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— OR NOT?

SHOOTING INDUSTRY®

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

APRIL 2022

2022 SHOT SHOW REVIEW

+ Standout New Products

In-Store Gunsmithing

FFLs Combine Sales & Service

INSIDE THIS ISSUE:

Equipping Today's
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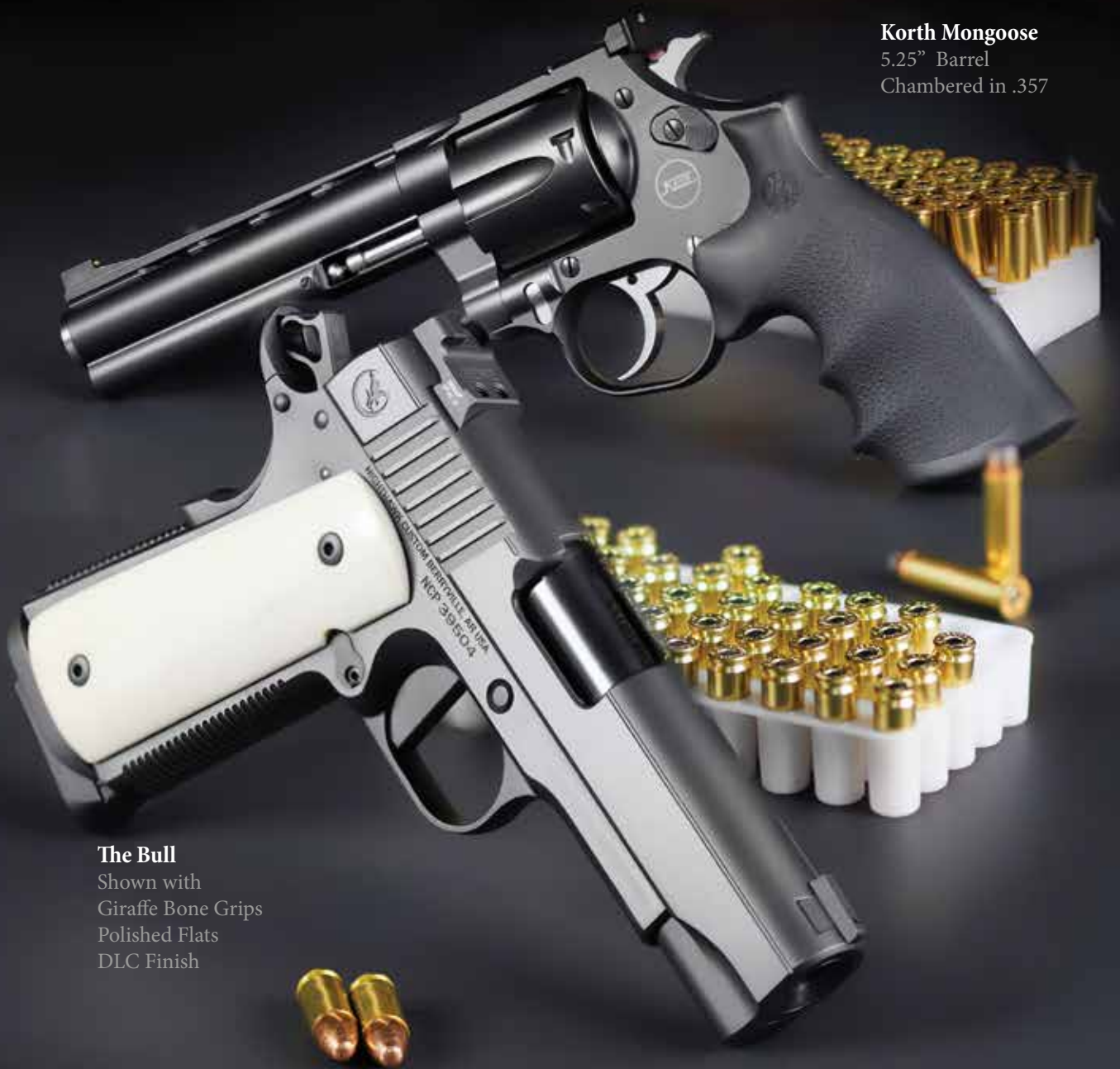
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Commit To Profit Optimization

Customer relations expert Hank Yacek argues “point-of-sale systems” should be rebranded as “profit optimization systems” due to the multiple ways they can benefit and streamline your retail business.

In “Point-Of-Sale Systems: They Got The Name Wrong!” Yacek says: “With the complexity of running a store today (both a physical storefront and online) the die has already been cast and a POS is no longer an option, but a necessity.”

For more insights, see pp. 36–38.

GUNSMITHING PROFITS

Thanks to reader feedback last year, we’re running more gunsmith-focused content. This month, first-time contributor Bryan Hendricks interviews three companies offering everything from basic gunsmithing or extravagant restoration work.

While it may not be a profit generator for Hammer Down Firearms in western Denver, it gives customers another reason to come in, according to Co-Owner Mike Rickert.

“We don’t make a lot of money gunsmithing, but gunsmithing will always bring people through the door,” he explained.

See pp. 28–31.

