN OF RIMFIRE?

In what will be good news for retailers, .22 rimfire products are starting to experience a recovery. Aguila Ammunition has responded to this by expanding their manufacturing equipment to meet the demand in specialty ammunition.

"Beyond the traditional .22 LR, the demand for specialty .22 products is expanding," said John Domolky, director of sales for Texas Armament & Technology, the exclusive importer of Aguila Ammunition. "The demand for higher quality and higher velocity rimfire ammunition is increasing significantly."

The record demand that peaked a few years ago prompted consumers to begin hoarding ammunition, but the decreased availability of .22 rimfire ammunition today is most likely due to another reason. Before the years of widespread shortage and hoarding,

shooters traditionally used rimfire rifles and handguns for plinking outdoors or to introduce young shooters to the sport. Over the past five years, however, the development and introduction of high-capacity magazines and conversion kits for platforms such as MSR-style rifles has increased the overall usage of rimfire ammunition beyond the occasional backyard shooter.

"It's a different shooter using .22 rimfire today than five years ago. Today, there are more shooters using rimfire than ever before and shooting more volume than ever before. People are not just buying bricks of .22s, they're shooting bricks of .22s," Domolky said.

In addition to their rimfire offering, Aguila also manufactures a full line of FMJ centerfire cartridges for range and personal-defense use. The company reports it is in the process of expanding a hollowpoint product line as well.

9MM CONTINUES UPWARD TREND

The improvement in modern projectile effectiveness has decreased the difference between calibers. This is represented by the fact the FBI has decided to go back to the 9mm cartridge from the current .40 S&W — which has had a far-reaching effect among consumers and handguns of both calibers. As these guns work their way into the "trade in" and surplus market, prices of .40 S&W handguns will come down to such a level that makes them attractive to customers, which will in turn drive demand for available .40 S&W ammunition.

As such, 9mm is clearly the caliber of choice for most shooters today. Many factors are contributing to this, such as a higher volume of new shooters entering the market and settling on 9mm as their caliber of choice.

"Just as the release of the GLOCK 42 drove demand for .380 ACP ammunition a few years ago, the GLOCK 43 is doing the same for 9mm. There are also a large volume of high-quality concealable handguns such as Springfield XD-S, S&W M&P SHIELD, Walther PPS that are also contributing to current demand," Domolky added.

How has your store handled the volatility of the ammunition market? Have you had similar experiences with a shift in demand for 9mm and .40 S&W? Send an email to editor@shootingindustry.com and share your thoughts with us.

RELOADING AT HOME

Those who have been reloading their own cartridges at home have also felt the effects of market volatility. Many reloading enthusiasts have a sufficient quantity of brass casings available and ready for the reloading process. The availability of primers and specifically powder at the local level is an opportunity for dealers to offer a significant service to their customers.

Dealers with shooting ranges can also offer an additional service by reselling their used range brass to reloading hobbyists. This keeps good quality brass casing in the local market, rather than selling to metal scrapyards that simply offer straight scrap value for these metals. Adding this service to your local customer base will keep a steady stream of materials in the community at a lower price — which customers value highly.

Additionally, dealers such as Datum Arms in Bolingbrook, Ill.,

have a constant supply of once-fired range brass sorted, cleaned and ready to ship or pick up at all times.

“We collect all of our brass from local indoor ranges, so we have sufficient quantities of the most common pistol and rifle calibers available in quantities of 250, 500 and 1,000,” said Kent Carrol, a partner at Datum Arms. “We supply the local dealer community with any needs they have for reloadable brass to pass along to their customers. We also sell direct to individual reloaders on a local and national basis.”

Some dealers have recognized a unique opportunity to enhance their reloading sections. They set up displays with working reloading operations to showcase some of the latest equipment offerings and also to provide an opportunity to educate existing and potential future reloaders on the equipment, processes and best practices. 



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MAKE THE MOST OF

FALL HUNTING SALES

Today's market may lean strongly toward tactical and self-defense sales, but fall hunting products still represent a significant portion of sales to retailers who cater to the hunting market. The regional differences in hunting regulations and the species hunters pursue means retailers in different areas may sell widely different products, so understanding your local market is the key to significant hunting season sales.

