

**22****A 10MM RESURGENCE  
UNDERWAY? IT'S LIKELY.****36****CONVERT SEARCHERS  
INTO BUYERS****44****2022 NEW PRODUCTS  
FROM 40+ BRANDS!**

# SHOOTING INDUSTRY<sup>®</sup>

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

FEBRUARY 2022

*Is Your Store Viewed As  
Welcoming To Diverse Customers?*

## AUDITION TIME

## A SUPPLY CHAIN IN FLUX

**Businesses React To  
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### INSIDE THIS ISSUE:

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## Diversity Builds Business

**I**f the past two years have taught us anything, it's storefront dealers and range operators have been presented with a golden opportunity to expand business to non-traditional buyers.

"It's been an audition for whether they come back to your store. And also, an audition for whether they come back at all. It's important for ranges and retailers to engage these new customers," relays Jacquelyn Clark, owner of Bristlecone Shooting in this month's feature, "Audition Time."

To hear how Clark and other stores have welcomed customers from a diverse background, see pp. 28–31.

### GOOGLE MY BUSINESS HELP

In its 2022 New Business Year preview published last month, the Southwick Associates team stated, "Firms better positioned online will see stronger sales than others — both retailers and manufacturers." Expounding on this observation, Michelle Scheuermann offers practical tips to develop your store's Google My Business presence in "Converting Searchers Into Buyers."

"Google My Business is free and easy to navigate ... they continue to push the envelope on offerings. You may find not all offerings GMB has available will be shown to a regulated industry. Do everything you can to beat the competition at a game anyone can play," she advises.

See pp. 36–38.



FEBRUARY 2022

### 2022 NEW PRODUCTS: PART 3

In the final installment of *Shooting Industry's* expansive 2022 New Product Showcase, new SKUs from nearly 50 brands are represented on pages 44–52. Across this year's three-part New Product Showcase, scores of SKUs from over 100 manufacturers, distributors and importers were featured. If you have anything you want to offer customers this year, touch base with your sales rep or distributor.

### COMING NEXT MONTH: THE WOMAN'S ISSUE

Returning for the fourth year running, the *Shooting Industry* Woman's Issue will be another must-read edition to assist dealers in their efforts to expand sales to women.

A panel of all-women writers — including regular contributors like Shari LeGate, Carolee Anita Boyles, Mia Anstine, Ashley McGee and Ava Flanell and special guest writers such as Karen Butler and Tiffany Johnson — will provide firsthand accounts on how you can better position your store to capitalize sales from this growing demographic. **SI**

### FEATURE HIGHLIGHT

"Converting Searchers Into Buyers"

By Michelle Scheuermann

PAGE 36



## SHOOTING INDUSTRY

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Photo: Smith & Wesson Inc.

## WOMEN & REPEAT BUYING?

I think we have some major problems as an industry that need to be addressed. A lot of people are excited about more women joining the industry, and that's great! But what we in the industry need to do is figure out how to market and sell to women.

My wife's purchasing habits are way different than mine. She's had the same pistol for 10 years and has shown no desire to get another one. She does shoot it. Not a lot, but she still does. My wife is also the type of person who is always buying something. She doesn't spend any more money than I do, but she's kind of always making some sort of purchase.

I think I'm like most men: I don't make a ton of purchases, but when I do, they're generally for a larger dollar amount than what my wife is purchasing.

The problem I see arising here is we've sold all these guns to people who largely make up a population who typically don't make repeat purchases. Obviously, there are exceptions to things like this, but for the most part, women purchase a high quantity of things that are not very expensive, versus men who

**A lot of people are excited about more women joining the industry, and that's great! But what we in the industry need to do is figure out how to market and sell to women.**

purchase fewer items at higher dollar amounts.

In an industry where most accessories are fairly expensive and the cost of guns is higher, what are we going to sell to women?

Of course, things like holsters appeal, but there's a limit to how many the average person will buy for the same gun. My guess is it's somewhere around three holsters for every gun. After the commitment to holsters, what other accessories are we going to get women

to purchase regularly?

We're brainstorming how to figure out a way to develop these customers, but we don't have a solution at the moment.

**Jeremy Ball, President/Owner**  
Sharp Shooting Indoor Range & Gun Shop  
Spokane, Wash.

*Jeremy, I couldn't agree with your perspective more. This provided the impetus for Shooting Industry's inaugural Woman's Issue in 2019; you'll want to take a close look at the 2022 edition that publishes next month. Dealers, have any tips to share?*

*We want to hear from you: Send me a note directly at [editor@shootingindustry.com](mailto:editor@shootingindustry.com).*

— Jade Moldae, SI Editor


## VERSACARRY CUSTOMER SERVICE WIN

I just wanted to drop a quick note to you about one of your advertisers, Versacarry. Without going into too much detail, I just had a great experience with their customer service department. Steven, in particular, went above and beyond to take care of a minor issue that had to be resolved. I take my hat off to them.

**Jack Jackson**  
Via *American Handgunner*



## SHELL LENGTH CORRECTION

**Editor's Note:** On page 61 of the Jan. 2022 issue, we inadvertently listed Remington Ammunition's Peters Premier Blue paper shells as being available in 3.75" lengths instead of 2.75". We regret the error. Thank you, eagle-eyed reader Dennis T. 

**HAVE A THOUGHT WHILE READING THE ISSUE?**

Let us know at [comments@shootingindustry.com](mailto:comments@shootingindustry.com) or [facebook.com/shootingindustry](https://facebook.com/shootingindustry).



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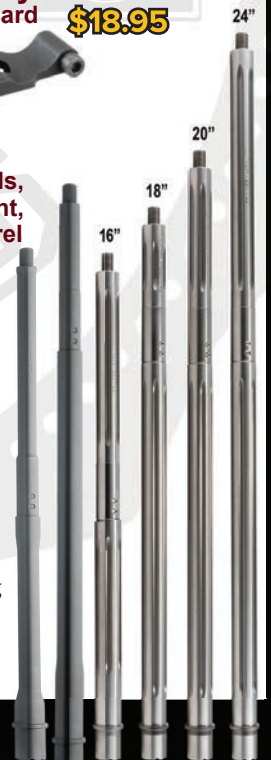


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## FEDERAL, EASTON CELEBRATE CENTENNIAL ANNIVERSARIES

Tracing their beginnings back to 1922, Federal Ammunition and Easton are celebrating an accomplished milestone this year: 100 years in business.

Federal's official date of incorporation was April 27, 1922, but the festivities have already started. The company kicked off the year by lighting up a 100th anniversary sign on top of one of its silos in Anoka, Minn., and will offer throwback packaging, special merchandise, an exhibit at the Anoka County Historical Society Museum and more throughout the year.

"Many people and partners have contributed to our success and I'm proud to join the current team in making sure that tradition of excellence continues," said Jason Vanderbrink, Federal president.

A special edition magazine, available now on newsstands, and coffee table book are also planned this year, along

with accounts of Federal's history on social media.

**"Many people and partners have contributed to our success and I'm proud to join the current team in making sure that tradition of excellence continues."**

**JASON VANDERBRINK, President**  
Federal Ammunition

"The entire staff of 1,500 hardworking Americans in Anoka, Minn., is extremely proud to celebrate a full century of continuous and successful operation. We appreciate those who came before us to make this possible and look forward to taking Federal into its next century," said Vanderbrink.

Easton's inception began with a family name, and is still a family-owned company today. Founder Doug Easton began crafting his own bows and arrows out of cedar and pine in 1922, before moving to Los Angeles to open Easton's Archery Shop in 1929. Numerous advancements followed, including the first screw-in point system that would become the world standard and the production of the world's first aluminum arrow, the 24SRT-X, in 1949.

Easton also developed the venerable XX75, while also innovating in the sporting goods (aluminum baseball and softball bats; aluminum-carbon hockey sticks) and music industries (aluminum drumsticks).

Easton's son, Jim, and grandson, Greg Easton, have furthered the company's legacy through the introduction and evolution of aluminum carbon (A/C) hybrids and small-diameter carbon arrows.

"The powerful draw of the sport, and the relentless push to innovate couldn't make history without the millions who put their trust in Easton and share our singular aim of excellence. Of all the honors and achievements, archers are what keep Easton looking downrange, since 1922 to the next 100 years and beyond," the company said in a press release.

The *SI* team salutes both brands for achieving this rare milestone.

## ARMASIGHT RELAUNCHES IN 2022

Armasight will officially launch the brand under new ownership and leadership at SHOT Show 2022. Armasight returns to the market with a number of products, several strategic alliances and exclusive distribution arrangements with The Third Bull & Co. and USIQ Inc.

Founded in 2011, Armasight was acquired in 2016 and operated by FLIR through the end of 2019, when it ceased operations. In June 2020, the Armasight brand and intellectual property were acquired and added to the Ecentria portfolio. Armasight will continue the

tradition of quality and innovation in developing and manufacturing products for military, law enforcement, search and rescue, hunting and outdoor recreation.

Dmitry Rocklin, an industry veteran of 25+ years and co-founder/president of Armasight when it was originally founded in 2011, has joined the new company as head of product. Armasight has manufacturing, assembly and product service facilities located in the United States, and leverages numerous aspects of Ecentria's platform in its go-to-market strategy.

"Armasight is an excellent fit with Ecentria," commented Mark Levitin, CEO of Ecentria. "The addition of Armasight's product development acumen and manufacturing expertise



to OpticsPlanet, The Third Bull & Co. and USIQ's penetration into consumer, commercial and government channels is the realization of Ecentria's vision and mission to be purveyors of gear for those who play, work and serve with passion."

The Third Bull & Co. has assumed exclusive commercial distribution rights for the civilian market, while USIQ Inc. is the exclusive distributor to U.S. and foreign militaries and government agencies. / [armasight.com](https://armasight.com)



## CELERANT INTEGRATES WITH FORTIS

Celerant Technology has announced a partnership with Fortis (formerly BLUEDOG), a leading payment and commerce technology provider. By integrating Celerant's point of sale and eCommerce software with Fortis, dealers can accept all major forms of payment, centralize sales and customer data from all channels, and process transactions quickly and securely with competitive pricing and no hidden fees. Dealers can also process firearm sales, and ensure compliance through Celerant's integrated digital bound book.

"Celerant has supported the retail industry for many years, and our partnership is a natural fit," stated Greg Cohen, Fortis chairman and CEO. "In today's world, merchants really need to provide the flexibility, speed and security their customers demand. Celerant provides all the right tools that retailers need, and we believe integrating our commerce payments platform with their software is exactly what clients need to be



even more competitive in the new year."

By integrating with Fortis, dealers can have payments easily accepted and processed directly with next-day funding — making reconciliation quick and seamless. Fortis addresses the unique challenges of the outdoor and pawn industries, and processes firearm sales, including Title II/Class 3 and manufacturers.

"With more and more dealers expanding their businesses online, and

industry trade shows back on schedule, it's important to have multichannel payment options that can process transactions in any environment," stated Ian Goldman, Celerant president and CEO. "Fortis is well-known in the firearms industry, and partnering with them provides our dealers with yet another great option to process payments." / [celerant.com/firearms](http://celerant.com/firearms) / [fortispay.com](http://fortispay.com)

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## SAAMI ANNOUNCES AMMUNITION EQUIVALENCY ONLINE RESOURCES

The Sporting Arms and Ammunition Manufacturers' Institute Inc. (SAAMI) has added two new web-based resources. These new documents help to clarify the interchangeability of certain ammunition in a specified firearm chamber, and identify the names of equivalent and historical cartridges.

Both documents were developed by the SAAMI Joint Technical Committee and can be found on the SAAMI website

under Informational Publications and Advisories.

The new documents are:

- **Generally Accepted Firearms and Ammunition Interchangeability:** This document lists generally accepted alternate firearm/ammunition combinations which will generally allow for the safe firing of an alternate cartridge in a specified firearm chamber. There is also information on shotshell interchangeability and commercial vs. military standards.

- **Generally Accepted Cartridge and Chamber Names:** This document lists equivalent/historical names for cartridges in common use.



"These important documents add to SAAMI's technical library of firearm safety resources that provide guidance to both industry professionals and the firearm-owning community. They emphasize important safety and technical information regarding the proper matching of ammunition and firearms, and what precautions must be taken," said Joe Bartozzi, SAAMI president and CEO.

[/saami.org](https://saami.org)

## FIOCCHI EXPANDS, EARNS NORTH AMERICAN ISO CERTIFICATION

Fiocchi of America (FOA), manufacturer of ammunition for world-class competitive shooters, hunters and defense professionals, announced the successful completion of its two-year pursuit of ISO certification for its North American headquarters in Ozark, Mo.

The ISO 9001:2015 certification is the global standard for authenticating a company's quality management system. It considers customer focus, upper-level management practices and continual improvement processes to ensure quality products that meet industry standards, along with optimal customer service. Third-party evaluation and

accreditation verified that Fiocchi meets all requirements of this ISO standard.

"Since 2020, the entire Fiocchi of America team has been working toward ISO certification," said Jared Smith, GM of Fiocchi of America. "The journey involved development of documentation and the learning of a new process by every employee. To pass the certification, FOA had to undergo a Stage 1 and a Stage 2 audit by an outside third party. FOA passed with flying colors with zero nonconformances. This achievement would have been impossible without the teamwork and effort of every employee."

Fiocchi of America also recently established a new, independent manufacturing operation in Little Rock, Ark. The state-of-the-art facility significantly expands Fiocchi's manufacturing capability, and supports the company's recent acquisition of famed



shotshell manufacturer Baschieri & Pellagri.

"These are exciting times for Fiocchi as we continue to expand our stateside manufacturing capabilities," said FOA President and CEO Anthony Acitelli. "Our new ISO certification is a welcome validation of our commitment to manufacturing the best products possible for our consumers, and to providing the best possible service for our industry customers." [/fiocchiusa.com](https://fiocchiusa.com)

## SHOOT POINT BLANK REBRANDS TO RANGE USA

Shoot Point Blank, an operator of 32 indoor gun ranges in the U.S., has changed its name to Range USA. New stores opening in 2022 will carry the Range USA name, while the current 32 locations will be rebranded by the end of March 2022.

"Our mission is to develop responsible gun owners," said Tom Willingham, founder of Shoot Point Blank and Range USA. "As part of that mission, we want to set the standard for modern,

approachable, safe indoor gun ranges. We want to be the place everyone thinks of when saying 'let's go to the range' — America's gun range. Our new, easy-to-remember name will allow us to better do that."

All Shoot Point Blank memberships, gift cards, classes and other items will remain valid. Only the name is changing — ownership, service, ranges and product selection will not change, according to the company.

Range USA is a leader in firearms education, teaching tens of thousands of people annually, while also being known



for its welcoming, clean and bright locations with friendly, professional associates.

"We're committed to treating customers right every time we have the opportunity," Willingham added. "Our attitude is different because we have a clear mission — to develop responsible gun owners." [/rangeusa.com](https://rangeusa.com)



## HENRY "SUPPORT FOR SAMI" EFFORT RAISES NEARLY \$47,000

Henry Repeating Arms' Guns For Great Causes charitable arm raised nearly \$47,000 to benefit an 11-year-old Maryland girl suffering from multiple congenital heart defects.

Customers purchased 65 Henry "Support 4 Sami" Golden Boy Silver lever-action rifles to raise the funds that will help defray some of the medical expenses incurred by the family of 11-year-old Sami Bernadzikowski of Elkridge, Md. Sami has undergone five open-heart surgeries and over 30 catheterization procedures so far.

The rifles, priced at \$650 each, sold out in less than 24 hours after the announcement of their availability. The first and last serial numbers went to an online auction block, and the hammer fell at \$2,725 and \$3,025, respectively.



HENRY "SUPPORT 4 SAMI" GOLDEN BOY SILVER

"Time and time again, the Henry family steps up to the plate and knocks it out of the park with their unending generosity to help us with these Guns For Great Causes initiatives. To those of you who purchased one of these rifles or offered your support in some other way, I thank you for giving Sami another reason to show off that big smile," said Anthony Imperato, CEO and founder of Henry Repeating Arms.

The "Support 4 Sami" edition rifles feature an engraved and hand-painted design that incorporates Sami's whimsical, curious, adventurous spirit within each letter of her name.

Built on Henry's Golden Boy Silver platform, the rifles are chambered in

.22 S/L/LR and feature a nickel-plated receiver cover, genuine American walnut stocks and a deeply blued steel octagon barrel. Each rifle in the series bears a unique serial number ranging from "01OF65SAMI" through "65OF65SAMI." Baron Engraving of Trumbull, Conn., donated the artwork and embellishments on the buttstocks.

Guns For Great Causes focuses on raising funds through firearms donations for sick children, children's hospitals, active-duty military and veterans' organizations and wildlife and habitat conservation efforts, among others. The program has raised over \$250,000 for six families over the past two years.

[/henryusa.com](http://henryusa.com)



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## REAL AVID LAUNCHES PRO SHOP UPGRADE PROGRAM

Real Avid, an innovator in the DIY firearms market, announced its Pro Shop Upgrade merchandising program. It provides retailers of all sizes across the nation with new sales-boosting tools for their DIY customers.

Pro Shop Upgrade offers dealers branded aisle headers, standout end-cap presentations and other visual tools that engage customers with products.

Real Avid designs its packaging to provide maximum information on product application, use and benefits, and this on-product consumer education makes product selection easier and leads to increased sales, both for experienced gun owners and novices. It is especially beneficial for first-time firearm purchasers or DIYers, who are often reluctant to seek assistance, and can be confused by the multitude of aftermarket accessories on store shelves.