By Carolee
Anita Boyles

**AS THE
SEASON
NEARS,
IS YOUR
STORE
READY?**

Richard Catts owns Delaware Firearms in Rehoboth Beach, Del. He said Delaware hunters must use shotguns for everything they hunt, including deer.

"There's no rifle hunting in Delaware, so we're a shotgun state," he said. "For deer, hunters mostly use 20-gauge. For waterfowl they use 20-gauge or

12-gauge, but they primarily prefer 12." The most popular shotgun with waterfowl hunters, Catts said, is the Beretta A400; deer hunters tend to like the Savage 220.

"Over the years, everybody used the H&R slug gun for deer," he said. "When Remington bought H&R, they discontinued it. So now hunters have switched to the Savage, which is a 20-gauge bolt-action shotgun."

Catts said hunters prefer 3½-inch shells for waterfowl.

"Hunters use slugs for deer, and I sell a lot of heavier loads for snow geese and ducks," he said. "For deer, hunters like Remington AccuTip. For waterfowl, they like the HEVI-Shot brand or Black Cloud from Federal. Waterfowl hunters prefer the heavier loads, like #2 and BB shot."

LEGISLATION IMPACTS BUYING HABITS

At South County Guns in Cedar Lake, Ind., Greg Maurer said his deer hunters use either shotguns or rifles in pistol calibers. He predicts, however, a change on the horizon based off current legislative efforts.

"At present, we don't have a full open rifle season for deer," he said. "For hunting, you can only use bows, shotguns or rifles in pistol calibers such as .44 or .357; which means no .30-30, .270 or .308. However, the state legislature is working on allowing hunters to use some rifle cartridges to hunt — which is wonderful. We don't sell many bolt-action rifles, because nobody has a real use for one unless he's an avid sport shooter."

A change to allow rifle calibers would be good, according to Maurer, to increase opportunities for hunters and encourage new hunters to participate.

"There are so few public lands here to hunt, and if you can only hunt them with a bow, it really narrows down who's going to get into hunting," he said. "So I'm tentatively excited about the coming changes because they're going to be good for rifle sales."

At this point, Maurer said, the hunting firearms his customers purchase the most are 12-gauge rifled-barreled shotguns with cantilevered scope mounts.

"The models they're purchasing are primarily Remington 870s and Mossberg 500s," he said. "In pistol-caliber rifles, we sell a good number of Henrys in .357, .44 Mag and .44 Special."

When it comes to optics, Maurer noted customers are purchasing a significant number of scopes for crossbows.



RICHARD CATTS, DELAWARE FIREARMS

"They're buying the smaller 3X or 4X fixed optics," he said. "You don't need a tremendously expensive optic for them, which is nice for those customers."

For shotguns, Maurer said, the store sells a lot of holographic and red-dot sights.

"Your shot is a little shorter with a shotgun, so you don't need to reach

out quite as far with your optics," he said. "So guys are finding those optics are a good option for them." Maurer said many of the red-dot sights he sells are Aimpoint or Sightmark; he also sells a good many EOTech holographic sights.

Since South County Guns carries mainly firearms and ammunition, Maurer said the store doesn't sell

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Moreover, this quest for precision is not limited to competition shooting but is also present in the long-range varmint and predator shooting fields. It will no doubt continue to grow in many other areas of the hunting market as handloaders become more proficient and suitably advanced in their techniques.

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much in the way of camo, pop-up blinds or tree stands.

"However, we do special order those things for customers," he added.

STICK WITH THE "TRIED AND TRUE"

In Healy, Kan., Jamie Woods is the manager at Sharp's Shooting Supply. He hasn't seen any really significant changes in what his customers have purchased in the past few years.

"There have been some advances in technology, but the general concept hasn't changed," he said. "The one thing I'm seeing is youngsters who are coming up and are very eager, versus the older guys who have been hunting for years and are slowing down. I see a lot more excitement in the younger generation than in the older one."

At his store, Woods has not noted any particular increase in women who are hunting. This isn't because women aren't hunting; it's because a significant number have been hunting all along, he observed.

"Out here on the plains, deer hunting and pheasant hunting are our two major seasons. I always saw a lot of women hunting when I was growing up; out here they've always hunted. But I would

say more younger women are getting involved," he added.