“Our product packaging has always captured the attention of the consumer. This Pro Shop Upgrade program amplifies our assortments, and takes our in-store merchandising to a new level. The result is maximized revenue for the store,” said Dave Steiner, president of Real Avid.



Adam Gariglietti, owner of John's Sport Center in Pittsburg, Kan., stands in front of a new display made possible by Real Avid's Pro Shop Upgrade merchandising program. “The packaging is top-shelf and looks like something that deserves to be in my store,” he stated.

When customers educate themselves in a retail environment with hands-on product information, the process can prompt follow-up questions with knowledgeable staff, and lead to more accessories sales.

Real Avid believes knowledge builds confidence, and its Pro Shop Upgrade approach to merchandising can instill confidence in consumers to perform much of their own firearm customization and maintenance without relying on the

services of a gunsmith. They are more likely to push these dealers through word-of-mouth advertising, as well.

The Pro Shop Upgrade offers flexible and engaging merchandising options for in-store displays to meet specific floor plans and traffic flow needs. Included are merchandising signage, mounting hardware, inventory backer cards, installation instructions and a detailed planogram. / [realavid.com](http://realavid.com)

## RUGER DONATES \$25,000 TO WTTA

Walk The Talk America (WTTA), a non-profit organization designed to bridge the gap between the firearms industry and owners and the mental health industry, announces the donation of \$25,000 from Sturm, Ruger & Co.

“This donation will go a long way to supporting the WTTA's efforts to educate mental health experts and firearms industry professionals on the critical need for information and communication between and within our industries to help curb the tide of suicides and gun

violence,” said Mike Sodini, WTTA founder.

“We're happy to support the great work Mike Sodini and Walk The Talk America has done to bring mental health awareness and suicide prevention to the forefront,” added Chris Killoy, Ruger president and CEO.

For over four years, WTTA has spearheaded a movement within the firearms industry to bridge the gap between mental health and responsible firearm ownership with the goal of reducing suicide by firearm and gun violence. Through educational material, podcasts and training programs, WTTA is paving the way of educating mental health



professionals about the gun culture and breaking down the negative stigmas around mental health for gun owners. / [ruger.com](http://ruger.com) / [walkthetalkamerica.org](http://walkthetalkamerica.org)

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## BIG HORN ARMORY SUPPORTS WYOMING HUNTERS FOR THE HUNGRY

Big Horn Armory (BHA), maker of big-bore firearms, announced a \$2,000 donation to the Wyoming Wildlife Federation (WWF) to help support its Hunters for the Hungry program (H4H).

The donation helped offset the cost of meat processing, resulting in nearly 2,300 wild-game meals for food-insecure Wyoming families during the holidays.

"For the second year in a row, we [were] happy to donate a portion of our November sales proceeds to help out our community in Wyoming during the holiday season," said Greg Buchel, president of Big Horn Armory.

The WWF's H4H program was created in 2018 to connect hunters and meat processors with charitable food organizations in order to provide high-

quality, nutritious food to community members in need. This program builds on a foundation of conservation stewards who look to give back to local communities by sharing the harvest and cultivating meaningful connections across Wyoming. During the last three years, over 14,100 meals have been donated through the program to food-insecure families in four Wyoming counties and the Wind River Reservation.

All hunters must first prepare their harvest for processing in the field, and follow stringent Wyoming Game and Fish Department guidelines. Distributing partners or WWF staff distribute the

processed and packaged meat to local food banks, pantries and other food services.

"We cannot thank Big Horn Armory enough for their Pay It Forward campaign going to the Wyoming Wildlife Federation this (past) year. Big Horn Armory serves as such a great role model for local Wyoming companies (in) giving back to the community around them. Their donation goes right back into the work that supports people in need with Hunters for the Hungry, a program that is crucial during (the holiday season)," said Dwayne Meadows, executive director of WWF.

[/ bighornarmory.com](http://bighornarmory.com)

[/ wyomingwildlife.org](http://wyomingwildlife.org)

0089  
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## BROWNELLS SUPPORTS SPECIAL OPERATIONS WOUNDED WARRIORS

After pledging a percentage of its online sales during Veteran's Day week (Nov. 8–12) to Special Operations Wounded Warriors (SOWW), Brownells raised \$137,000 for the organization.

Formed August 2012, SOWW provides outdoor experiences to a select group of both active-duty and veteran U.S. military

special operations forces — those who have received wounds in battle and have been awarded the Purple Heart.

Many of SOWW's typical fundraising activities, such as benefit dinners and live auctions, have been curtailed during the pandemic, making outside donations even more critical to its mission.

"We are very grateful for our customers who helped us fund this awesome organization," said Brownells' chairman Pete Brownell. "Thank you all for helping fund SOWW, and for supporting the warfighters who benefit



from SOWW."

"We are forever thankful for the continued support Brownells has offered Special Operations Wounded Warriors. They have been a partner in charity since our inception, and they continue to be a major source of funds and support of our efforts to help special operations veterans throughout the year," said SOWW President Joel Pellicci.

[/ brownells.com](http://brownells.com) / [sowwcharity.com](http://sowwcharity.com)

## EOTECH ANNOUNCES NEW MANUFACTURING FACILITY, HQ

EOTECH is now operating in a new Michigan manufacturing facility and company headquarters, in Traverse City and Plymouth, respectively. Ideally situated within Michigan's regional technology and manufacturing hub, both cities offer the company a talented labor

pool and enhanced supplier access.

"The choice to move was clear. Both Traverse City and Plymouth welcomed EOTECH with open arms," said Dean Loebig, EOTECH chief technical and operations officer. "Offering an economic development incentive proved these cities wanted our business; plus it's a strategic place to base our operations."

EOTECH opened its state-of-the-art, 22,000 sq. ft. manufacturing facility,



located at 2207 Traverse Field Road, Traverse City, Mich., last summer.

The company's new headquarters, consisting of 67,000 sq. ft. of space, is located at 46900 Port St., Plymouth, Mich. / [eotechinc.com](http://eotechinc.com)

## REVO BRANDS/ REAL AVID ACQUIRES OUTDOOR EDGE CUTLERY

Revo Brands, the parent company of Real Avid, recently added Outdoor Edge Cutlery to its family of consumer brands.

Revo Brands operates in partnership with Vertikal Brands, a holding company established by Clearview Capital, and is managed by a group of outdoor industry executives focused on the acquisition of premium brands in the outdoor industry.

With a focus on the DIY segment of the shooting accessories industry, Real Avid has built a reputation for premium cleaning and tool accessories. Since its founding in 2008, the company has experienced rapid growth from exploiting existing market gaps while also creating new product categories.

Outdoor Edge is a leading manufacturer of premium knives and hand tools designed for outdoor enthusiasts and professional tradesmen.

Founded by David Bloch in 1988, the company maintains a diverse portfolio of patented, award-winning, performance-driven knives and tools a wide range of consumers have come to know and trust. Bloch will play a key role in continuing the success of the Outdoor Edge brand and products.

"I never imagined Outdoor Edge would evolve from my college knife-design project at Colorado School of Mines into the leading cutlery brand of hunting knives, replaceable blade knives and home processing sets. I'm grateful for the opportunity to assist with Outdoor Edge's future through my passion for designing innovative knives and collaborating with our newly expanded team to take Outdoor Edge to the next level of growth for many years to come," Bloch said.

Outdoor Edge will maintain an office

and staff in Denver, and will relocate warehousing and distribution operations this spring to the Revo Brands facilities in Plymouth, Minn. No disruption of operations is anticipated.

"I couldn't be happier having Outdoor Edge join our family of brands. We've admired the company for many years, and feel privileged to be able to lead it through its next stage of growth," said Roy Wetterstrom, CEO of Revo Brands.

"The Vertikal team's industry experience and focus on growth are a perfect complement to the strong foundation and great teams of people behind Revo and Outdoor Edge, which collectively will undoubtedly prove to be a formula for success," said Jim Gianladis, CEO of Vertikal Brands and chairman of Revo Brands. / [realavid.com](http://realavid.com)

[/ outdooredge.com](http://outdooredge.com)







**WINCHESTER**

## WINCHESTER WINS U.S. ARMY, FBI CONTRACTS

Winchester has been awarded contracts by the U.S. Army: a \$13 million contract for the development of manufacturing processes for the 7.62mm cartridge and \$20 million in cost-plus and firm-fixed-price contracts related to ammunition development, manufacturing facility requirements analysis and production capacity planning for the 6.8mm Next Generation Squad Weapons (NGSW) program.

Work will be performed at the Lake City Army Ammunition Plant (LCAAP) in Independence, Mo., the United States' only government-owned, contractor-operated small-caliber ammunition production facility. This project was awarded under Winchester's \$8 billion contract to operate LCAAP.

"Winchester is honored to have been selected by the U.S. Army to execute NGSW program activities at Lake City," said Brett Flaughter, president of Winchester Ammunition. "The NGSW program represents our military's significant investment in the future U.S. Warfighter, and the work being performed under these contracts is the genesis for generations of NGSW programs to come."

In addition, Winchester Ammunition has been awarded in three out of four categories on a recent FBI 9mm ammunition contract. This annually renewable, five-year contract granted awards to Winchester in the following categories: FBI's Duty/Service (Micro), Training – Reduced Lead and Frangible. Awards were made based on a competitive, three-factor evaluation including technical merit, past performance and price proposals. / [winchester.com](http://winchester.com) / [winchestermilitary.com](http://winchestermilitary.com)

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## RADIANS PROVIDES PPE FOR DISASTER RELIEF

Radians, manufacturer of quality personal protective equipment (PPE), announced a recent donation of nine pallets of safety products to Matthew 25: Ministries.

The disaster-response organization provides critically needed aid to more than 20 million people in need each year, most recently to communities across a multi-state region devastated by the December 2021 onslaught of tornadoes and powerful windstorms.

"The destruction from these devastating tornadoes is truly heartbreaking," said Tim Mettey, CEO of Matthew 25: Ministries, during the crisis. "In the aftermath of disasters such as these, PPE supplies are in high demand to keep people safe while beginning the long process of recovery. We appreciate the generous support of corporate donors like Radians, who help us to provide hope and essential supplies to people who have been impacted by the disaster."

"Massive destruction like this requires



Radians CEO Mike Tutor and President Bill England responded to recent tornado disasters in the Midwest with a significant PPE donation to Matthew 25: Ministries. Also pictured are members of Radians' new product development team.

major clean up and new construction on a gigantic scale, so lots of PPE will be required. Radians is thankful we can give back by supplying the safety products that disaster communities need," said Radians President Bill England.

Radians sent work gloves, anti-fog goggles and other safety eyewear, disposable foam earplugs, coveralls, jackets, AR/FR workwear and hi-vis apparel to Matthew 25: Ministries.

[/ radians.com](https://www.radians.com)

## VISTA OUTDOOR ANNOUNCES ACQUISITION OF STONE GLACIER

Vista Outdoor Inc. announced its acquisition of Stone Glacier, a premium brand focused on ultra-lightweight, performance hunting gear designed for backcountry use.

"Stone Glacier is an enthusiast brand that is fast-growing, well-managed and a great cultural fit. Our centers of excellence, brand portfolio and distribution network will support Stone Glacier as they reach their next level of awareness, maturity and growth. Stone Glacier enhances our ability to enter and leverage the camping category, which has exploded in popularity over recent years," said Vista Outdoor CEO Chris Metz.

Founded in 2012 by Kurt Racicot, Stone Glacier designs and manufactures gear touted as the lightest, most durable and most coveted by discerning backcountry adventurers. Based in the "Big Sky country" of Bozeman, Mont., the brand has established itself as the preferred choice of backcountry hunters, outfitters and guides throughout the world.

"The future of Stone Glacier is bright. This partnership comes at a great time for our business, and we are excited for the support Vista Outdoor will provide to accelerate our growth (as we) continue developing industry-leading products. We have been fortunate to build a following of the most-dedicated backcountry hunters, and it has always been our mission to bring the best products, service and innovations to market. This partnership



ensures we will continue to execute on that mission at the highest level," said Stone Glacier President Jeff Sposito.

Vista Outdoor used cash on hand and available liquidity under its asset-based revolving credit facility to complete the transaction. This is the seventh acquisition in the past 18 months for Vista Outdoor. The others are Remington Ammunition, HEVI-Shot, Venor, QuietKat, Foresight Sports and Fiber Energy Products.

[/ vistaoutdoor.com](https://www.vistaoutdoor.com) / [stoneglacier.com](https://www.stoneglacier.com)



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## FEDERAL, SPEER AMMUNITION AWARDED FBI CONTRACTS

The FBI has awarded Federal and Speer Ammunition contracts in all four categories of its handgun ammunition bid. This award keeps 35,000 employees trained and ready for duty. Three of the rounds will be manufactured in the Anoka, Minn., facility and the other will be built in Lewiston, Idaho.

Federal and Speer were the only brands to be collectively awarded contracts in all four ammunition categories: Service (Full Size), Service (Micro), Reduced-Lead Training and Frangible. Federal and Speer were the primary for the Training and Frangible rounds with secondary designations for the full-size and micro-service rounds.

"It is an honor our brands continue to be selected for use by the most trusted law enforcement agency and value the products we make," said Jason Vanderbrink, Federal president. "The ongoing validation of the technology and performance found in every round of ammunition made by our highly skilled American workforce brings great pride to our company."

This Indefinite Delivery, Indefinite Quality contract is a one-year base contract with four possible option years.

"We're excited to build the FBI the best bullets on the market for both duty and training," added David Leis, Federal and Speer's VP of law enforcement, government and international sales. "This is a win for our engineering team as the FBI will be utilizing new as well as refined bullet technology in their firearms for both service and training."

[/ federalpremium.com](http://federalpremium.com) / [speer.com](http://speer.com)

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## GSM OUTDOORS ACQUIRES SOG SPECIALTY KNIVES

GSM Outdoors, a multi-brand manufacturer of specialized hunting and shooting sport accessories, announced its acquisition of SOG Specialty Knives Inc., a respected U.S. manufacturer of tactical and purpose-built knives.

"Since 1986, SOG has been synonymous with austere-duty knives intended to meet the needs of defense professionals. Our acquisition of SOG represents an important expansion of the GSM family of brands, and we look forward to taking the brand to that next level of consumer support and product innovation," said Eddie Castro, CEO of GSM Outdoors.

Originally known for its combat-inspired fixed-blade knives, SOG has since expanded its knives and specialty tools to include folders, multi-tools and gear intended for professional use, outdoor recreation and everyday carry.

"SOG is a prestigious brand among outdoor and tactical retailers nationwide, and the company enjoys an enthusiastic consumer base. We are understandably excited to add SOG to our portfolio of knife and utility tool companies, including Cold Steel. We look forward to working with our industry partners to further expand the SOG brand across the professional and outdoor consumer segments," said Zach Henderson, GSM VP of sales. [/ gsmoutdoors.com](http://gsmoutdoors.com)  
[/ sogknives.com](http://sogknives.com) 



C. MEANS

### NASGW WELCOMES CHAIRMAN

Chris Means, president of Tactical Gear Distributors, has assumed the role of NASGW chairman for a two-year term. Means has spent two years as a member of the board, helping guide the association through the tumultuous time of the pandemic.

Means stated, "I'm proud to have served so many great businesses in this industry in a variety of roles. This is an amazing industry, and I'm looking forward to this new role as the board chairman at NASGW."

He started his career in 1987 with Outdoor Sports Headquarters. Before joining Tactical Gear Distributors, Means held roles at Bangers (now Iron Valley Supply Co.), Ellett Brothers, Big Rock Sports and The Mako Group.



M. DO

### PRIMARY ARMS GROWS TEAM

Primary Arms announced the recent additions of CFO Matthew Do, Gregory Bruce as central region territory manager for Primary Arms Government and Kirby Evans, territory sales manager for Primary Arms Government.

Do will be a collaborative leader across various business units, leverage Primary Arms' core advantages and grow the business through constant improvement and new business opportunities.

"Matthew will lead operations, finance and accounting teams and partner with the companies' multiple divisions in developing growth strategies to maximize profitability across the business," said Marshall Lerner, founder and

CEO of Primary Arms.

With over 20 years' experience, Do brings a wealth of knowledge in operational turnarounds, start-up, expansion, restructuring, M&As and transitional situations.

Bruce will oversee the Central Texas region as well as 16 other states throughout the central U.S. He is a decorated combat veteran of the USMC and a former sergeant of the Los Angeles Police Department.

Evans will lead connection for L.E. teams operating in 13 states. He will also work with Texas L.E. teams including Austin, San Antonio, Corpus Christi and more.

Evans has more than 17 years of L.E. experience as a Texas Master Peace Officer and seasoned TCOLE instructor. He also founded HDC Concepts, an L.E. training firm that specialized in optimizing and expanding the training market throughout Texas.



P. SHAY

### SAGE PROGRAM UNDERWRITERS NAMES SENIOR SALES VP

SAGE Program Underwriters welcomed Patrick Shay as its SVP of sales. Shay brings 25 years of experience in sales, marketing and service to the shooting sports and firearms industries to his new role.

Chuck Holdren, SAGE president and CEO, stated, "SAGE is committed to helping the shooting sports industry better understand and control its work comp insurance costs. I'm thrilled to welcome Patrick to help SAGE grow our brand and change the way the industry is treated within the insurance community."



B. NORMAN

### RISE ARMAMENT NAMES MARKETING MANAGER

Brock Norman joined the RISE Armament team as the company's online

marketing manager.

"We're excited to welcome Brock to the team. His digital experience and his alignment with our values and mission will no doubt help RISE continue its accelerated growth," stated Camille Torres, VP of marketing at RISE.

Norman has spent the past 11 years working in the outdoor media world where he has managed web properties, digital marketing, digital sales, graphic design, video production, sponsored content, social media, email marketing and more.