Woods thinks the rise in younger people and women in hunting can be attributed to the media.

"The media is making everyone feel like they're more equal," he said. "Gun makers are taking advantage of this and producing guns that are more suitable to women."

When it comes to pheasant hunting, hunters are staying with the "tried and true," Woods said.

"Everyone wants to hunt pheasants with either a 12- or 20-gauge," he said.

Changes in Kansas law have expanded the rifle calibers hunters can use for deer, Woods said.

"The legislature here has changed the law so all centerfire rifles are legal for hunting deer," he said. "This has allowed women to step down from some of those larger calibers that kick so hard and shoot a .223 or a .243, versus a .270 or a .30-06."

Woods added customers are purchasing those smaller calibers for hunting.

"Again, gun makers are taking advantage of this trend and are producing more hunting-gear rifles versus target rifles in those calibers," he said.

A couple of years ago, Woods said, Muddy Girl camo became very popular and female customers asked for a lot of it.

"When a woman would come in, it was the first thing she would ask," he said. "She wanted to know what I had in Muddy Girl."

In general, camo sales are manufacturer-driven at Woods' store.

"When Mossy Oak or one of the other big camo companies comes out with a new pattern, it becomes the current hot-ticket item," he observed. "Hunters follow what's advertised and what's the cool new thing that's out. Once something is advertised, people come asking for it; as long as I stay on top of the newest thing, my customers are happy."

When it comes to getting the word out about what he has in stock, Woods identified social media as his best tool.

"We use Facebook quite a bit, and we have our own website as well," he said. "We also do an e-mail blast and a text message blast. People have to come into the shop to sign up to be on those lists, and once a month we send out an email or a text message and share what we have on sale at the time." ❶



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FOCUS: FALL HUNTING PREVIEW

WHAT PRODUCTS AND GAME ARE HUNTERS PURSUING?

BY ROB SOUTHWICK
& CODY LARRIMORE



Experienced retailers already know what their customers will demand in this coming fall hunting season. However, to provide insight to help dealers prepare for this profitable time of year, we'll examine the hunting products purchased most often — along with the top targeted species. Such hunting market observations are available through Southwick Associates' HunterSurvey market research panel. This panel tracks consumer buying habits in all facets of the hunting market, including brands, sales by retailer and more.

Ammunition, which may come as little surprise to you, ranks the highest in purchase frequency (72% in 2015). However, for example, only 27 percent of rifle ammunition purchased is used for hunting; the rest goes to target shooting. The second most selected (hunting) category is hunting gear and supplies, which can be broken down into the graph "Top 5 Hunting Gear & Supplies."

For a deeper look, two-thirds of trail camera purchases are for a single camera, while a quarter of purchases involve two cameras. Moultrie and Wildgame Innovations lead all brands with over 45 percent of the market, combined. The average cost of trail cameras purchased in 2015 was \$100. Retail channels and other details are available, too.

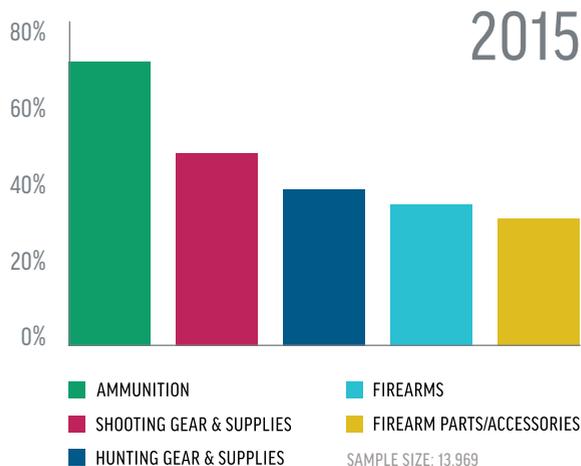
Popular Game

Now that you've seen a glimpse at what hunting products are being purchased most often, we'll now take a look at the species pursued most frequently. It's no surprise whitetails remained the most targeted U.S. species in 2015 with 46 percent of all trips targeting them. True, a higher percentage of hunters will target whitetails, but considering many of these same hunters will also target other species during the year, whitetails represent nearly half of all activity nationally. From our research, it's surprising almost half of all deer hunters only pursue whitetails one to five days each season (40.8%). Other top species targeted are small game (23%), turkey (21%), predators (16%) and waterfowl (14%).