K. RENWICK

### SENTRY TACTICAL RECRUITS SALES VP

SENTRY Tactical welcomed Kevin Renwick as the VP of sales to support the growing domestic markets.

"Kevin is a customer-focused leader who values long-term relationships that create growth opportunities for both the customer and manufacturer," stated Mike Noell, CEO of SENTRY Tactical.

Renwick has over 15 years' industry sales experience. He has served in roles at Traditions Performance Firearms, Blackhawk, GunVault and most recently The Safariland Group as a director of national accounts in the commercial marketplace.



R. WILKINS

### SILENCERCO APPOINTS MARKETING DIRECTOR

SilencerCo announced the appointment of Rich Wilkins as its new creative marketing director. Wilkins will be responsible for the company's creative strategic direction.

"I am thrilled to have Rich come on board in this role," said SilencerCo Director of Marketing, Customer Service and Warranty, Jessica Kallam. "He is a marketing



veteran who, throughout his career, has proven himself as someone who can deliver results.”

Wilkins brings over 14 years of marketing experience to the team. Most recently, he held the position of director of marketing at Dead Air Silencers.



S. PERKINS

**ASP  
TAPS SALES DIRECTOR**

Armament Systems and Procedures (ASP) named Stacey Perkins as the new director of sales for the Southeast U.S. region. Perkins will be responsible for L.E. agency and distributor relationships in the Carolinas, Georgia, Alabama, Mississippi and Florida.

ASP VP of Sales, Daryell Harmon, said, “Stacey has everything it takes to succeed in our unique sales model.”

Perkins joins ASP after a 30-year career as an FBI special agent and supervisor.



**CAN-AM SALES GROUP  
SELECTS SALES MANAGER**

Can-Am Sales Group LLC welcomed Max La Gaipa to the sales team as territory sales manager. He will be based in Laval, Quebec, to serve the growing Quebec and Maritimes customer base.

“We’re excited to have Max join our Can-Am team. “[La Gaipa’s] enthusiasm and passion for the outdoors combined with his deep product knowledge are a perfect fit for the needs of our distribution, retail and vendor partners,” stated Can-Am Sales Group President Scott Makway.

La Gaipa brings over 15 years of professional outdoor experience to the Can-Am team, which includes winning the Classic Title on the 2010 Pro Bass Canada Trail. **SI**

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BY MASSAD AYOUB

# A 10MM RESURGENCE?

**W**hen the 10mm pistol cartridge was introduced in the early '80s, one of its godfathers was Col. Jeff Cooper, who predicted it would replace his beloved .45 Auto in the hands and holsters of serious combat handgun *cognoscenti*. When the FBI adopted it a few years later, it was postulated it would soon become the new standard in law enforcement.

Neither of those things worked out ... but consumer interest in the 10mm today is growing nonetheless. Gun companies don't introduce new products their marketing researchers don't think will sell. Let's look at some recent introductions.

## NEW OPTIONS

**Springfield Armory:** The only firm offering 10mm chambering in two different formats, Springfield Armory in the last few years has covered both the 1911 and the striker-fired waterfronts. Retailing for well under \$1,000 is the Ronin, an all-steel 1911 10mm that has tested well.

The XD(M) 5.25 pistol is polymer-framed and striker-fired, and like all such pistols costs less for the manufacturer to produce and therefore offer at a more affordable price tag to your customers. One feature I particularly like on the XD(M) is its adjustable sights. These allow your more finicky customers to dial in for exact point of aim/point of impact with any of

the wide variety of 10mm ammo in the catalogs.

**Smith & Wesson:** Their all-steel Gen 3 pistol, the traditional double-action Model 1076, was the gun the FBI adopted in the late 1980s and discontinued earlier than anyone expected. In late 2021, S&W jumped back into the 10mm game with the large (.45-size) version of their striker-fired M&P. Bolstered with a rugged steel chassis within its polymer frame, I found it to be accurate and controllable in testing.

**GLOCK:** The 10mm G20 pistol, introduced in 1990, remains the bestselling 10mm pistol in most gun shops. It set the format of 15+1 cartridge capacity which was followed by both the XD(M) and the M&P. The smaller version of the G20, the G29, has been a steady seller if not a bestseller for three decades now, and remains the only compact polymer 10mm on the market. A few years ago GLOCK supplemented the G20 with the long-slide (5.3" barrel) G40, and an MOS version already cut for red dot sights. All remain in the catalog, which tells us the 10mm is here to stay for a while.

## NOT JUST SEMI-AUTOS

And, let's not forget revolvers. Ruger chambers its GP-100 in 10mm, and S&W has reintroduced its N-Frame Model 610 in the same caliber. With the furnished

◀ The new Smith & Wesson M&P 10mm M2.0 pistol was designed to match the M&P 45 M2.0 pistol frame size, offering 15+1 rounds of personal protection in the backcountry.

moon clips, they offer the fastest possible revolver reload for your customers who prefer round guns to square ones, and those moons allow .40 S&W to be fired from these 10mms as well. (That much more versatility, yes? Speaking of which, a sales tip: For your customers with GLOCK 20 pistols, Lone Wolf offers its Alpha Wolf barrel chambered for .40 S&W.)

## THE "WHY" OF THE 10MM

In Alaska, outdoor sports are particularly popular — not just hunting, but fishing and hiking. They have *big* bears there, and a whole lot of people find it easier to carry a powerful handgun than a high-powered rifle or a slug-loaded shotgun. .357 Magnums and .44 Magnums were long the preferred choice, but the deep penetration of solid 10mm bullets gives the user a lot more chances to get a killing shot into a charging bear because they hold so many more rounds and an opportunity to reload is most unlikely during a large animal attack.



**10mm bullets [give] the user a lot more chances to get a killing shot into a charging bear because they hold so many more rounds and an opportunity to reload is most unlikely during a large animal attack.**

Most revolvers are six-shooters. Polymer 10mm Auto pistols are 16 shooters. Bears are more likely to be warded off by warning shots than humans, it seems, and the warning shot has become almost customary in these human/ursine situations. Let's assume your customer is a Smith & Wesson fan. Each warning shot consumes 16.6% of



his or her in-gun ammo capacity — that is, 16.6% of their last-chance bear attack survival potential — if they're carrying a typical Magnum revolver. But if you've turned the page of the S&W catalog and sold them a 10mm Military & Police pistol with 16-round total capacity, the price of the warning shots is reduced to 6.25% per. That's a much easier price to pay in the balance of bear conservation vis-à-vis human survival.

In most parts of the country, great big bears are not a problem. However, every state has farms and ranches. So — particularly if your shop is in a rural area — let's talk. Not just you and me, but you and your clientele.

Research shows: Every year, *several times more people are killed by domestic livestock than are killed by bears*. It might be a bad-tempered bull, a rogue horse or even an enraged hog. What do those animals have in common with bears? Well, they're big, they're heavy and two out of three are more likely to stomp you to death than bite or claw you to death. They are all quadrupeds that will come at you on all fours, presenting you with a long, deep body that will require deep penetration to reach vital organs. They also have thick, heavy skulls, which will present on a sloping angle as they come at you: a perfect combination for deflecting all but the most penetrative bullets if you hope for a brain shot that will immediately shut down the attack.

Sounds like a good argument for the 10mm on farm or ranch to me.

If we read the work of the legendary Elmer Keith, we see more than once a powerful handgun saved him from a large animal thanks to its deep-penetrating bullets. Keith's name may not register with your Millennial customers, but it will certainly strike a responsive chord with your older clientele who have read a lot and are familiar with the lore of the gun.

## VERSATILITY SELLS

A broad variety of 10mm Auto ammo is available. The original load was a 200-grain jacketed truncated cone bullet at about 1,200 fps. In the early days of the 10mm, the late, great Larry Kelly installed a 6" Mag-na-ported Bar-Sto barrel on my 10mm Colt Delta Elite. Before he sent it back

to me, he killed a humongous hog with it. He told me the animal's live weight was about 600 pounds, and that a factory Norma FMJ bullet entered the brisket from straight-on front, passed through the entire animal lengthways and exited its butt. It quickly fell. Larry told me he donated the carcass to the roasting spit at the Second Chance Shoot in Michigan that year.

Personal defense? If recoil is an issue, there is the "FBI load," a 180-grain jacketed hollowpoint in the 1,000 fps velocity range. These are essentially .40 S&W ballistics, long since proven "adequate as a man-stopper," and offer mild recoil when fired from a large-frame 10mm pistol.



GLOCK 20 (LEFT); S&W M&P 10MM M2.0 (RIGHT)

Full-power 10mm ballistics for when a homicidal biped must be quickly neutralized? I am partial to a 165-grain bullet in the 1,300 fps range. When the 10mm had some traction in law enforcement, the Winchester Silvertip 10mm (recently reintroduced!) offered a 175-grain JHP at 1,290 fps, generating 649 foot-pounds of muzzle energy. This almost exactly equaled Winchester's Silvertip load for a .41 Magnum revolver.

For the big stuff? If the customer really does need to ruin a bruin, Buffalo Bore offers a Dangerous Game load comprised of a 190-grain flat-nose Mono-Metal bullet from Lehigh. Such a load promises bone-crushing deep penetration.

The bottom line? The currently resurgent 10mm Auto is still a niche product, but the niche is growing. It is hoped the above points will help you sell more, and create more satisfied customers. **SI**



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BY ASHLEY MCGEE

## GIRLS SHOOT GUNS TOO

**T**he firearms market has long been dominated by men, but a recent study shows a major shift manufacturers and retailers can't ignore. Preliminary data from Harvard's School of Public Health suggest women accounted for about half of all gun purchases made between January 2019 and April 2021,<sup>1</sup> and new gun owners are more likely to be female.

To help women become confident and proficient gun owners, retired New York State Police Investigator Debbie Rose founded a firearms instruction company she aptly named Girls Shoot Guns Too.

We spoke with Rose about her motivations for getting started, how ranges and dealers can better serve their female customers and how technology is changing firearms instruction.

### SI: What was your motivation for starting Girls Shoot Guns Too?

**Rose:** I always wanted to do firearms instruction, so when I retired from law enforcement after 24 years in June 2020, it was a natural transition.

Shortly after I retired, I was approached by some gun dealers asking if I'd be interested in teaching private lessons to people who were new to firearms. Dave Fish from Fish's Firearms in Glen Aubrey, N.Y., was the first to call. He's also law enforcement and knew I was a firearms instructor.

He and other nearby FFL dealers have been so supportive of Girls Shoot Guns Too.

### SI: How many women have you helped train to date?

**Rose:** Since starting Girls Shoot Guns Too in fall 2020, I've trained several hundred people. Although I primarily work with women, I also provide firearms instruction to men. That first winter when I was getting started and into the following spring, I was at the range all day every day.

(Rose provides private firearms instruction and concealed carry permit classes at the Broome County Sportsmen's Association facility which includes a covered 100-meter outdoor rifle range, a heated indoor 50-foot rifle and pistol range with electronic returning target carriers and a covered 25/50-yard outdoor pistol range.)

### SI: How has working with gun dealers helped grow your business? Do you have any tips or advice for working with them?

**Rose:** Growing my business has been through a lot of word of mouth. There are around 10 FFL dealers in my surrounding area. When I first started teaching, I had these women coming to me saying, "Look what I just bought," who would then often show me a .38 snub-nose revolver or something with an EZ slide. But once they shot it, they'd hate it.

◀ Girls Shoot Guns Too Founder Debbie Rose (right) has trained several hundred women — using word-of-mouth references to grow her business. She's found success in offering live-fire and dry-fire training.

I started going to these dealers asking why they sold it and sharing the feedback I was getting from these women to help them better understand the importance of fit and features from a woman's perspective.

Buying a gun is like buying a pair of shoes or a pair of jeans. It has to fit you just right. I've even gone shopping with a few of my students, explaining things like the nomenclature of the gun and the fit, and really encouraging them to take their time before making a purchase.

### SI: What are the most common misconceptions you've heard about women and firearms?

**Rose:** That women can't shoot guns in general. But in reality, women are 9 out of 10 times a better shot than men — especially when they haven't had prior instruction and don't carry over any bad habits.



**Women accounted for about half of all gun purchases made between January 2019 and April 2021, and new gun owners are more likely to be female.**

Because I'm also a woman, I'm calm and patient when providing instruction. Women listen well and take lessons well. They also tend to be more patient, so when they are shooting it just all works together. For those who have previously picked up some bad shooting habits, they're usually easily correctable.

### SI: How can retailers and gun ranges do a better job of serving female shooters?

**Rose:** I came across a gun dealer selling the S&W EZ slides to pretty much every woman who walked in the door. Instead of showing women how to work



the action, he'd say just buy this EZ slide. But if you don't teach gun owners how to properly work the action, how do you expect them to shoot another type of gun if necessary?

Dealers should always encourage the gun purchaser test-fire a gun before buying it. If the FFL isn't trained, confer with local ranges and encourage purchasers to seek out

“

Buying a gun is like buying a pair of shoes or a pair of jeans. It has to fit you just right.”

**DEBBIE ROSE**, Founder  
Girls Shoot Guns Too

training.

**SI: What are some of the most common reasons you hear from your students for being reluctant to own a gun?**

**Rose:** Knowledge (or lack thereof). They think guns are dangerous and not safe, particularly those who have children in the house. They're apprehensive about it because they don't understand the gun, but once they learn about it and shoot it, it's an enlightening and empowering experience for them.

**SI: Tell us about dry-fire training guns and how you use them to help women overcome their apprehensions regarding gun ownership.**

**Rose:** Arno Lippassaar, who is also a recently retired trooper from the New York State Police, is now the director of sales and marketing for

Smart Firearms Training Devices. They offer dry-fire laser training guns, CO<sub>2</sub> cartridge guns, targets and more.

By not expending any ammunition, you don't need a range and can train anywhere. They also eliminate the hesitation that comes from anticipation because there's no recoil. If someone is really nervous, we'll start with those or use them as warm up. They help get you the mindset of shooting. Moving from a dry-fire to a live-fire gun is like taking the training wheels off a bicycle. [SI](#)

**Footnote:**

**1:** [hsph.harvard.edu/news/hsph-in-the-news/more-women-are-becoming-gun-owners](https://hsph.harvard.edu/news/hsph-in-the-news/more-women-are-becoming-gun-owners)

For more info:  
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## BEST PRACTICES



BY MIA ANSTINE

# 7 WAYS YOUR STORE CAN SUPPORT 2A EFFORTS

**W**e all know our Second Amendment freedoms are actively under attack. You're seeing evidence of it in your shop right now as you've likely experienced record sales of firearms, ammunition and accessories over the past two years. We used to count on large organizations to protect our freedom. Today, the opposition is attacking from all sides, and we need to diversify our means of protecting our rights.

I visited with Lauren Hill, the director of corporate relations for the Firearms Policy Coalition (FPC), about legislative changes inhibiting our freedoms in America. The FPC is a 501(c)(4) nonprofit grassroots advocacy organization founded on a natural rights philosophy with a clear purpose, consistent values and mission to fight for the people, liberty and freedom.

Lauren and I discussed what more we can do, as an industry, to activate more people to fight for our freedoms. First, we considered the record number

of new gun owners. Then we thought about how great your shops might be doing with this increase of business.

"Gun stores have a responsibility to support our Second Amendment rights," said Hill. "Whether it's by supporting pro-2A organizations who are actively fighting bad legislation, or if it means directly working to protect their customers' natural rights."

In light of this suggestion, have you given thought to the various channels you have for taking action to protect Americans' right to keep and bear arms?

## JOINING THE FIGHT

My local gun shop is Goods for the Woods, in Durango, Colo. Owner Jane Gustafson stays on top of legislative issues that might infringe on our Constitutional rights. In her shop, she continually educates customers about would-be laws. She's also taken it upon herself to become certified to carry petitions to collect signatures when need be. Gustafson works hard to fight

◀ Get sales associates involved in boosting awareness of your store's 2A efforts — filling out 4473s provides a ready-made opportunity for these discussions. (Photo: Legit Outdoors)

for what she believes in.

She's well aware: When new or longtime gun owners stop by, it's a chance to plant a seed and make a difference that will help preserve the Second Amendment. Here are seven ways to elevate your involvement in this fight.

## 1. POSTERS & PAMPHLETS

One of the easiest, non-costly actions your shop can take is educating your patrons. Reach out to organizations that support the Second Amendment. Many of these groups will send you free materials to promote firearm safety rules, advice regarding proper ammunition and tips for sharing the shooting sports with others. You can hang materials on the walls in your store or pass out educational pamphlets.

## 2. CLASSROOM SPACE

In addition to educational media, you may want to create a space for hosting classes. Don't worry if you don't have a gun range; not all courses need to be live-fire. If you have a lunchroom or conference room space, consider hosting safety classes, gun-cleaning classes, game-calling seminars and hunter education classes.

Classes or seminars held at your establishment will encourage various people to come through the door, leading to an opportunity to grow your customer base. It also allows you to interact with and educate more individuals about how they can protect our rights.

## 3. CREATE A LIBRARY

As a business owner, you're always looking for add-on sales, and a library will generate additional funds. We're not thinking about checking books out and charging late fees here. Instead, make room in your store for educational books to sell; think about the history of the U.S., history of guns, reloading, sighting in, long-range shooting, hunting and other topics you know will appeal to your customer base.

## 4. KNOW 2A TALKING POINTS

Pay attention to hot topics in the gun industry. Bring your workforce up to speed and teach them how to discuss key 2A talking points.