The amount of information available on various product categories and types of hunting and shooting is immense — more than can be shared here. To learn more, including custom research options such as market sizing and identifying the product features customers want most, contact Nancy Bacon at Southwick Associates (nancy@southwickassociates.com) or visit www.southwickassociates.com.

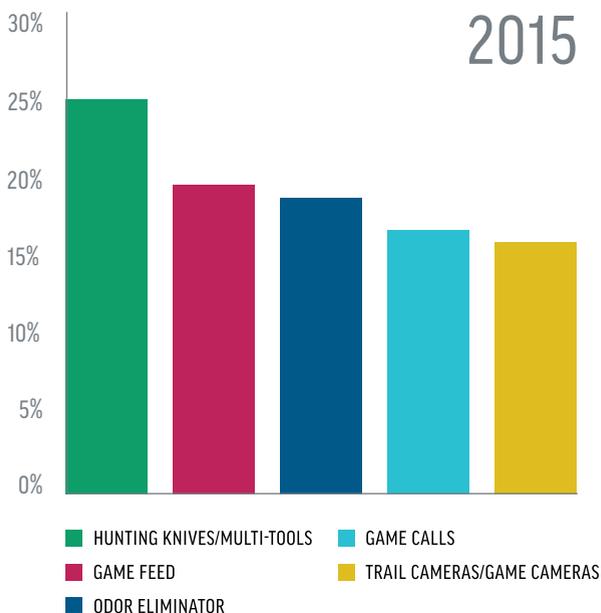
TOP 5 OF 11

HUNTING/SHOOTING PRODUCT CATEGORIES
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TOP 5

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BY PAT COVERT



BARSKA AC12620



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A person wearing a green knit hat, a brown jacket, and a red bandana is looking through binoculars. They are holding a rifle and a shotgun. The background is a blurred mountain range under a blue sky.

OPTICS ARE A SALES OPPORTUNITY WAITING TO HAPPEN, IT'S UP TO YOU TO TAKE ADVANTAGE OF IT.

There are a number of reasons why you should optimize your optics program, and if done correctly, you'll see the benefit in meeting the needs of your customers — and how it improves your bottom line. Optics are a sales opportunity waiting to happen, it's up to you to take advantage of it. So, are you getting the most dollars out of your optics program?

Chad Converse, a manager at Sprague's Sports in Yuma, Ariz., provided some unique insights on how his store has expanded sales in optics. Sprague's has been featured in previous issues of *SI*. The store has been in business for 60 years, founded in 1956 by George W. Sprague. His son, Richard, has been leading the business since 1984.

"Richard built our current store

in 2005," Converse said. "It's 18,100 square feet, with a 5,000-square-foot warehouse that houses a 10-lane, 25-yard indoor range. We're currently going through construction on a new expansion, which will increase our retail showroom to approximately 8,000 square feet."

"SCOPE OUT" PROFITS

The advantages of using an optic to enhance shooting are not lost on customers at Sprague's, according to Converse.

"Optics are a vital part of our business," he said. "They make almost every aspect of shooting easier and they can help the average shooter be faster and much more accurate. The days of people using iron sights are starting to go away. Even handgun shooters are using optics more and more. We sell primarily hunting optics, but the tactical side is growing."

Photo courtesy of Burris



NIKON MONARCH 3 4-16X50



VORTEX DIAMONDBACK 8X28



NIGHTFORCE NXS 12-42x56 RIFLESCOPE

“Firearms are very low margin for us, especially when compared to other segments,” Converse continued. “In order to keep the doors open, you need to have a nice facility and a knowledgeable sales staff to be able to make as much margin as possible. Most optics are in the 25–35 point range at MAP, with a few on either side.”

The all-important point of sale during a firearms purchase is your best opportunity to tack on an optics sale.

“In most instances, the best time to sell a scope is during the gun sale,” Converse said. “The customer is already feeling the excitement and rush of getting a new rifle, and placing a scope on their new toy is icing on the cake. You don’t want the customer to leave the store and have the option of buying somewhere else, or looking online.”