Firearms-related topics may include: how to converse with non-gun owners about firearms; how to tell your firearm-related stories; how one gun owner should support others (think of how a young 3-Gun competitor might speak about a young hunter or vice versa); how to discuss legislative attacks (organizations like the DC Project have “Effective Messaging” flyers you can download and print to study with your staff. Visit [DCProject.info](http://DCProject.info) to learn more).

## 5. TRACK LEGISLATION

You can sign up for legislative alerts or follow groups such as Gun Owners of America, the Freedom Foundation and the Firearms Policy Coalition. These organizations send alerts when there are national or state-level hot firearm issues.

“Gun stores should care about bills and what politicians are sliding into new bills,” Hill noted.

In Colorado, for example, we’ve had many anti-gun bills passed the last few years. One such measure dictates

gun stores have to provide locks with all firearm sales. It may not seem like a big deal because most manufacturers already include locks with their firearms, but what other laws are you unaware of in your state?

## 6. BECOME TRAINED IN CIRCULATING PETITIONS

In your store, you see many people with common interests. Let your patrons know you have a petition for an initiative that will protect their freedoms, and they’ll be sure to sign. Additionally, those backers who have an interest in the issue you’re carrying will become advocates — spreading the word to their friends they need to go to your establishment and sign as well.

## 7. SUPPORT SECOND AMENDMENT ORGANIZATIONS

The strength of the gun-owning community has taken a huge hit with the public disappointment of the NRA, and because of it, new 2A organizations have been established. (A few organizations

actively fighting for American freedoms have been mentioned here, but we’ll leave it up to you to research who you should support.)

By joining a 2A-supporting organization, you help strengthen their voice; there’s strength in numbers. You can also support these nonprofits by signing their petitions, completing their letters to legislators and making monetary donations.

As a retailer, once you find the freedom-fighting group that fits your beliefs, you can post and share their information on your counter, in your classroom, in newsletters, in social media posts and at your range. Sharing the news will again grow the numbers and make the gun-owner community stronger.

Each step you take to educate others will build value and trust for your customers. They’ll look up to you as a pillar in the industry, one who works actively to not only make money but to protect the freedom about which you both care. **SI**

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Photo: Shoot United

By Tim Barker

# AUDITION TIME

*Is Your Store Viewed As Welcoming To Diverse Customers?*

**G**eneva Solomon remembers well the day she shopped for her first gun.

It was 2009 and she'd come to the realization she wanted to take more responsibility for her family's safety.

So, she ventured into a local gun shop and had an experience that would later shape the way she and her husband approached customer relations at their own gun store.

She waited two hours to see a salesman, who offered virtually no guidance with her selection, despite being told she was a first-time buyer. Near the end of the transaction, she asked if he knew of anywhere to get training. He responded with a terse: "No."

"He was just a jerk, to be honest," recalled Solomon, now co-owner of Redstone Firearms, the only Black-owned gun store in California.

She left this first encounter with a .40-caliber Beretta PX4 Storm and a lesson about how *not* to treat customers — particularly women and people of color. It's a lesson that has served her well over the years, with Redstone building a diverse clientele at its locations in Burbank and Ontario.

“

**We want people from the Black and Brown communities to participate in the 2A environment. It's a right they have.”**

**Geneva Solomon**, Co-Owner  
Redstone Firearms  
Burbank, Calif.



“It’s a friendly environment, regardless of what you look like,” Solomon said.

So it was, perhaps, no surprise their business saw no significant increase in female or minority shoppers during the havoc of the past 18 months. Instead, Redstone saw an across-the-board bump in all customer segments.

If recent events have taught us anything, it’s there is a growing national appetite for guns. We know guns have been selling at record rates, with NSSF estimating 40% of sales in 2020 were to first-time buyers, some 8.4 million people.

Delving further into the data shows women and minorities are a major part of this trend. In 2020, there was a 56% increase in purchases by African Americans compared to the previous year. And stores across the nation have reported increases in sales to Hispanic Americans and Asian Americans, according to the NSSF.

In January 2022, NSSF released figures from retailer surveys that indicate there were 5.4 million first-time buyers in 2021.

All this to say: it’s clear there’s a major opportunity for the industry — both to increase public support for Second Amendment issues and to build business. In a sense, the industry has been in the midst of a lengthy audition period with these first timers, noted Jacquelyn Clark, owner of Bristlecone Shooting, Training & Retail Center in Lakewood, Colo.

“It’s been an audition for whether they come back to your store. And also, an audition for whether they come back at all,” Clark said. “It’s important for ranges and retailers to engage these new customers.”

#### REACHING OUT

In Redstone’s early days, Solomon catered heavily to law enforcement clientele, given her husband’s police background. But over time, they started reaching out

to nearby communities with free introductory firearms classes. They wanted everyone to know they were welcome at Redstone.

“We want people from the Black and Brown communities to participate in the 2A environment. It’s a right they have,” she asserted.

The efforts have paid off. Any customer walking through the door is just as, if not more, likely to be Black or Brown as they are to be white. Solomon worries over what she sees as an unfortunate culture found in many of the nation’s gun stores. Too often, people of color run into environments where they are effectively discouraged from buying a gun.

It’s one of the reasons she rejects the oft-cited narrative that minorities aren’t interested in guns, hunting and other shooting sports.

“You have to be shown something to know if you are interested or not,” Solomon informed.

Those atypical customers also need to feel welcome, according to Larry Hyatt, owner of Hyatt Guns, in Charlotte, N.C.

Over the past 18 months, his store has seen a significant

“

**It starts and ends with the staff. Once you get people in the door, it’s all about their experience.”**

**Jacquelyn Clark, Owner**  
Bristlecone Shooting,  
Training & Retail Center  
Lakewood, Colo.



Redstone Firearms has cultivated a strong reputation among diverse buyers — lending itself to generating repeat business from this burgeoning group.



Larry Hyatt has made a concerted effort to hire both female and Black employees in his store. "It's important to diversify your staff if you're in a city with diversity. Find good people who know the gun business," he advised.

increase in minority shoppers. The biggest jump has been African Americans, who now represent a major part of his business. "It used to be 25%; now it's 50%," he observed.

One of the keys to this growth: "A smile and a greeting that's sincere," he remarked.

In many ways, this simple thought gets to the heart of this issue. No one wants to shop where they aren't wanted. Too often, gun stores seem to function almost as social clubs, where new customers are made to feel anything but welcome.

"There are a lot of stores where the employees know a lot about guns, but they don't particularly like people," Hyatt noted.

#### **"IT'S ABOUT THE EXPERIENCE."**

Perhaps the quickest way to change the way your shop relates to women and minorities is by taking a hard look at your employees.

"It's important to diversify your staff if you're in a city

with diversity. Find good people who know the gun business," advised Hyatt, whose own store has made an effort to hire both female and African American employees. "We're just so much more aware that we've got to make every customer feel welcome."

It's critical to have employees who match the vision you have for your shop, suggests Clark in Colorado, where Hispanic Americans and Asian Americans are significant customer segments.

"You can't market yourself as being open and inclusive if you only hire white men over 40 as your staff members," she stated.

Before opening her shop in suburban Denver, Clark spent 15 years in the corporate world, where she was involved in hiring and human resources. She has called upon this background to develop her own lengthy hiring practices.

One of the most important parts of the process is having



# You have to be shown something to know if you are interested or not."

**Geneva Solomon, Co-Owner**  
Redstone Firearms  
Burbank, Calif.

applicants spend several hours shadowing staffers. The candidate gets to see what the job is about. It also gives shop employees a chance to get a better feel for the candidate's attitudes and biases.

Of course, there are other things you can do to make your store more appealing to minorities and women. Keep your targeted customer base in mind, for example, when choosing images for marketing and advertising. If you want Asian American customers, include photos of Asian Americans.

At the end of the day, nothing you do through marketing will matter if you don't have the right employees.

"It starts and ends with the staff," confirmed Clark. "Once



you get people in the door, it's all about their experience."

#### DIFFERENT NEEDS?

You may find yourself wondering if there are things you should be stocking to appeal to a more diverse



**Perhaps the quickest way to change the way your shop relates to women and minorities is by taking a hard look at your employees.**

customer base. When it comes to minority shoppers, there's no significant difference when it comes to what those shoppers are looking for, according to these shop owners.

Hyatt said they've noticed Black customers are less likely to buy older-style guns, including revolvers and classics like the Browning Hi-Power.

"It's GLOCKS and Smith & Wesson Shields and other easy-to-carry guns," he shared. "I'm also surprised at how many AR-rifles and pistols we sell to urban customers."

There are, however, some more notable differences in what your female customers are looking for.

One of the quickest ways to turn off a female shopper is by ignoring the appearance of your shop. You don't need a brand-new facility, but it never hurts to do some cleaning.

"Women don't like a restroom with spiders in it," Hyatt reported. "They aren't going to tolerate a dirty restroom."

He also suggests a change in mindset regarding the way salesmen react when approaching a male/female couple: "The female customer is just as likely to be the buyer as the male customer. Don't assume anything."

In Colorado, Clark's store carries a wider variety of CCW options, including purses, fanny packs and certain holster brands (Alien Gear is popular) aimed at women.

Those customers also tend to be more interested in non-lethal options, like pepper spray.

"There are a lot of products we carry to cater to women," Clark affirmed.

Not on that list, however, is a display case full of brightly colored guns. They tried that, but found women are just as happy with a black or stainless gun.

"Most women don't want a pink gun, even if their husbands think they do," Clark said.

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MORE OF THE SAME FOR 2022?

# Supply Chain Woes



BY SHANNON FARLOW

**BY** all estimates, the demand for firearms and ammunition remains historically strong. According to NSSF, 2021 was the second-highest year on record for background checks — totaling 18.5 million. Concurrently, ongoing supply chain disruptions are creating obstacles for shooting sports manufacturers, distributors and dealers who are struggling to meet the increased demand.

Manufacturing facilities and port terminals around the world still face COVID-19 lockdowns. A shortage of shipping containers, equipment, vehicles and labor is exacerbating congestion at U.S. ports. Similarly, trucking and rail companies are hamstrung by a lack of workers. Unfortunately, the supply chain gridlock is expected to continue deep into 2022 and likely beyond.

How is the supply chain

gridlock affecting gun stores and shooting ranges? Which products are the hardest to find these days? How are dealers navigating the supply chain challenges? What are manufacturers and wholesale distributors doing to help them?

To get answers to these questions and more, we spoke with Rex Gore, president/CEO of Black Wing Shooting Center in Delaware, Ohio; Mark Abramson, president of Los Ranchos Gun Shop in Albuquerque, N.M.; and Bob Porter, general manager of Oasis Outback in Uvalde, Texas. Brent Wouters, president and CEO at Iron Valley Supply Co. and Miles Hall, senior advisor at business-consulting group Hall-N-Hall in Edmond, Okla. offered their insights here, as well.

## THE DEALER PERSPECTIVE

**SI: How have the supply chain problems affected your store?**

**Gore:** Like everyone in this industry, and most other

industries, the supply chain has been broken since March 2020. As a result, it has been difficult to procure inventory in a timely manner and impossible to predict when what you have on order will be received. Although our industry has never been great, in more normal times you could at least predict within a few weeks when products would arrive. Today, it's impossible unless you're buying from a distributor who knows they have it in stock. Even non-firearm related items (office supplies, equipment, building supplies, etc.) we need are difficult to find at times. The impact has been we can't sell what we don't have, which has caused us to lose sales.

**Abramson:** We've experienced significant disruption in meeting the needs of our guests. Availability of ammunition across the spectrum has been a challenge. While there has been some occasional relief in handgun rounds, both for



range and defense, the same has not been true for hunting rounds. We typically carry a breadth of options for hunting and old military rounds, but availability has been bleak. The same is true for shotgun rounds. While slugs and 00 buckshot have been available, rounds suitable for lighter loads and for upland, wetland and turkey hunting have been slim. Our orders for folks who want to try their hand at trap, skeet and sporting clays have impacted access.

#### **SI: What do your inventory levels look like right now?**

**Porter:** Inventories are short in some categories after a strong Christmas shopping season. Camo apparel being the most depleted with little to no replenishment opportunities.

**Abramson:** Inventory is a deceiving number. On the whole, we're stocked with several hundred handguns. On the other hand, the holes are a real challenge to fill. We have been reluctant to order rifles or even take them in trade because we don't have any assurance we'll be able to find ammunition to run them. Many of the exciting newer calibers are a real challenge, as it's difficult to sell a rifle if we do not have the ammunition to run it. The guest sees there's no ammo and reaches her own conclusion the ammo is hard to find, resulting in a hesitancy to purchase. In the reloading area, powder, primers and projectiles are empty, and we're only able to secure about 5% of the amount of powder we have on backorder at any time. Primers and bullets are a real challenge to secure.

**Gore:** Currently, our inventory levels are good and for the most part where we would like them to be this time of year. We worked hard in 2020–21 to source product from non-traditional sources, which allowed us to maintain inventory where others in our market were out of stock. Since we're a full-service retail operation with indoor and outdoor ranges, training and a corporate event center, we had to maintain adequate levels of ammo inventory to operate. So, we bought

deep, imported ammo and worked our relationships.

#### **SI: Which products are the hardest to find these days?**

**Abramson:** Primers, first and foremost. Smokeless powder because of restrictions on availability through importation and domestic demand. Of course, HAZMAT fees make smaller orders unfeasible. Manufacturers are introducing new products. Adding SKUs may be exciting in the marketplace, but really limits what we're willing to take a chance with.

**Gore:** Surprisingly, shotshells have been impossible to find over the past 18 months and have been in short supply until just recently for us. All hunting ammo — rifle, pistol and shotgun — has been tight and moves fast when we get it in. I think most people traditionally relied upon the big-box stores (Walmart, Cabela's, etc.) for their ammo needs, and they seem to have less ammo than we do most of the time.

“  
We've experienced significant disruption in meeting the needs of our guests.”

**Mark Abramson, President**  
Los Ranchos Gun Shop, Albuquerque, N.M.

**Porter:** Our biggest challenge has been hunting ammunition. Especially high-demand calibers such as .243, .30-06, .22-250, .30-30, .300 Win. Mag., 7mm and .270 Win. to name a few. We had some .308 Win. and 6.5 Creedmoor through the season. Other than 9mm, handgun ammo has been hard to come by. We have a good bit of .223 and 5.56. Sales of these two have really diminished. Ruger gained availability as 2021 wore on. Smith & Wesson and

Savage were our strongest through the year.

#### **SI: What are you hearing from suppliers?**

**Abramson:** Amazingly little. As a politician told me recently, sometimes COVID is the reason, and sometimes it's an excuse. Suppliers across the board have simply ascribed shortages to the supply chain challenges, but manufacturers claim they're making everything as fast as they can. Allocation of firearms and ammunition has encouraged over-ordering at all levels of the supply chain, and then dumping of products when it comes in. The industry has always been fiercely independent and tight-lipped about production scheduling. However, such silence tends to breed distrust and loss of consumer confidence. Moreover, some customers have been reaching out to manufacturers directly, and doing an end run around the distributor model. With so many products subject to distributor allocation, each distributor and their sales professionals have had to develop priorities as to which dealers win and lose in the fight to find saleable product.

**Porter:** I'm not hearing much positivity.



Brent Wouters, president and CEO of Iron Valley Supply Co., predicts supply chain challenges are likely to persist this year.



Rex Gore, president and CEO of Black Wing Shooting Center, has developed strong relationships as a result of 20+ years in business. "We worked hard in 2020–21 to source product from non-traditional sources, which allowed us to maintain inventory where others in our market were out of stock. We bought deep, imported ammo and worked our relationships," he shared.

Firearms and ammo forecasts from our factory reps indicate 2022 will be better, but barely so. Prices are not expected to see any reductions until a political administration change. Orders can be placed for imported goods, but delivery is hard to forecast for apparel, footwear, etc.

**Gore:** Mainly to expect more of the same. Product will continue to be coming out slowly due to the continued high demand and cost will continue to increase as component and labor costs continue to rise with inflation. New product announcements will be slow as most manufacturers are working hard to build staple product and not working to develop new lines. Most feel like this will be the new norm until at least 2023.

The thing we need to remember is unlike any of the other spikes in this industry I have been involved with over the last 25 years, is we have another 10 to 15 million new gun owners onboard since March of 2020. Even if only 50% of them stay engaged in the sport, demand for product should continue to remain strong as the new gun owners purchase additional firearms, ammo and take training.

**SI: What advice do you have for other dealers struggling to keep product in stock?**

“ — — — — —  
**I'm not hearing much positivity. Firearms and ammo forecasts from our factory reps indicate 2022 will be better, but barely so.”**

**Bob Porter**, General Manager  
 Oasis Outback, Uvalde, Texas

**Porter:** For apparel and hard goods, order early and schedule delivery early. You may have to sit on it awhile, but it's hard to do business out of an empty wagon. I think the firearm situation will be better for 2022 with some normalcy returning. I'm basing this on the fact we just received a small shipment of Remington firearms!

Lead, copper, brass and primer supplies will continue to hamper production of ammo, especially hunting ammo. I will roll 2021 factory ammo orders into 2022, with some adjustments, and use our distributor channel a little more by participating

more in their early shows.

**Abramson:** Don't over-order. While ordering 10 or 20 of one item at a time can be unnerving, it can be fatal if they actually all come in and you cannot move them. Be nimble and embrace online venues or aggressive pricing to have a chance at moving excess inventory. Also, keep close track of where you place backorders with distributors. Looking for a gun by casting a wide net could get you stuck with all backorders coming in at the same time. This may be fine for mass-produced handguns, but can be a real problem for special volume guns and accessories.