Converse also pinpointed several seasonal opportunities for dealers to take advantage of and curate a sale.

“Binoculars, spotting scopes, rangefinders and the like are more seasonal for us. A great time to sell optics is when customers are finding out which hunts they drew for the year. Many of our sales come at these times.”

Converse also emphasized the importance of serving the competitive and casual shooter.

“Although the lion’s share of our optics sales are for hunting, we do have great public access for plinking and our local range does give the opportunity to shoot out to 1,000 yards. There’s also a silhouette range with targets out to 550 yards as well. This helps drive sales. If a customer was unable to purchase a scope at the time they purchased their firearm, after a few trips to the range they are ready to increase their hits. This segment is almost immeasurable for us.”

TRAINING IS KEY

The management team at Sprague’s believes product training is another key to selling optics.

“We use many avenues to help teach and train our staff in optics,” Converse noted. “We have weekly staff meetings in which we discuss manufacturers and product lines. We also invite reps to speak at these meetings. We encourage our staff to always educate themselves by reading manufacturer’s catalogs and industry magazines.”

In addition to weekly staff meetings, Sprague’s also encourages its employees to test the products firsthand, which will help with interacting with customers.

“We have our entire staff on 3point5.com training and encourage them to purchase product through the program and other manufacturer’s employee discount offerings,” Converse added. “We’ve found manufacturers with these purchase programs are some of our best sellers. The staff can have a deeper understanding and intimate knowledge of the product when they are able to use it in the field. Plus, customers are more receptive to taking your advice when you have firsthand experience.”

PROMOTION, PROMOTION, PROMOTION

Promotion, both in-store and out, remains a big part of Sprague’s success. “We run ads multiple times a week through our local paper, which includes our optics. We also post on our website and Facebook page,” Converse noted.

In-store, you’ll find optics getting a lot of attention as well, according to Converse. “We have some rangefinders, binoculars and scopes on a display rack, which customers can look through and use without the assistance of a salesman and a whole bunch more under glass,” he said.

A broad selection and customer service beyond the call are also important. “We mount scopes on rifles to help encourage sales as well. They don’t always buy the whole package but we do get a decent amount of scope sales this way, especially with MSRs. If the customer buys a gun and scope,

we’ll mount and bore sight the gun for free, and we do have the ability to sight it in for them as well.”

Keeping in mind the fall hunting season is only a few months away, your store can benefit from seasonal services.

“Right before hunting season we have a preseason sight-in special. This is a good time for us to upgrade a customer’s scope, offer a new recoil pad or even a new gun. We have them look through their current ‘older favorite’ scope and then show them a new one, even if it’s not a \$1,000 scope. They usually jump all over it.”

Several brands sell well at Sprague’s. “We do well with Burris, Nikon, Leupold and Vortex as our low to mid-high end optics. Our higher-end optics sellers are Swarovski and ZEISS. Price points in our store range from \$149 to \$3,100,” Converse said.

WHAT’S IN STORE FOR OPTICS?

One challenge facing dealers is keeping up with the latest technology to keep optics customers hungry for more, according to Converse. He predicts rangefinders and range-finding scopes and binoculars will be a segment in the optics market that will experience continued growth — especially with recent technological advances.

“Binos and scopes that are able to give one-mile readings with exceptional glass and not look much different than a traditional scope or set of binoculars is what I believe the ‘new norm’ will be. I also predict scopes will give a firing solution for your target as well. While I think it’s very cool from a technology and sales aspect, I also think it will be a little sad as it will take away some of the art of shooting.”

One thing is clear: With more shooters depending on optics and their position on the forefront of technology, this product category will be a great area for retailers to invest in for years to come. **SI**

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NEW PRODUCTS

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You already know one key to maintaining a steady stream of sales throughout the year is by adding new products for your customers to see, handle and use at your store. In each issue of *SI*, you can count on seeing new offerings from a variety of manufacturers in several product categories. If you see a product you like, make sure you contact your distributor, sales rep or the manufacturer directly and place your order!

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www.shootingindustry.com/company/bad-boy-buggies

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MantisX is a small device that attaches to the front rail of a pistol and pairs over bluetooth with an app on both iOS and Android. It detects each shot made, analyzes the movement of the firearm during the trigger pull and gives a score to each shot if you deviate from the aiming position or a pat on the back if you did good. It provides immediate feedback and stores trending data so users can also get feedback over time to track their progress.