## THE WHOLESALE DISTRIBUTION PERSPECTIVE

**SI: How have the supply chain challenges affected your business?**

**Wouters:** We've seen two key impacts from the supply chain challenges. First, we had two overseas shipments delayed, one of which was delivered seven months late and the other was one month late. For the first delayed shipment, we missed the sales cycle for the product and thus experienced significantly lower margins on those products than anticipated (resulting in net losses on those products). For the second delayed shipment, we saw virtually no impact on sales, margins or customer service.

Second, we've seen an increase in shipping supply costs associated with the tighter supply chain and inflation. The resulting sizable increases in boxes, packing materials and tape have increased our supply costs by 30% independent of our growth in volume.

**SI: Which items have been the most difficult to get?**

**Wouters:** Typically, the most difficult items to get are products that don't represent the core profit-generating products for our suppliers. With limited capacity and very high demand, our suppliers have streamlined production to only the highest-margin products and thus do not fill our orders for lower-volume or less-profitable products in their offerings.



**SI: What are you hearing from the manufacturers? What are they doing to address the situation?**

**Wouters:** While manufacturers are cautious about adding capacity, most are actively adding some capacity while making production choices to optimize their profitability and throughput. Our suppliers are adding new production capacity, new technology to improve throughput and adding back certain lower-volume products to fill out their product availability.

**SI: How are you navigating these supply chain problems?**

**Wouters:** To avoid supply chain challenges, we have eliminated certain product lines from overseas suppliers who don't ship reliably or generate meaningful profits for our business. We largely have maintained all supply relationships and improved our communication to ensure desired products are shipped on time, and by and large, we haven't had to make substantial changes due to the supply chain constraints.

**SI: How long do you believe the global supply problems will last?**

**Wouters:** Supply challenges related to ocean freight and trucking will persist throughout 2022 and 2023. Long before COVID, U.S. seaports suffered from significant inefficiencies in unloading and truck/rail access due to highway and rail infrastructure limitations and underinvestment. COVID simply exacerbated the problem and made it more evident to the broader business community.

Our lack of investment in seaports, airports, trucking, rail and highways has caused significant supply disruptions and inflated costs for many years, and our current supply chain challenges will be only partially alleviated with a decline in COVID. Thus, I believe the supply chain challenges will persist, but they may moderate after 2022.

**THE CONSULTANT PERSPECTIVE**

**SI: How can FFL dealers successfully navigate the current supply chain problems?**

**Hall:** The better your records, the

easier it is to survive the hiccups that are all too normal for our industry. Comparing sales of items to previous years, months and seasons is the first big one, then there is the turnover rate of the items. These are the first two big areas to get your arms around.

Lastly, listening to your sales team on what they're hearing from guests will always be more accurate than just a wild guess. This pattern, once developed, will help incredibly well in the future. Dealers are smart and caring folks. You can do this. It's a procedure that, once in place, will be easy to follow and potentially worth millions in sales for your store.

**SI: What's the number-one thing dealers can do right now to fill their pegs?**

**Hall:** Knowing what you actually have in stock right now. I know it sounds like a "duh" moment, but in our travels, we've found far too many dealers who don't know. They have a "feeling" or a "sense" and often they're actually way off. In short, you need to know *what* needs to be ordered so it *can* be put into the wholesaler's queue order to get them. Some of our industry wholesalers specialize in specific brands. Knowing this will also help in getting those items.

**SI: When it comes to buying, how can a store stand out?**

**Hall:** Successful buying is an art, and you can learn it. Planning outwears in advance is also very important. Giving distributors your "wish list" will be looked on as you are a step above the others. This will not only get you respect, but also, more importantly, product. Will there be a few misses and even messes? Yes, but you can survive those by gathering data, listening to your sales team and, of course, paying your bill promptly. The distributors will go to the ends of the earth for you as long as they believe you will work together. ■

Editor's Note: For an extended version of this article, please see [shootingindustry.com](http://shootingindustry.com).

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By Michelle Scheuermann

# CONVERTING SEARCHERS INTO **BUYERS**

## How Google My Business Can Help

**AS** a business owner, you pay attention to Google for Search Engine Optimization (SEO) purposes when it comes to your website and ranking in searches, right? Did you know Google is also a social media site? Bear with me on this.

The last two years have changed many of our online habits, to say the least. A study conducted by Sprout Social shows 43% of consumers increased their social media use to discover new products in 2020 — a trend they expect to continue over the next three years.<sup>1</sup> The study included the usual slate of social media sites, such as Facebook and Instagram. This is fine, except Google has the most site visits (at 62 billion times in one year), dominates the search engine market at 92.18% and has 3.5 billion searches per day, according to Oberlo.<sup>2</sup>

What is one of the most popular searches in Google? Facebook.

In those 3.5 billion searches per day, adding the words “near me” have exploded. According to Google Trends, since 2016,

“near me” has doubled in searches.<sup>3</sup> This is called a non-branded search. This increase in non-branded searches is no accident. Google wants to focus on local because they can sell more ads. And they want businesses to appear in these searches.

You want *YOUR BUSINESS* to appear in these searches. How you do this is utilizing the power of Google for your business, which is called Google My Business (GMB).

### WHERE, OH WHERE ARE THE YELLOW PAGES?

There was a time when Google searches were simply a Yellow Pages — finding a phone number or address of a local business. Times have (obviously) changed. Now, GMB is a tool to answer any conceivable question about a business's products, services, features and amenities. Plus, it is a platform for consumers to share their experience (Google reviews, photos) and more.

The “more” part seems to be ever expanding as Google Maps announced last November they're now a grocery aggregator — going head-to-head with Instacart.<sup>4</sup> This is another example of how hyper-local Google wants to get with its consumers.

Suddenly, local search results tailored to the exact needs of the searcher are showing up everywhere in what Google refers to as



“local packs,” which are the first three listings shown to you. Even more, some 57% of Google local packs now contain a “justification” of some kind — Google’s term for text snippets pulled from listings and other sources and showcased in search for specific queries.<sup>5</sup> Photos (usually submitted by users) matching exact query intent have become equally common.

Is Google becoming the new home page for a brand or business? It sure is starting to look this way.

### CLAIMING GMB FOR YOUR BUSINESS

If you haven’t yet, the first step is to claim your Google My Business listing. To do this, visit [google.com/business](https://google.com/business). It’s free and easy to get started. Click on “Manage Now” and it will ask questions about the business, address, phone, hours and what sort of business (e.g., shop, studio, store). To verify the business, Google will physically mail a card with a verification number. Once verified, your listing is public, and you have more control on the ability to add photos and posts.

You should care about this — and local search results — to outpace the competition by optimizing your local profile to gain control over the personalized experiences Google showcases to users. Ultimately, you’re attempting to convert more searchers into buyers.

Google is using all the information at its disposal to deliver a unique search experience for each user, based on the user’s needs and search terms. Why? They want to create a great experience for the user, which then leads to greater ad revenue opportunities.

### GMB IN PRACTICE

To see GMB in practice, I searched for a gun shop near me in the Minneapolis, Minn., suburbs.

The first three stores shown to me (remember, this is a “local pack” in Google-speak) were Shakopee Fishing & Firearms, Pro Cerakote and Atomic Tactical Inc. To see more, I clicked “view more” — which revealed photos of the businesses. Typically, the photos shown are user submitted, such as

the pictures of the guns themselves. And if no user-submitted photos are supplied, then you see the business-supplied photos, such as the logo shown in the second listing. There are also snippets of reviews in each listing, next to the blue person icon, which all have the words “gun” in them, because that was my search term. This is the “justification” provided by Google, reassuring I, in fact, found a gun store. (As a business owner, you can’t control whether Google will show a justification such as a Google Review, or website snippet, unfortunately.)

Google also provides info on in-store shopping, something added by GMB in 2020. I clicked on Atomic Tactical, and more info was shown to me, including a Q&A section and reviews.

If I scroll down further on Atomic Tactical’s listing, I can find popular times when the store is busy, more user-supplied photos and reviews.

Frankly, Google is seeking a “zero

click” from us. They want us to get *all* the info we need simply by looking at the GMB listing and not click on the business’ website for more information, which could be good or bad for you as the business owner.

Google has been very busy increasing the amount of information shown to us in GMB. In a radio interview given last January 6, Google Customer Solutions President Mary Ellen Coe said consumer searches for supporting local businesses increased 20,000% during the pandemic. Coe’s advice is businesses continue working to “show up and be visible online,” and they utilize GMB to let customers know about increased safety protocols, curbside pickup and contactless payments.

Google *wants* you to utilize GMB.

### REPLYING TO QUESTIONS, REVIEWS

Next, I searched “gun range near me.” The results all had user-supplied photos. And again, the justification shown are user reviews, which all have the term “gun range” in them.

I clicked on the first listing (Burnsville Pistol & Rifle Range, Burnsville, Minn.) and noticed they had six questions from users (e.g., “How much does it cost?”; “Do you have a 50-yard range?”; etc.) Each question was answered by other Google users. This isn’t necessarily a bad thing, but historically speaking, there have been times where users reply incorrectly, or reply with “I don’t know” or use it as an opportunity to



**Ultimately, you’re attempting to convert more searchers into buyers.**





share their bad experience. To avoid this “wild west” kind of setting, this business should reply with the correct information. Plus, it shows they care. All of this you can manage in your GMB listing once you’ve verified access to it.

Additionally, replying to all reviews is a must. I’ve seen users flip a bad review to a good review after the business replied with a solution (same with on Facebook). You can easily solicit reviews by emailing customers with your GMB link (found in your GMB listing) and asking for a review. You can find a unique review link for your business Facebook page as well.

In the case of the second listing — Stock & Barrel Gun Club in Clanhassen, Minn. — this store has 244 reviews, and the business has replied to none. As a user, you can sort these reviews by relevance, newest, highest and lowest. The first review is from a local guide, a person who gains points from Google for adding their reviews, answering questions and adding photos. You can see next to Noah’s name he’s written 183 reviews and provided 861 photos. And who said Google is *not* a social media site?

## RANKING ON LOCAL PACK SEARCHES

The burning question you have now is how to rank on a Google listing. I’ve dug into this and, unfortunately, there’s no single “follow this formula” answer. However, what I have learned is Google looks at proximity, authority and relevance for factors to influence rankings. Most Google experts assert positive justifications — such as many

positive reviews and an abundance of user-submitted photos — can help the listing convert better (meaning rank higher in the local pack.) You’ll notice in both of my search terms, each of the businesses shown in the local pack had numerous reviews and photos.

Of course, ranking well helps, but none of it will help the user if your GMB listing doesn’t have the information they seek, or has negative information to disincentivize people from transacting with you.



# You’re posting content to give potential customers a feel for your business.

At the end of the day, you want to convert business by matching your store with the customers who are looking for the things you offer.

## AFTER CLAIMING YOUR GMB PROFILE

After claiming your Google My Business profile, here are some ways to ensure customers find you:

- Update all pertinent store information such as hours, location, phone, email, COVID protocols, etc.
- Pick your category — there

are 3,000 options. You can have 10 categories with only one being your main category. (And yes, “gun club” and “gun shop” are a category you can choose!)

- If applicable, add “Veteran Owned,” “Women Owned” and/or other call-outs Google has available.


- Start adding photos. Add five to 10 photos to start. Every three months or so, add another few photos. Logos are okay, but don’t make it your main cover photo. People don’t buy from a logo.

- Develop posts. Remember, GMB is not Facebook. Don’t post memes or short-lived items. Think evergreen content. Post if you have classes, along with photos and how to sign up. Post about your employees and how proud you are of them. Post if your business did something cool, like win an award. Essentially, you’re posting content to give potential customers a feel for your business.

- Respond to reviews and questions as they arise. You’ll need to visit your GMB listing periodically to do this.

- Create an FAQ section.

- Don’t forget about GMB. Once created, it’s evergreen and will live forever. But don’t forget it exists. If you aren’t showing up in a local pack when you search for “*your type of business* near me,” look closely at to why. Maybe you need more user-generated content, such as reviews.

Google My Business is free and easy to navigate and as shared in this article, they continue to push the envelope on offerings. You may find not all offerings GMB has available will be shown to a regulated industry. But don’t let it slow you down. Do everything you can to beat the competition at a game anyone can play. 

## Footnotes

- 1: [sproutsocial.com/insights/importance-of-social-media-marketing-in-business](https://sproutsocial.com/insights/importance-of-social-media-marketing-in-business)
- 2: [oberlo.com/blog/google-search-statistics](https://oberlo.com/blog/google-search-statistics)
- 3: [trends.google.com/trends/?geo=US](https://trends.google.com/trends/?geo=US)
- 4: [pymnts.com/news/retail/2021/google-maps-expands-egrocery-discovery-features](https://pymnts.com/news/retail/2021/google-maps-expands-egrocery-discovery-features)
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BY JADE MOLDAE

# Calling In Turkey Hunters

FINE-TUNE YOUR STORE'S R3 EFFORTS

**W**hile it seems like 2021's big-game hunting

season has only just ended, spring fever has likely already struck some of your store's cadre of turkey hunters. As the spring 2022 turkey hunting season draws near, it's never too early to refresh and recalibrate your store's R3 efforts (Recruitment, Retainment and Reactivation).

We asked one of the leaders in this space, the National Wild Turkey Federation (NWTf), to provide insights on how the industry can work together to elevate R3 efforts, as well as how current trends are impacting the segment.

## A FOCUS ON PARTNERSHIPS

The NWTf has been investing in hunter recruitment for decades with programs like Women In The Outdoors, JAKES and Wheelin' Sportsmen. Additionally, NWTf's Save The Habitat. Save The Hunt. initiative — a 10-year effort — is endeavoring to conserve or enhance 4 million acres of critical wildlife habitat, recruit 1.5 million hunters

and open access to 500,000 additional acres for hunting.

Mark Hatfield, NWTf national director of conservation services and a certified wildlife biologist, shared the federation has zeroed in on broadcasting the hunting lifestyle's appeal to the public.

"NWTf has been very active over the past 9–10 years, focusing on hunter retention, recruitment and reactivation work," he said. "We participate with numerous state wildlife agencies and other organizations to promote and develop support programming that increases recruitment, retention and reactivation at a local level."

Reaching new audiences is key to growth, Hatfield noted.

"We're continually looking at ways to reach new audiences, both internally and externally, while also establishing new partnerships. We get a lot of support from local volunteers who go out in their communities and mentor young adults or first-time hunters who may not have a mentor to help them," he stated. "It's something we've continually advocated, even during the pandemic. It provides authentic, 1-on-1 experiences. And, it's where

we're thriving right now."

In addition, NWTf is looking to better communicate the value of hunting to the masses — especially as the localvore and field-to-fork movements have been growing in prominence in recent years (accelerated by concerns of a protein shortage at the onset of the COVID-19 pandemic).

## WHAT YOUR STORE CAN DO

To expand R3 efforts among your base of turkey hunters, Hatfield recommends getting involved with a local NWTf chapter.

"The best way to get involved is to have the store owner engage local chapters or banquets in their community and support their local fundraising efforts. It flips the script a little bit: more along the lines of having the dealer engage the chapter, rather than the other way around," he said.

NWTf posts information on individual chapters on its website, using a dealer locator-type feature to enable users to find local points of contact.

"Many storefronts are already involved, and that's the best avenue for connection since it's at the local



◀ New for 2022, Mossberg has expanded its popular 940 Pro family of 12 GA shotguns to include two turkey-specific models. The optics-ready 940 Pro Turkey is available in 24" or 18.5" barrel lengths.

level. A number of dealers serve as the local FFL for firearms that are distributed through their stores for our programs," he added.

### TECHNOLOGY'S ROLE

New technology also has a part to play in R3 efforts. For example, advancements in ammunition technology mean not every turkey hunter needs a 12 GA 3" Magnum shell to produce a harvest.

"Today, there are more options than we've had in the past to ethically harvest wild turkeys. Shotshell technology has definitely improved, which has provided opportunities for different methods of harvesting and different kinds of firearms to be used in hunting," Hatfield noted.

As a result, interest in lower-recoiling options like 20 GA, and even sub-gauges like 16 GA, 28 GA and .410, has grown. Hatfield pointed out lower recoil is expanding turkey hunting's appeal to

both younger and older hunters.

"The advent of sub-gauges has opened the door to either bring in individuals earlier to turkey hunting or to prolong their hunting lifestyle. They've certainly broadened the use and accessibility of turkey hunting, either by recruiting younger hunters or retaining seasoned ones," Hatfield said.

Advancements in the bowhunting segment have yielded similar results.

"Bowhunting technology, like new arrows and sight enhancements, also appeal to a broader spectrum of hunters. In compound bows, the ability to have more let-off gives the hunter the opportunity to have an efficient bow hunt and improve his or her craft."

### WE'RE ALL IN THIS TOGETHER

Hatfield emphasized if R3 efforts are to be successful it's going to take a team of organizations and businesses to achieve it.

"There's a lot of unity in the conservation community in and around the efforts necessary to make sure we don't lose ground for the wild turkey population. There are numerous organizations trying to find ways to

***"The advent of sub-gauges has opened the door to either bring in individuals earlier to turkey hunting or to prolong their hunting lifestyle."***

### MARK HATFIELD

NWTF Director of Conservation Services

increase their efficiencies to improve habitat, forest health, water quality and recreational opportunities, such as hunting," he said.

The events in recent years have helped unite the conservation community, Hatfield continued.

"There's a tremendous network in place that's been reinvigorated the past 3-4 years. We still have a lot of work to do, but we can continually use the relationships and partnerships that have been established and build upon those and ultimately recruit new partners into this effort. It's going to take more than the individuals who have historically done it." **For more info, visit [nwtf.org](http://nwtf.org).**

## New Year, New Turkey Hunting Products

Preparation for the spring turkey hunting season is in full swing, evidenced by manufacturers introducing scores of new products for turkey hunters earlier this year. Here's a collection of turkey autoloaders, ammo, accessories and more that caught our attention.

Mossberg has expanded its 940 Pro family of 12 GA autoloading shotguns with two **940 Pro Turkey** shotguns. These optics-ready packages feature a choice of 24" or 18.5" barrel lengths, HIVIZ CompSight fiber optic sight for quick target acquisition, Mossberg X-Factor ported choke tube for improved pattern density, full camo coverage in Mossy Oak Greenleaf and a host of premium features and finishes.

APEX Ammunition's legendary **Turkey TSS** offerings bring a new level of performance to sub-gauge shotguns. Now available in 20 GA No. 9, 28 GA (No. 9 and 9½) and .410 bore (No. 9½), APEX Turkey TSS shotshells are designed for maximum penetration at extended ranges.

Remington **Premier Magnum Turkey High Velocity** 20 GA (No. 5) boasts a muzzle velocity of 1,300 fps. With Remington's specially blended

powder recipe, advanced Power Piston one-piece wad and hardened copper-plated shot, these high-velocity loads deliver dense patterns and knockdown power.



Fiocchi USA **Golden Turkey TSS** is available in 3" 12 GA (No. 7 and No. 9), 3" 20 GA (No. 9) and 3" .410 bore (No. 9).

Trulock Choke Tubes has added a new line of small-bore TSS turkey chokes, specifically in .410 and 28 GA.

To enhance a turkey hunter's experience in the field, Millennium Treestands has debuted the **TU03 Field Pro Turkey Seat**. Featuring a Millennium ComfortMAX Seat, it provides comfort and back support, while also keeping the hunter's backside above moisture and bugs.

MOJO Outdoors made popular the aggressive style of Scoot-N-Shoot turkey

hunting, which allows the hunter to close the distance with an aggressive gobbler by moving toward the bird while staying concealed behind the decoy. New for this year, the **Scoot-N-Shoot Gunner** mounts to a shotgun gun barrel and includes two receptacles: one for the fan and one for the gobbler head. The oversized fan and wings provide extensive cover, while still allowing the hunter to see between the decoy and the gun.



Featuring a unique two-piece design, Montana Decoy's **Wiley Tom 3D gobbler decoy** is built using Montana Decoy's lifelike HD photo process that uses only images of actual wild turkeys. And like all Montana Decoys, it folds for easy portability in a vest or pack. **[I]**



BRING CUSTOMERS IN THE DOOR WITH  
THESE TRIED-AND-TRUE PRODUCTS

# RETAIL RELOAD

Along with stocking the hottest 2022 new products — which you'll get to see in the coming pages — keeping a robust selection of "first in, first out" products is a sound strategy to generate add-on sales.

Here's a selection of handpicked products consistently demanded by consumers of the brands featured in this sponsored Retail Reload installment.

## HOLOSUN

(909) 594-2888  
holosun.com

Holosun takes pistol optics to a new level with the **X2** series. Based on the popular V2 series, new technologies deliver major upgrades that increase control and tactical abilities in the field. The X2 series incorporates updated programming that improves performance and usability. The Lock Mode is a key feature that prevents unintentional setting changes while the firearm is being carried. X2 Series pistol optics also feature Holosun's side-mounted battery for painless battery replacement and Solar Failsafe and Shake Awake technologies (depending on model).



## 1791 GUNLEATHER

(800) 407-1791  
1791gunleather.com

Building on the success of its award-winning Ultra Custom IWB holster, 1791 Gunleather's **OWB ULTRA CUSTOM BELT HOLSTER** blends the company's exclusive brand of Kydex-like retention with the comfort and beauty of premium leather. Customizable to a customer's daily carry needs, the OWB Ultra Custom Belt Holster features a high sweat guard, optic cut and is made from tough premium leather with Memory-Lok Technology on the inside. It's available in multiple sizes to accommodate a wide range of firearms and is backed by 1791 Gunleather's lifetime warranty.

## HIVIZ SHOOTING SYSTEMS

(800) 589-4315  
hivizsights.com

Knowledgeable shotgunners will share the key to high scores and cleanly taking flying game is seeing the sights clearly, but not looking directly at them. The HIVIZ CompSight product line has set the standard, and the **LITEWAVE H3 COMPSIGHT** provides further enhancements. It comes with a green LitePite and fits most vent-ribbed shotguns with a removable front bead. The sight includes five screws in varying thread sizes to fit nearly any shotgun: 3-56/2.5mm; 5-40; 6-48; 3mm x 0.5; 3mm x 0.6.



## CERUS GEAR

(877) 371-2586  
cerusgear.com

Cerus Gear **PROMATS** represent a must-have for retailers. These gun-cleaning mats are made in the USA and are available in over 200 colors, sizes and styles. The large profit margins and their low MSRP make them an easy upsell or impulse buy. Contact Cerus Gear for more info on custom options.



## FRANKLIN ARMORY

(775) 783-4313  
franklinarmory.com

Franklin Armory has added to its lineup of Binary triggers with the **BFSIII PC-C1 BINARY TRIGGER** for the Ruger PC Carbine. The PC-C1 features a curved trigger design, with a smooth uptake and crisp break for improved ergonomics and overall feel of the PC Carbine trigger. A three-position trigger, it has the following functions: Position 1, Safe (will not fire); Position 2, Semi (fires 1 round per pull); Position 3, Binary (fires 1 round on pull, and 1 round on release). With these features, the BFSIII PC-C1 is ideal for defensive use, as well as range days.



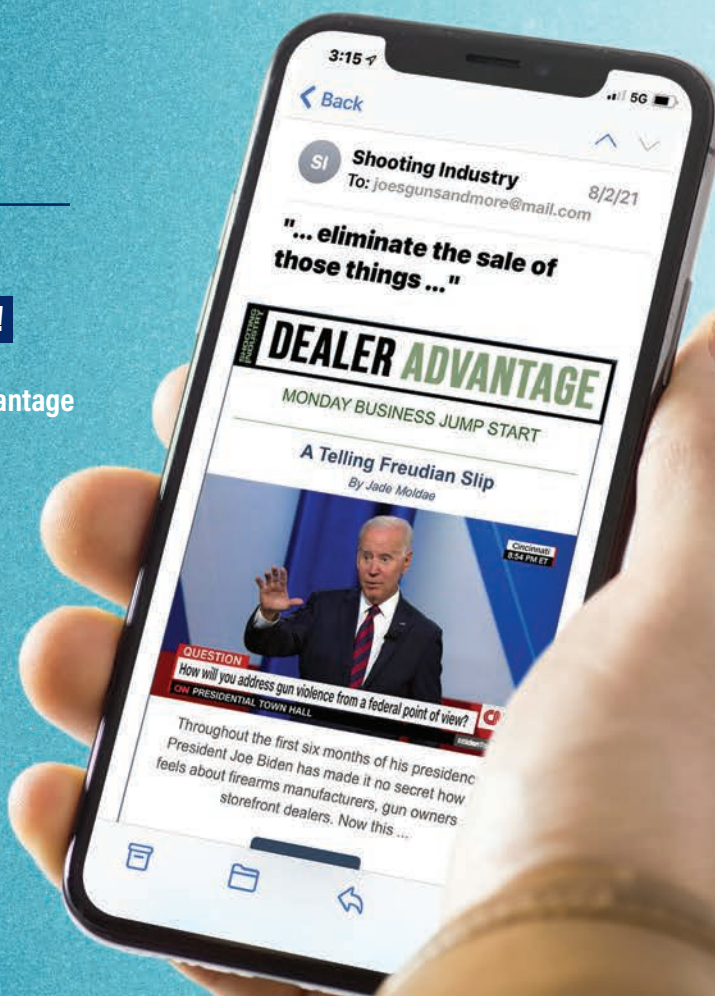
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By Jenna Buckley & Jade Moldae

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## SHIELD SIGHTS

+44 (0)1297 678233  
shieldpsd.com

Shield Sight's announced the **RMSX** has replaced the original RMS as the dedicated competition optic. The RMSX features a larger viewing window with a distinctive housing and parallax free and an all-new hard dip coated (HDC) polymer lens with a 5H hardness rating. It shares the same Shield footprint found cut into the slide of many popular handguns and matches the entire RMS and SMS line of optics. It's available in 8 MOA and 4 MOA dots, and its updated electronics offer a faster refresh rate and battery life.

## BENELLI USA

(800) 264-4962  
benelliusa.com

The **SUPER BLACK EAGLE 3 IN 28 GA** from Benelli USA is a lightweight, fast-handling shotgun that shoots both 3" and 2" shells. Standard features include flush (C, IM, F Crio.) and extended (IC, M, Crio.) choke tubes, crio-treated barrels, Comfort Tech 3 recoil pads and Combtech pads, shim kit for drop and cast adjustment and a custom-fitted hard case. The SBE-3 is offered in black synthetic, Realtree Max-5, Mossy Oak Bottomland or GORE OPTIFADE Timber.

The **LUPO** bolt-action rifle offered in 6.5 Creedmoor and .300 Win. Mag. features a gloss B.E.S.T. treatment to prevent rust, corrosion and abrasions and an AA-grade checkered walnut stock. The sculpted bolt has three large locking lugs and a 60-degree bolt throw. The 24" threaded, free-floating barrel accepts muzzle accessories, and the adjustable trigger ranges between 2.2–4.4 lbs. Stock spaces allow LOP adjustment from 13.8"–14.75". A Combtech raised cheek pad mitigates felt facial recoil and the two-piece Picatinny rail allows for quick and easy optic mounting.



SUPER BLACK EAGLE 3 IN 28 GA

## SPRINGFIELD ARMORY

(800) 680-6866  
springfield-armory.com

Springfield Armory's **SAINT EDGE ATC** (Accurized Tactical Chassis) in .223 Wylde delivers guaranteed sub-MOA accuracy for three shots with match-grade ammunition. Its patented chassis system is made up of a one-piece monolithic lower machined from 6061 T6 aluminum. It's offered in a standard black model and an Elite Coyote Brown variant. The Elite variant sports a LaRue two-stage trigger and collapsible B5 Systems Precision Stock. The standard model comes with a B5 Systems Enhanced SOPMOD collapsible stock and a flat modular match trigger. A B5 Systems Type 23 P-Grip and 20-round Magpul PMAG complete the package on both versions. Both ATC's feature an 18" barrel in .223 Wylde manufactured by Ballistic Advantage.

The **HELLION** rifle is chambered in 5.56 and sports a 16" hammer forged 4150 steel barrel with a 1:7" twist rate. The integrated flip-up front sight is elevation adjustable, and the integrated flip-up rear sight has a five-position aperture is windage adjustable. The Hellion has a polymer M-LOK handguard, five-position adjustable stock with cheek riser, four-prong flash hider and a BCMGUNFIGHTER Mod3 grip. It weighs 8 lbs., is 28.25"–29.75" long and arrives with a 30-round Magpul PMAG Gen M3 magazine.

A **35-ROUND EXTENDED MAGAZINE** is now available for the XD-M and XD-M Elite series of 9mm pistols. The magazine features a durable baked-on black Teflon finish and the black polymer basepad assembly offers protection against impacts. The steel magazine body has vertical reinforcing grooves for strength, and witness holes at the 5, 10, 15, 20, 25 and 30 marks help users keep track of rounds loaded or remaining.



HELLION



M16

## CRKT

(800) 891-3100  
crkt.com

CRKT's **M16** collection is a series of three assisted openers featuring the brand's Deadbolt and IKBS bearing pivot technologies. The M16-03DB model has a razor-sharp 3.58" spear-point blade and incorporates D2 steel into its feature set for wear resistance and edge retention. A lightweight yet strong aluminum handle provides good grip without added weight and a reversible pocket clip delivers an ambidextrous carry option.

The **CEO COMPACT** was made with ultimate portability in mind. Its 2.62" blade is even more compact when compared to its predecessor's 3.11" length. It's constructed of premium S35VN blade steel for ultimate performance and durability, and features IKBS technology for a super smooth deployment. The CEO sports a high-tech carbon fiber handle and liner lock for one-hand closing. An adjustable clip allows for left- or right-hand carry.





## COLT'S MFG. CO.

(800) 962-2658  
colt.com

The Colt **PYTHON 3"** is chambered for .357 Magnum and features a six-round cylinder. Its semi-bright stainless steel finished barrel and frame contrast with the walnut grips, and the ribbed stop strap and full-length underlug are unchanged from the original Python. The DA/SA revolver has a spurred hammer and more steel in the frame. A match-grade adjustable rear sight (windage and elevation) and interchangeable red-ramp front sight allow zeroing the revolver with any load from full-house .357 Magnums to .38 Special target loads. OAL is 8.5" and it weighs 40 oz.



GREEN E SERIES LASER  
FOR SPRINGFIELD HELLCAT

## VIRIDIAN WEAPON TECHNOLOGIES

(763) 479-4091  
viridianweapontech.com

A green E Series laser sight for the **SPRINGFIELD HELLCAT** micro-compact 9mm pistol available in both black and FDE housings from Viridian. The green E Series laser is visible at up to 100 yards in daylight and at over two miles at night. The E Series laser sight mounts to the trigger guard and features an ambidextrous on/off button with a 5-minute auto shut off to preserve battery life.

A red E Series laser sight for Savage **STANCE** is now available. The red E Series laser sight mounts to the Stance's trigger guard and is activated by an ambidextrous on/off button and has a 5-minute auto shut off feature to preserve battery life.

Additionally, **KYDEX HOLSTERS** custom-built for the Stance and equipped with an E Series laser are available through Savage and Viridian web stores.



## STANDARD MANUFACTURING CO.

(860) 225-3401  
stdgun.com

Using techniques dating back to medieval times, Standard Mfg.'s **DAMASCUS 1911**'s frame and slide are hand forged by old-world artisans to make a chain pattern. The Master Gunsmiths at Standard Manufacturing then take the Damascus blocks and make each 1911 individually. The 5" stainless steel match-grade barrel has match bushing, and the ejection port is lowered and flared. The Damascus has high profile, low-mount tactical sights and an enhanced slide-to-frame fit. Added features include an up-swept beavertail grip safety and extended magazine release, checkered mainspring housing, fully machined extended tactical thumb safety and slide stop, medium solid match-grade trigger with 4.5-lb. trigger pull, enhanced machined hammer and extra fancy American black walnut grips.

## ROCK RIVER ARMS

(866) 980-7625  
rockriverarms.com

Rock River Arms is now offering select models of its popular semi-auto rifles in **CALIFORNIA-COMPLIANT CONFIGURATIONS**. The rifles will meet California regulations and utilize "fin grips" as part of the compliance package. There will be an upgrade package available on the .308 models with the Juggernaut maglock with a standard grip and adjustable stock. California-compliant RRA 9mm carbine rifles will be offered in competition and other configurations with 16" barrels, RRA two stage triggers, CA legal fin grips, A2 buttstocks, billet aluminum or forged uppers and lowers and more. Select rifles are compatible with GLOCK magazines (BT-9) and Colt-pattern magazines (LAR-9). For long-range and competitive shooters, .308 rifles will be offered in 18" and 20" stainless steel barrels, billeted uppers and lowers, RRA two stage triggers, A2 buttstocks, fin grips and more. A RRA hard case is included with each rifle purchased.

**OPERATOR SERIES** rifles in .223 Wylde, .308 and 5.56 NATO feature 16" chrome-lined barrels, upgraded triggers, overmolded grips, adjustable butt stocks and are ready to accept accessories. Four models are currently offered, including OP1500 which is chambered in 5.56 and has a 16" barrel, six-position NSP-2 stock, A2 flash hider muzzlebrake, 30-round magazine and 13" M-LOK handguard.



OPERATOR SERIES

## VOLQUARTSEN FIREARMS

(712) 792-4238  
volquartsen.com

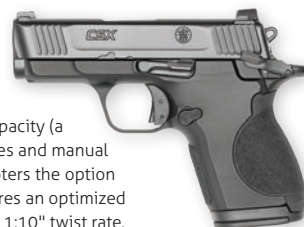
Utilizing a unique button and lever combination, the **VT2 TAKEDOWN** from Volquartsen requires no tools, no twisting and no tightening. Simply depress the takedown button, release the locking lever by pulling down, and the barrel slides effortlessly out of the receiver. The VT2 is then ready to be stowed, or swap the barrels to easily switch between .22 WMR and .17 HMR calibers. Features include: 0 MOA integral Picatinny rail, 6" and 12" handguard lengths, Magpul MOE-K Grip and MOE mil-spec stock, M-LOK features on both handguards, aluminum VT2 Takedown receiver, aluminum bolt handle, aluminum 2" forward blow comp and aluminum thread protector. A .22 LR model will be available fall 2022.



## SMITH & WESSON BRANDS INC.

(800) 331-0852  
smith-wesson.com

Smith & Wesson's **CSX** pistol is chambered in 9mm and boasts a 13-round capacity (a 10-round magazine is also included). It packs both ambidextrous slide releases and manual safeties. Two changeable magazine release buttons provide left-handed shooters the option to convert from the standard right-handed magazine release. The pistol features an optimized 18-degree grip angle and textured front and backstraps. The 3.1" barrel has a 1:10" twist rate. The CSX pistol is SAO and is equipped with a comfortable flat-faced trigger to provide a crisp, clean and consistent trigger pull.





## VORTEX OPTICS

(800) 486-7839  
vortexoptics.com

The **MICRO6X MAGNIFIER** from Vortex provides an easy on, easy off flip mount and users can choose between three mounting heights: absolute co-witness, lower 1/3 co-witness and 1.93" with included riser. The adjustable flip mount easily allows for left- or right-handed use. The camlock system engages and disengages with direct pressure, allowing users to raise and lower the magnifier quickly and easily, and the system is built to stand up to hard use in the field.