ELEY AMMUNITION

(406) 314-4456

www.shootingindustry.com/company/eley-ammunition

ELEY expands its ammunition line for 2016 by introducing the **ELEY High Velocity Hollow**. The .22LR round is guaranteed to deliver a lethal blow to any small game. It is ideal for hunters who want maximum velocity without compromising accuracy. The round builds on the success of the ELEY Subsonic Hollow, a quiet but accurate .22LR hollow point also for small game. Other offerings from ELEY include the ELEY Force and ELEY Contact. Both are semi-automatic rounds.





LASER AMMO USA INC.

(516) 858-1262

www.shootingindustry.com/company/laser-ammo-usa-inc

Laser Ammo is offering an upgraded **LA-FLASH** adapter. The original model had offered a government-agency-level shooting experience but the new model makes adjusting the laser for windage and elevation even simpler. The new design also allows the user to remove the laser to continue to shoot pellets outdoors. The upgraded LA-FLASH adapter offers full-blowback laser training that's cost-effective, safe and feels like the real thing.



RATTLESNAKE AMMUNITION

(585) 272-5420

www.shootingindustry.com/company/rattlesnake-ammunition

Rattlesnake Ammunition 9mm SFR (Same Felt Recoil) allows shooters to experience the same velocity and recoil they would in an actual self-defense situation. It is designed to shoot with similar felt recoil when using top hollowpoint ammunition so shooters can train realistically. As an added benefit, Rattlesnake SFR uses a total metal jacket projectile with a fully plated base. This reduces lead exposure to the shooter over ammunition loaded with standard FMJ bullets.

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(205) 655-8299

www.shootingindustry.com/company/merkel-arms

The **Merkel 40E** is a field-grade, side-by-side shotgun. It is designed to be functional and reliable for use in the hunting fields. The 40E shotgun is perfectly balanced when swinging and boasts of precision hand fitting by traditional German craftsmen. It features an Anson & Deeley box-lock action with a Greener cross-bolt locking mechanism and double under-lump locking lugs. The 40E's 28-inch barrel is cold-hammer-forged, cold blued and polished.



BOND ARMS INC.

(817) 573-4445

www.shootingindustry.com/company/bond-arms-inc

Bond Arms' **Patriot** has a stainless steel double-barrel and frame. Its extended rosewood grips are laser-etched with the American flag and bald eagle. Chambered in .45 Colt and 2.5-inch .410 shotshells, the Patriot features an automatic spent casing extractor and a removable trigger guard. It has a 3-inch barrel and an overall length of 5 inches. All Bond Arms handguns are compatible with 36 different available barrels.

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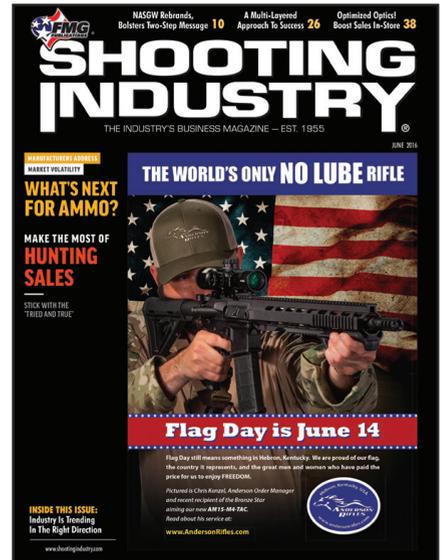
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www.shootingindustry.com/company/pro-ears

Pro Ears announces changes to the **Pro 200** series of electronic earmuffs, which were recently updated with a more modern look and attractive price point. The muffs are compact, feature dual circuit boards for real personalization, the unique DLCS compression technology and a robust spring form headband. With the update, the Pro 200 series will be available in seven patterns and colors, along with an optional Behind the Head headband style.

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INDUSTRY WATCH

High-Volume Response To Not-So-Quiet Trend

By Russ Thurman

In the highly competitive race for success in the marketplace, the challenge is forecasting the next “big thing” — the product that will create a consumer “must-have” purchasing reaction. While firearms are the foundation of the industry, it isn’t always the gun that drives firearm sales or establishes a trend.