## STURM, RUGER & CO.

(336) 949-5200  
ruger.com

Ruger introduces three new models to the **WRANGLER** line of single-action revolvers. The models feature a 3.75" cold hammer-forged barrel and a Ruger Birdshead-pattern grip frame, creating a compact and affordable firearm. Each are chambered in .22 LR and offered in three Cerakote colors: black, silver and Burnt Bronze (pictured). The Wrangler revolvers feature a blade front and integral notch rear sight with standard black grip panels that can be swapped for aftermarket Ruger Birdshead-pattern grips. The revolver will fit in Single-Six style holsters that accommodate a 3.75" barrel. All Wranglers feature a transfer bar mechanism and loading gate interlock.

## STOEGER INDUSTRIES

(800) 264-4962  
stoegerindustries.com

The **STR-9SC** from Stoeger is a sub-compact version of the STR-9 with concealed carry in mind. Features of the striker-fired 9mm include: 3.54" barrel, quick-read three-dot sights (optional tritium night sight version available), trigger safety, medium backstrap and one 10-round magazine. It measures 6.54" overall and weighs 22.4 oz. The **STR 9-SC SUB-COMPACT OPTIC READY** model includes four mounting plates.



## RITON OPTICS

(855) 397-4866  
ritonoptics.com

Riton added three new scopes to its Primal series: **1 PRIMAL 4-12X50**, **3 PRIMAL 3-12X56** and **3 PRIMAL 4-16X44**. Primal scopes include features such as capped, zero resettable turrets; enhanced, low-light coating; and integrated throw levers for quick adjustments. The reticles within the series are designed for optimal field of view, while still providing indicators for hold overs and wind. Every optic in the Primal series is purged and sealed, ensuring variation in temperature and environmental stressors will not affect the optic. The optics are 100% shockproof, waterproof and fog proof.



1 PRIMAL 4-12X50

## OTIS TECHNOLOGY

(800) 684-7486  
otistec.com

The Otis **ELITE — PISTOL EDITION** kit cleans .22-caliber through .45-caliber firearms with bronze and nylon brushes. The kit also includes 100% cotton mops and Otis' Breech-to-Muzzle gear. Additionally, it has four Ripcords for quick field cleaning, a complete Professional Pistol Cleaning Kit (item#645), a gun-cleaning mat and specialized tools like the 8-in-1 Pistol T-Tool and Magazine Disassembly Tool for GLOCKs.



## KELTEC

(321) 631-0068  
keltecweapons.com

KelTec's first striker-fired carry pistol, the 9mm **P15**, features a unique, patent-pending 15-round extended magazine. The P15 has a fiber optic front sight, adjustable rear sight, ambidextrous safety, ambidextrous magazine release and a gator-grip texture that increases stability and makes for easy, accurate handling.



HARVESTER EVO

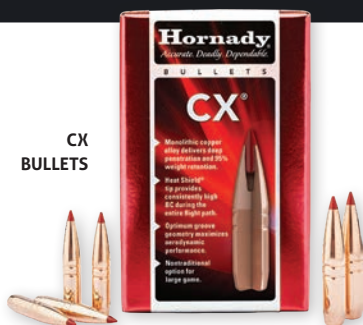
## SILENCERCO

(801) 417-5384  
silencerco.com

SilencerCo introduces the **HARVESTER EVO**, a lightweight suppressor designed for hunters and precision shooters. Accommodating calibers ranging from .223 REM to .300 Win., the Harvester EVO is the ideal suppressor for .30-caliber bolt-guns and rifles. It's compatible with Bravo mounting accessories and ships with a Bravo 1/2x28 and Brave 5/8x24 direct-thread mount. It's constructed of 17-4 heat-treated stainless steel, inconel and cobalt 6 with a tubeless design, resulting in a light weight of 10.8 oz.

The **SCO15 UPPER RECEIVER** is a premium AR-15 stripped upper receiver, precision machined from billet 7075 aluminum and a Type III hard-anodized finish. It features a mil-spec 1913 Picatinny rail and M4 feed ramps. Additionally, it is compatible with mil-spec forward assists and dust covers.





## HORNADY

(800) 338-3220  
hornady.com

Hornady's **CX** (Copper alloy eXpanding) optimized bullet design offers extended range performance, greater accuracy, high weight retention and deep penetration. The Heat Shield tip is made of a heat-resistant polymer that resists aerodynamic heating and provides a consistently high BC for the bullet's entire flight path. The grooves on the CX bullet maximize aerodynamic performance while effectively reducing bearing surface and fouling. Fully California compatible and appropriate for use in other areas that require nontraditional bullets, CX provides a great option for everything from medium-size to large game. CX bullets are loaded in Outfitter, Superformance and Custom ammunition.

**CUSTOM** ammunition is now available in: 6.8mm Rem. SPC (100 gr. CX), 300 Blackout 110-grain CX, .223 Rem. 55-grain CX, 5.56 NATO 55-grain CX, 6mm Creedmoor 90-grain CX, .25-06 Rem. 90-grain CX, 6.5 Creedmoor 120-grain CX, .270 Win. 130-grain CX, 7mm-08 Rem. 139-grain CX, .308 Win. Mag. 165-grain CX, .30-06 SPRG 165-grain CX, .300 Win. Mag. 165-grain CX.

**OUTFITTER** ammunition is now offered in: .243 Win. 80-grain CX, .257 Wby. Mag. 90-grain CX, 6.5 Creedmoor 120-grain CX, 6.5 PRC 130-grain CX, .270 Win. 130-grain CX, .270 WSM 130-grain CX, 7mm Rem. Mag. 150-grain CX, 7mm WSM 150-grain CX, .308 Win. 165-grain CX, .30-06 SPRG 180-grain CX, .300 WSM 180-grain CX, .300 Win. Mag. 180-grain CX, .300 Wby. Mag. 180-grain CX, .300 PRC 190-grain CX, .300 Rem. Ultra Mag. 180-grain CX, .338 Win. Mag. 225-grain CX, .375 Ruger 250-grain CX, .375 H&H Mag. 250-grain CX.

**SUBSONIC** ammunition is now available in .350 Legend 250-grain Sub-X.

In Hornady's Security line, the **COMPACT READY VAULT** and **READY VAULT** feature WiFi connectivity. The Hornady Security app delivers an alert when the safe is unlocked. For touch-free entry, four included RFID tags including watchband tag, key fob and two decals can be selectively programmed to open this safe and any other RAPiD Safe a user owns. The Square-Lok organizing system allows gun racks (included) and other Square-Lok accessories to be mounted in numerous configurations to maximize storage. Hornady Security LED lights, magnetic hooks, hygrometer and dehumidifiers are all compatible (sold separately). Heavy-duty steel housing and five hardened locking lugs provide confident protection of valuables. Pre-drilled mounting holes allow additional security.

## STREAMLIGHT

(800) 523-7488  
streamlight.com

Streamlight now offers a model of the **TLR-7 SUB** weapon light featuring a specialized clamp design for mounting to the popular Springfield Armory Hellcat subcompact handgun. It boasts an ergonomic on/off position rear switch, a high-power LED for maximizing visibility and targeting capability in personal defense and other tactical situations. The new model delivers 5,000 candela and 500 lumens over a beam distance of 141 meters, and offers two lighting modes, LED only or LED strobe, each with a run time of 1.5 hours. It is powered by a single CR123A lithium battery. Constructed with machined aircraft aluminum, the TLR-7 sub for the Springfield Armory Hellcat weighs 2.39 oz.



## XS SIGHTS

(888) 744-4880  
xssights.com

The XS Sights **AR UPPER & LOWER RECEIVER ARMORERS BLOCK** is designed to allow gunsmiths or do-it-yourself enthusiasts to hold an AR-15/M4, AR-10, SR-25 or DPMS GII receiver in a bench-mounted vise to assemble, modify or maintain almost every AR-pattern modern sporting rifle available. Made in the USA from 6061 T6 aluminum, the versatile, durable and reliable XS Armorers Block comes with pins to lock in the receiver and fitment screw for the AR-15 lower. To allow bracing into the mag well of AR-10 lowers, XS offers a 3D printed adaptor plate separately. For those who prefer to print their own, access to prints for the adaptor plate are available free of charge at xssights.com.



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NITRO 505

## TENPOINT CROSSBOW TECHNOLOGIES

(303) 628-9245  
tenpointcrossbows.com

The **NITRO 505** from TenPoint delivers speeds of 505 fps with a 400-grain arrow and features the ACUslide silent cocking and safe de-cocking system. It measures 6.5" wide and 30.7" long, and delivers 227 ft-lbs of kinetic energy. The bow assembly is powered by the RX8-Cam system that rotates 404 degrees. Its S1 trigger, a two-stage, zero-creep design, features an advanced roller-sear system that delivers a consistent crisp, 3.5-lb. pull, and the trigger is equipped with a DFI (Dry-Fire-Inhibitor). Decorated in Veil Alpine camo or Moss Green, the Nitro 505 ships fully assembled and includes a Ready-To-Hunt package.

The **VIPER S400 ORACLE X** features the Burris Oracle X Rangefinding Crossbow Scope and the ACUslide cocking and de-cocking system. It delivers speeds up to 400 fps and is just 32" long. The built-in laser rangefinder is activated via the wireless remote or the range button on the scope. With the push of a single button, the Oracle X instantly ranges game up to 200 yards away and reflective targets up to 500 yards away. With multiple aim points and reticle patterns, the 2x-7x Oracle X displays the distance to the target and provides an exact aiming point factoring in the angle of the shot. Other features include the S1 two-stage trigger, 17" MICRO-TRAC fluted aluminum barrel, two-piece TEC-X stock and a Ready-To-Hunt package. The Viper S400 Oracle is offered in Veil Alpine camo.

## FRANCHI USA

(800) 264-4962  
franchiusa.com

The Franchi Momentum platform is now offered in an augmented **ELITE** package. The advanced ergonomic stock is now available in hunting-centric patterns, each featuring a complementary Cerakote finish on the barrel and receiver for premium protection against the elements. The Momentum Elite in .350 Legend is now available in True Timber Strata and the Momentum Elite in 6.5 PRC is now being offered in the Elevated II pattern from OPTIFADE and also in the versatile True Timber Strata camo. Additional added features include a detachable box magazine, a muzzlebrake and a one-piece Picatinny top rail.



## SIGHTRON

(919) 562-3000  
sightron.com

SIGHTRON introduces the **S6 1-6X24 1"** riflescope in 30mm (SFP) and 34mm (FFP) models. The scope employs premium Japanese glass, new optical designs and proprietary MC-777 multi-coating technology for clarity, light transmission, color accuracy and sharpness. An excellent eye relief and a forgiving eye box provide fast target acquisition and easy monitoring of your surroundings. The low-profile windage and elevation turrets are resettable to zero and SIGHTRON's ExacTrack erector tube system provides constant, positive and flush contact. The illuminated center dot on the reticles provides versatile, close-quarters, red-dot sight functionality. The scope offers 11 intensity levels with an off-position between each setting. The scopes are O-ring sealed and purged with nitrogen gas for waterproof and fog-proof performance.



## SDS IMPORTS

(865) 604-6894  
sdsimports.com

SDS Imports' **PX-9GEN3** line of striker-fired pistols are available in nine variations including Duty size, Duty (with threaded barrel) and Tactical (with threaded barrel). The PX-9GEN3 features a polymer frame with an integral Picatinny rail and flared magazine well, hammer forged 9mm barrel, CNC machined slide with a Tenifer finish, adjustable rear sights and fiber optic front site, flat trigger with trigger safety, reversible magazine catch and interchangeable backstraps and side grip panels. All models are optics-ready with an RMR cut machined into the slide with an included cover plate. Each model is available in black, Flat Dark Earth and Olive Drab.



## APEX AMMUNITION

(662) 441-2739  
apexammunition.com

APEX Ammunition expands its Waterfowl TSS/ S3 Steel Blend shotshells with a **7.5 TSS SHOT** option. The unique "duplex" loads combine 18.1g/cc 7.5 Tungsten Super Shot with APEX's zinc-plated steel shot (available in sizes 2, 4, or BB in 12 GA and size 4 in 20 GA). The Waterfowl Blend is also available with No. 9 TSS. These blended loads feature clean-burning powder and a durable one-piece, tungsten-grade wad precisely split to maximize barrel protection and deliver the tightest pattern possible.



## 5.11 TACTICAL

(866) 451-1726  
511tactical.com

The **RANGE READY TRAINER BAG** from 5.11 has space to hold everything needed for a day at the range. It's fully padded with a PE board base to keep gear safe while the removable dividers allow users to customize the bag. An internal quick-access elastic mag and accessory panel, as well as elastic loops under the lid, facilitate the ability to carry gear anywhere. Three side compartments and MOLLE webbing provide even more options for transporting equipment. The bag measures 10"H x 21"L x 14.5"D, and is available in black or Kangaroo.



LONG RANGER EXPRESS IN .223 REM./5.56 NATO

## HENRY REPEATING ARMS

(866) 200-2354  
henryusa.com

The **LEVER ACTION AXE .410** from Henry USA has the same five-round capacity of 2.5" shells as its larger lever-action .410 shotgun counterparts, but boasts the addition of a loading gate to keep capacity topped off at all times without needing to remove a tube magazine. With a barrel length of 15.14" and an OAL of 26.4", the Axe can be stored in far more places than an average long gun. The barrel is finished with a brass bead front sight and invector-style threads fitted with a removable full choke right out of the box. The "axe handle" pistol grip gives the firearm its name and is engraved on the bottom with the iconic Henry Cowboy logo.

The lever-action **LONG RANGER EXPRESS IN .223 REM./5.56 NATO** is ideal for target shooting or hunting medium-size game. It has a five-round capacity and threaded 16.5" round blued steel barrel with 1:9" rate of twist. It's 37" long and weighs 7 lbs. The receiver is constructed from aircraft grade aluminum and hard-anodized black. A Picatinny rail is included for standard rings/mount. The stock is a straight grip style and made of birch laminate. The Long Ranger has a 14" LOP and transfer bar safety.



## CRIMSON TRACE

(800) 442-2406  
crimsontrace.com

Crimson Trace's Laserguard is now available for the **SPRINGFIELD ARMORY HELLCAT**. The Laserguard is activated with a button underneath where the middle finger naturally sits. It's powered by a bottom-accessible 1/3N battery, boasts two hours of continuous run time and has a master override switch to prevent activation when necessary. With the included hardware, the laser sight is user-adjustable for windage and elevation. The water-resistant Laserguard is available with a green or red laser sight.



BARKEEP BOOT

## HERITAGE MANUFACTURING INC.

(800) 845-3776  
heritagemfg.com

With the single-action **ROUGH RIDER TACTICAL COWBOY** rimfire revolver from Heritage, users can make tin cans dance, ping steel or control pests and varmints. Models are chambered in .22 LR but are also compatible with the .22 WMR cylinder, allowing users to shoot either .22 LR or .22 WMR ammo. The barrel is threaded for accessories such as compensators and suppressors and the Picatinny rail allows the use of different optics if desired, but also works as a rear open sight to be used with the bright front fiber optic sight.

The **BARKEEP BOOT** single-action revolver comes chambered and ships with a .22 LR rimfire cylinder. The gun is compatible with the Heritage .22 WMR cylinder, but the performance of .22 WMR round will not be optimal in this short of a barrel (may experience keyholing). It's now offered with the birdhead grip and a 1" barrel for an even lighter and more portable package. Different grip options deliver classic Western styling that complements the standard black-oxide finish. Models are offered with the choice of custom wood black grips, custom engraved wood grips or custom gray pearl grips (pictured).

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**BUSHNELL**

(800) 423-3537  
bushnell.com

RXC-200

Bushnell introduces **RXU-200** and **RXC-200** reflex sights, two new red dots for optics-ready pistols with the SHIELD Reflex Mini Sight Compact (RMSC) mounting footprint and pattern. Each sight has an efficient and clear 6 MOA dot that automatically adjusts intensity for the environment and consumes less energy when holstered or stored. Both red dots also boast True Tone coatings, over 50,000 hours of battery life, built-in backup iron sights and rugged construction to withstand moisture and recoil.

The **TROPHY QUICK ACQUISITION 1-6X24 RIFLESCOPE** is a purpose-built for short- to mid-range hunting applications with lever guns, brush guns, shotguns and ARs. The scope is built around a 1/2 MOA illuminated dot drop reticle. Hashmarks on the reticle's vertical stadia are set in 0.2 MOA increments, allowing for instant holdovers of up to 2 MOA. The reticle also features six on/off settings and "off" positions between intensities, so the shooter doesn't have to return to zero and lose their preferred intensity. The Trophy Quick Acquisition has multi-coated surfaces and Ultra-Wideband coatings, as well as capped turrets.

## MEOPTA SPORTS OPTICS

(800) 828-8928  
meoptasportsoptics.com

Meopta Sports Optics introduces **MEOPRO HD PLUS** binoculars available in 10x42 HD and 8x56 HD models. The binoculars deliver sharper, brighter images and better contrast and resolution than Gen 1 models. Users will appreciate the edge-to-edge clarity, wide field of view and low-light performance. The modern exterior design, with durable rubber armoring, provides a better and more comfortable grip in all weather conditions. The lightweight magnesium alloy body is built to withstand brutal conditions and is tripod-adaptor ready. Twist-up eyecups are metal with a soft rubber exterior, and designed for easy removal and cleaning. Both models are nitrogen purged, shockproof and fully sealed for fog proof and waterproof performance.



## PRIMARY ARMS

(713) 344-9600  
primaryarms.com

HE509-RD WITH  
ACSS VULCAN



From Primary Arms Optics, the **SLX 3X MICROMAGNIFIER WITH ACSS PEGASUS RETICLE** combines high-clarity 3X magnification with a miniaturized body and a built-in ranging reticle. The magnifier extends the effective range of a red dot sight or 1X prism scope and features an innovative "micro-sized" design, ideal for CQ carbines. The ACSS Pegasus adds an auto ranging ladder to the system to range and engage targets more effectively. The SLX 3x MicroMagnifier comes standalone without a mount and is compatible with common two-screw magnifier mounts. Primary Arms Optics also released a **FLIP-TO-SIDE MOUNT**, which perfectly fits the MicroMagnifier and places the center of the magnifier at 1.41" above the top of the 1913 Picatinny rail and also includes spacers for 1.535" and 1.64".

Co-branded with Holosun, the **HE509-RD WITH ACSS VULCAN** enclosed mini reflex sight features Holosun's "Super LED," as well as the Multi-Reticle System, Solar Failsafe and Shake Awake technology. The ruggedized aluminum housing protects the optic's lens from drops and impacts, and the enclosed design protects it from ingress of moisture or obstruction. The ACSS Vulcan reticle system boasts a 10 MOA chevron center aiming point: When the optic is centered on a target at arm's length, this circle falls outside the optic window, leaving only the center chevron for fine precision. If the user's aim moves off target, the edge of the circle comes into view, guiding them back to center. The sight easily pairs with a milled pistol slide or mounting plate.

## MARLIN FIREARMS

(336) 949-5200  
marlinfirearms.com



Ruger announces the initial production and shipment of Ruger-made, Marlin lever-action rifles. The first Marlin model, the **1895 SBL**, is chambered in .45-70 Govt. The 1895 SBL rifles are marked with "Mayodan, NC," bear an "RM" (Ruger-Made) serial number prefix, have the Marlin Horse and Rider logo laser-engraved on their grip and feature a red and white "bull's-eye" on the buttstock. Additional features include: A ghost ring rear sight adjustable for windage/elevation and a tritium fiber optic, high-visibility day/night front sight; nickel-plated bolt with spiral flutes; refined stock fit and thinner forend; improved finish on the stock and forend and checkered grip panels; and a threaded barrel with a match-polished, factory-installed thread protector.



## HODGDON POWDER CO.

(913) 362-9455  
hodgdon.com

Hodgdon Powder Company announces the release of the **2022 Hodgdon Annual Manual** (the 19th annual edition) and expansion to 192 pages. This edition also celebrates the 75th anniversary of the Hodgdon Powder Company. In addition to data for Hodgdon, IMR and Winchester Smokeless Propellants, the manual now contains Ramshot and Accurate Powder data. More than 5,000 loads are represented, with updates for more than 50 rifle and pistol cartridges. Along with comprehensive load data, the manual offers authoritative articles by leading firearms industry writers. It also contains a special retrospective look back at the history of the Hodgdon Powder Company and its innovations through the years.

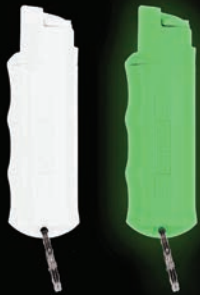
## ASP INC.

(800) 236-6243  
asp-usa.com

**ULTRA PLUS IDENTIFIER HANDCUFFS** from ASP feature an exclusive keyless double locking system, allowing L.E. officers to perform this critical step by simply pressing a fingertip-actuated button. It eliminates the need to have any key present during the cuffing process — an officer safety and efficiency improvement. The new Ultra Plus Identifier models feature integral blue, gray, pink or yellow color bands. These unique accents make it easy to track officer/agency property, or to indicate subject status at a crime scene or corrections environment.







## SABRE

(800) 325-9568  
sabrered.com

SABRE **GLOW IN THE DARK PEPPER SPRAY WITH QUICK RELEASE KEY RING** is designed to make pepper spray easier to locate in a low-light situation such as inside a bag or purse, on a nightstand or in a drawer. The SABRE pepper spray releases a powerful stream containing a UV marking dye to help in suspect identification. The 10' range (3m) allows the user to keep a safe distance, while the 25 bursts provide protection against multiple threats.



## DIAMONDBACK FIREARMS

(321) 305-5995  
diamondbackfirearms.com

From Diamondback Firearms, the **SIDEKICK** shows off an old-school cowboy personality with a classic look and feel. It's chambered in both .22 LR and .22 Mag. with swing-out nine-shot cylinders, allowing users the flexibility of self-defense with manageable recoil, hunting small game and pest control as well as inexpensive target practice. The Sidekick is initially being offered with a 4.5" barrel with a 1:16" right-hand twist, six-groove rifling. It weighs 32.5 oz., and has an OAL of 9.875".



## CREEDMOOR SPORTS

(800) 273-3366  
creedmoorsports.com

Creedmoor Sports' **ENHANCED PRESS HEAD** is a direct drop-in upgrade to the Redding T-7 Turret Press and can be installed in minutes. Manufactured from solid 416 stainless steel bar stock, it has a premium finish and offers high corrosion and wear resistance. The machining process is held to tight tolerances with particular care paid to maintaining flatness of both top and bottom surfaces to help maintain a true perpendicular relationship between the head and die. The die positions are precisely located and cut to offer an ultra-smooth thread which interfaces with industry-standard 7/8-14 threaded dies. The indexing ball is captured during rotation, reducing wear and making transitions from station-to-station extremely smooth, positive and repeatable.

## UMAREX USA

(479) 646-4210  
umarexusa.com

The Umarex **AIRSABER ELITE X2** air rifle is driven by air and equipped with full-length arrows and double-barrel capabilities. It boasts Umarex's Quick Valve Release, PCP Release, High-Pressure Shaft, Adapta Point and Straight Flight technologies. The AirSaber Elite X2 launches a 376-grain arrow 450 fps. It has a single stage trigger, push-button barrel switching and lever-action cocking. The AirSaber Elite X2 is 42.5" long, and weighs 8.7 lbs. with scope.

The **AXEON 4-16X44** features 4-16 magnification with a 44mm objective for exceptional light gathering. Specifications of the scope include: 1" aluminum one-piece main tube, Mil-Dot reticle, fast side focus, second focal plane, 20 MOA adjustment, fully multi-coated lenses and black matte finish. A lens dust cover and microfiber cloth are included.

The **GAUNTLET 30** airgun is now available in .30-caliber with a threaded muzzle, adjustable single-stage trigger and tunable hammer spring. It packs a punch at 99 ft-lbs with a 4,500 psi tank regulated at 2,800 psi.



GAUNTLET 30

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PRESIDENT

## NIGHTHAWK CUSTOM

(877) 268-4867  
nighthawkcustom.com

In conjunction with Federal Ammunition's launch of 30 Super Carry ammunition, Nighthawk Custom introduces two models chambered in the new caliber: The **PRESIDENT** and **GRP** (Global Response Pistol). The President model is the second installment of the Boardroom Series. It features a tri-cut slide with lightening cuts to help the pistol cycle faster. The custom grips are made by Railscales, and the DLC finish is equally durable and beautiful. The GRP is a base-model 1911 that uses all fully machined parts — hand fit one piece at a time. Both the front and rear of the slide feature coarse cocking serrations for an excellent purchase when racking the slide.

The **WAR HAWK OFFICER** was designed as a concealed carry option with the same styling of the original War Hawk model. The 1911 pistol is built on an officer frame and has a 3.8" bull barrel. The tri-cut slide top reduces weight and features top serrations that come to an arrow point. Its Everlast Recoil System utilizes a full-length guide rod, allowing shooters to go at least 5,000 rounds before needing to change springs. The cocking serrations are aggressive to ensure a firm grip on the pistol when racking the slide or performing a press check. A one-piece mainspring housing/mag well allows the user to perform quick and easy reloads.



## FEDERAL AMMUNITION

(800) 379-1732

federalpremium.com

Federal's new **30 SUPER CARRY** handgun cartridge was created specifically for CCW. The 0.312"-diameter projectile used delivers the same muzzle energy as 9mm Luger, with ballistic performance and penetration exceeding .380 Auto. The dimensions allow chambering in handguns with reduced grip circumference and smaller overall size, yet offers more magazine capacity than 9mm Luger. Federal is offering 30 Super Carry in the following product lines: 30 Super Carry Federal American Eagle, 30 Super Carry Federal Premium HST, 30 Super Carry CCI Blazer FMJ, 30 Super Carry Speer Gold Dot, 30 Super Carry Remington UMC and 30 Super Carry Remington HP.



## TAURUS

(800) 327-3776

taurususa.com

The Taurus G3 series continues the polymer-frame profile with the **G3**, a hybrid configuration with a full-size grip and generous stippling patches for maximum control and retention in any shooting condition, but a compact size slide to allow better comfort and concealment. The frame has an integrated Picatinny rail and the slide-release lever is optimally positioned above the thumb for easy manipulation. The G3X has no manual safety. A refined element of the G3 is the 6-lb. trigger, designed with a smooth take-up and a crisp, clean break. A short reset promotes quick, controlled follow-up shots. The G3X has a 3.2" barrel, 15-round capacity and ships with two magazines.



STANCE

## SAVAGE ARMS

(800) 370-0708

savagearms.com

Savage Arms' micro-compact 9mm **STANCE** utilizes a removable chassis for interchangeable grips, and two 18-degree interchangeable backstraps are provided. Features of the Stance include an ambidextrous mag release and slide catch, a stippling grip texture, stainless steel slide with Melonite finish for corrosion resistance and a beveled slide for easy holstering. The Stance has ported, wide slide serrations for increased purchase and a short, crisp trigger with short reset and wide, well-rounded face. It sports a 3.2" stainless steel barrel and boasts easy takedown with a takedown lever. Two magazines and a hard case are included, and a package option includes a Viridian E-Series Red Laser.

Savage teamed up with Magpul to pair an aftermarket stock with Savage's 110 action. The **110 MAGPUL HUNTER** rifle is a factory blueprinted action with an 18" threaded heavy barrel. The Cerakote Tungsten finish prevents corrosion. The knurled bolt handle, adjustable length of pull and comb-height options from Magpul round out ergonomic improvements. Additionally, the rifle includes Savage's user-adjustable AccuTrigger, a five-round AICS Magpul magazine and one-piece 20 MOA rail. The rifles will be available in both left and right-hand configurations.

The **110 PCS** (Pistol Chassis System) is a bolt-action pistol built around the 110's factory blueprinted action. The 110 PCS has a 10.5" medium-contour barrel with threaded muzzle and user-adjustable AccuTrigger for a crisp, clean pull. The action is secured in a one-piece aluminum pistol chassis from Modular Driven Technologies and the 110 PCS feeds from an AICS-style detachable box magazine. It sports a Picatinny rail on the rear of the chassis and accepts most AR-15 pistol grips.



## DARK STORM INDUSTRIES

(800) 963-7700

dark-storm.com

Dark Storm Industries' **DS-15 LIGHTNING** rifle is ideal for competitive target shooting. It boasts a 7075 billet receiver set with a contour-matched, free-float M-LOK handguard and Type III mil-spec hardcoat anodizing. The DS-15 Lightning has an ambidextrous charging handle, ambidextrous reversible 45/90 safety selector and competition compensator with high-pressure expansion chamber and multiple vent ports. Additional features include: extended takedown pins, 4-lb. single-stage, drop-in trigger, nickel boron plated bolt-carrier group and 17-7 stainless steel electropolished buffer spring. Configurations of the DS-15 Lightning are available for all 50 states.



## SIONYX

(978) 922-0684

sionyx.com

Leveraging SIONYX's U.S. DoD-approved sensor to deliver unmatched color low-light capability, the **OPSIN** ultra low-light color monocular provides additional detail, unavailable with traditional night-vision systems. Users can observe targets of interest in moonless-starlight environments while remaining undetected and record the situation as it unfolds on the onboard SD card and document geo-location with the onboard GPS module. The external battery pack extends OPSIN's operation time to a full eight hours while providing helmet counterweight for comfort during long deployment.

## CROSSBREED HOLSTERS

(888) 732-5011

crossbreedholsters.com

CrossBreed Holsters is now offering a broad range of EDC holsters for the newly launched **SAVAGE ARMS STANCE 9MM**. Models available for the Stance include the SuperTuck and the MiniTuck IWB, which feature Kydex pockets molded specifically for the new pistol.





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## INDUSTRY LINK

Continued from p. 54

but seeing evidence of companies willing to take on new dealers is a sign they're beginning to catch up with demand.

After nearly two years of having

limited (in-person) face time with industry partners, SHOT Show 2022 provided a significant stepping stone to a return to normalcy. *Shooting Industry's*

April issue will include a full review of the industry's mega trade event, and feature an extended showcase of product introductions garnering attention.

### COREWARE ENHANCES NASGW SCOPE CLX

Coreware has partnered with NASGW to expand SCOPE CLX, a retail sales data platform designed to analyze consumer buying trends.

As a point-of-sale provider, Coreware's support of SCOPE CLX will help NASGW advance its goal to grow the shooting sports industry by collecting, standardizing and analyzing data. The addition of Coreware will add anonymous sales from over 300 stores, making SCOPE CLX the largest sample of the independent FFL market.

"Adding Coreware is a game-changer for us," said NASGW President Kenyon Gleason. "They are such a major player

in our industry and we couldn't be more excited to be working with them to expand data analytics in the shooting sports industry."

Coreware integration is expected by spring of 2022.

"We are extremely excited about our partnership with NASGW," said Ezra Weinstein, CEO of Coreware. "Our mission is to help small businesses survive and thrive. By integrating into the SCOPE CLX platform, our customers will have access to better tools and data to help them make better buying decisions. The data offered by the SCOPE CLX platform will become an integral part of helping our customers increase sales, cut costs and increase profits."

Coreware joins other point of sale partners including Celerant, AIM and



Orchid POS in contributing anonymous sales data to NASGW for the benefit of the industry. In the past five years, NASGW has taken up the mission of providing the industry a more comprehensive platform for sales, inventory and distribution data — helping businesses make smarter decisions and strengthening the relationships in the two-step distribution channel. / [nasgw.org](http://nasgw.org) / [coreware.com](http://coreware.com) **SI**

## INDUSTRY LINK



BY JADE MOLDAE

# A SHOT SHOW UNLIKE ANY OTHER

**T**hough supply chain challenges and COVID surges continue to disrupt daily life, there is hope 2022 will be a step closer to something resembling “normal.”

One example: SHOT Show returned as an in-person event after going virtual last year. Held Jan. 18–21 at the Venetian Expo and Caesars Forum in Las Vegas, SHOT Show 2022 was unlike any other in its 44-year history. Yes, attendance was noticeably down from previous years, but of those 43,000 registered attendees who were in Vegas during SHOT Show week, it would be hard to miss the budding sense of opportunity after two years of (mostly) virtual contact.

Without some of the biggest names in the firearms industry — Ruger, SIG SAUER, Springfield Armory, Beretta Holding Group and more — other

companies stepped up their SHOT Show presence with expanded or even multiple booths to increase brand awareness and capture market share.

Smaller crowds and more meeting space afforded ample opportunities to have better-quality conversations with exhibiting companies and other attendees. And, given the tactile nature of our industry, prospective buyers had more time/flexibility to handle products than years past, too.

Kicking off SHOT Week, the two-day Supplier Showcase (held Monday and Tuesday) featured 500 suppliers eager to meet the needs of manufacturers and dealers. I attended this event on Monday; while exhibitors noted attendance was down from Monday during SHOT Week 2020, it was stronger than expected.

The bright Caesars Forum — which

◀ Smaller crowds at SHOT Show 2022 facilitated better quality time. Time will tell if that’s better for long-term business, but it was a nice change of pace from previous frenzied years.

pushed SHOT Show’s exhibit footprint to 800,000 net sq. ft. — was a welcome addition, providing refreshing respite from the usual indoors-only trade show experience. Though missing some of the planned “anchor” exhibitors in this new space, the folks I talked to were generally happy with the foot traffic they received during the week.

Throughout the show, there were prominent displays welcoming new retailers to sign up and become stocking dealers — which was encouraging to see.

Business has been anything but straightforward over the past two years,

**Continued on p. 53**



▲ A persistent message presented throughout SHOT Show: manufacturers like Aimpoint are “open for business.”

## OTIS TECHNOLOGY PARTNERS WITH DANIEL DEFENSE

Otis Technology has partnered with Daniel Defense to provide custom cleaning gear for their firearms.

Interest in working together was kindled when Daniel Defense began utilizing the Otis B.O.N.E Tool in their armorer courses. The two companies have developed a catered M4 cleaning kit: the DDM4 Cleaning Kit, which is now available to all Daniel Defense customers.

“At times, our MILE (Military and



DDM4 Cleaning Kit

Law Enforcement) Team is requested to provide turnkey solutions,” said

Joe Marler, Daniel Defense L.E. sales manager. “This can be as simple as adding an optic or sling, but at times, we’re asked to provide a complete rifle package that includes everything an end user would need — and that includes weapons care.”

“It has been exciting to work with their team and we’re looking forward to continued collaboration,” added Mollie Martin, Otis Technology’s L.E. sales manager.

OEMs interested in partnership opportunities can reach out to [sales@otistec.com](mailto:sales@otistec.com) to get started. / [otistec.com](http://otistec.com) / [danieldefense.com](http://danieldefense.com)



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★ VRF14

// [ROCKISLANDARMORY.COM](http://ROCKISLANDARMORY.COM)