A number of years ago, in a *Shooting Industry* interview, a dealer recounted a customer selecting a flashlight designed to be attached to a handgun’s rail and said, “I want to buy a gun that this will go on.” In those days, rail-equipped guns weren’t common, but as more rail accessories were introduced, the more in-demand the feature.



RUGER SILENT-SR

Ruger’s introduction of the Silent-SR reflects the rapidly growing demand for suppressors.

For the dealer, it was quite a moment: “Wow! The accessory was driving the sale of a firearm.” Naturally, manufacturers responded with more rail-equipped firearms.

Today, suppressors are the next “big thing.”

The suppressor market is growing, driven by consumer demand and a genuine need to address the loud report of a firearm being fired. Yes, there are some consumers who purchase suppressors because they’re 007-wannabes, but they aren’t driving sales or creating a trend.

Recreational shooters, hunters, competitors and those purchasing firearms for home defense are the primary consumers in this category.

Way beyond the “cool factory,” suppressors are increasing the enjoyment of target shooting, with the added benefit of reducing felt recoil.

Suppressors permit hunters to hunt without hearing protection or living with the aftereffects of hunting rounds being fired next to their ears. In March, Iowa became the 42nd state to legalize the private ownership of suppressors, and the 39th state to permit hunting with suppressors.

Suppressors are also important to gun ranges, addressing the most common complaint against existing and proposed ranges: noise.

Yes, suppressors’ time has come.

Numerous companies have addressed the suppressor market for years, most notably, SureFire. More recently, other companies are taking advantage of the growing suppressor trend and, in turn, creating additional, all-important “buzz.”

At the 2016 SHOT Show, Ruger grabbed a lot of attention with the introduction of the Silent-SR. The entry of Ruger into this segment should

not be taken lightly. Ruger doesn’t chase fads; it creates products that motivate profits. They obviously recognize the profit potential of suppressors. Ruger’s webpage featuring the Silent-SR provides a wealth of information, not only on the product, but also on suppressors. Visit www.ruger.com/micros/silent-sr.

The suppressor market is growing, driven by consumer demand and a genuine need to address the loud report of a firearm being fired.

Also new for 2016, Browning is offering two pistols that are factory ready to accept suppressors: The Black Label 1911-22 Full Size Suppressor Ready with Rail and the Black Label 1911-22 Compact Suppressor Ready with Rail. Visit www.browning.com.

Others manufacturers that are invested in this product segment are GLOCK, Mossberg, Remington, Savage Arms and SIG SAUER, among others.

Creating A Loud Buzz

Credit must be given to the role the American Suppressor Association (ASA) has played in educating everyone — in and out of the industry — about suppressors, and lobbying, along with other organizations, legislators throughout the country to relax restrictions on suppressor ownership. Late last year, ASA announced the introduction of the Hearing Protection Act on Capitol Hill. The legislation will remove suppressors from the National Firearms Act. Visit www.americansuppressorassociation.com.

SilencerCo is a major player in this product segment. In addition to introducing innovative products, the company has helped educate those in and out of the industry on suppressors. At SHOT Show, SilencerCo introduced the Maxim 9, the “world’s first integrally suppressed 9mm pistol.” SilencerCo products were among those grabbing the attention of dealers at SHOT. Visit silencerco.com.

SilencerCo also is promoting passage of the Hearing Protection Act with its Fight The Noise campaign. Visit www.fightthenoise.org/take-action.

NSSF offered a retailer seminar at this year’s SHOT Show, “Making Money Selling NFA Products,” promoting the session with: “Without a doubt, the growing demand for suppressors is looking to be one of the biggest things to hit retailers in decades.” The seminar was sold out. Visit www.nssf.org/factsheets/PDF/Suppressors.pdf.

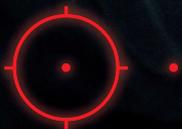
Creating High Volume

There will be additional companies entering this segment of the market, as more consumers seek firearms that will accommodate this growing “accessory” trend. And, as SilencerCo has demonstrated, there will be more suppressor-integral firearms coming out of factories. Which, in turn, will create additional high-volume in the highly competitive race for success. ④

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