2022 SHOT SHOW COVERAGE

This issue has four stories covering the first mega trade event since 2020: SHOT Show 2022. Massad Ayoob outlines some of the trends he observed as a result of new product releases



APRIL 2022

from SHOT in the *Personal Defense Market* column, while FMG’s Digital Content Editor Ashley McGee highlights non-lethal products for women — some of which stood out at the show — in *Arms & The Woman*.

Additional content includes Editor Jade Moldae’s review of the show, as well as a New Product Showcase highlighting products from 35 brands.

COMING NEXT MONTH: HANDGUN ACCESSORIES, TRAINING

Shooting Industry’s May issue will highlight two key areas of explosive growth for dealers — handgun accessory add-ons and training profits. Coinciding with personal-protection concerns, sales of CCW-related products have been on the upswing the past few years. Red dot optics, in particular, have been “red hot.”

Other highlights of the May issue include tips for selling guns online, prepping for summer sales events and the benefit of adding high-end/custom-shop options for customers.

Have a comment after reading the issue? Send the SI team an email: comments@shootingindustry.com. SI

FEATURE HIGHLIGHT

“Equipping Today’s Long-Range Customer”

By Tim Barker

PAGE 32



SHOOTING INDUSTRY

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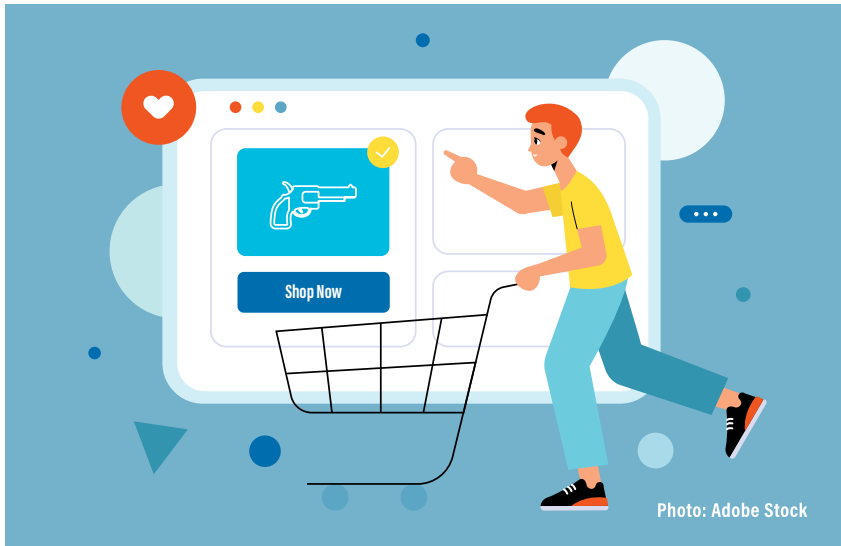
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LETTERS TO THE EDITOR



MORE RESPONSES TO “WHY AM I A PARIAH?” LETTER

Editor’s Note: A letter from home-based FFL Matthew Sims published in the Jan. 2022 issue (“Why Am I Pariah?”) continues to generate a significant response from readers. Here are more insights from other home-based operations, as well as a storefront dealer. Want to weigh in? Contact editor@shootingindustry.com.

My name is James Sagstetter and I’m the owner, operator, founder and sole employee of Detroit Armament. I’m a home-based FFL(01)/SOT(03), NRA-certified instructor and most of my customers would tell you I’m a long-winded nerd (I prefer “well-informed conversationalist”). Since being introduced to your magazine I’ve found tremendous value from it, despite your target reader being the storefront dealer.

This is my sole and breadwinning occupation and has been for almost two years now. While I make less now than I did in my previous career, I have enjoyed this immensely. My customers have apparently enjoyed me as well — as over 30% of my customers have been word-of-mouth referrals and nearly 70% have become repeat customers.

The thing I’m most proud of? I have

The fact I’m different or lower-volume doesn’t make me any less worthy of the same opportunities to do business. I spend the exact same U.S. dollar, right?

spent \$0 on advertising, and my firearm transfer fee (\$15) is the lowest in the entire Detroit metro area spanning five counties (and perhaps further, but that’s as far as I’ve researched).

Why am I able to pay the bills while paying for no advertising and having the lowest transfer fee around? Simple: I only have one set of bills to pay. Eliminating the overhead of a storefront makes me more financially efficient and I pass those savings on to my customers.

I do everything a brick-and-mortar store does. In fact, I occasionally take advantage of “stocking dealer” promotions (though those actually worth it have been few and far between with the supply/demand strain over the last year). While my inventory stays slim just like my business model, I have been the viaduct for tens of thousands of dollars in revenue for my distributors over the past two years. Additionally, I have direct-dealer accounts with Galco and Altamont, which have minimum annual order amounts to maintain a dealer account. I have zero issue meeting these amounts.

My customers come to me primarily for one of two reasons: my prices are the best or they like the way I do business better than a conventional gun store. Getting a commercially zoned location with a retail space takes all of that away. The only customers I’d be left with are the ones who just come back because they like me, and if I have to hire employees to run the counter while I spend the majority of my day managing the business, that’s gone too.

The fact I’m different or lower-volume doesn’t make me any less worthy of the same opportunities to do business. I spend the exact same U.S. dollar, right?

I appreciate the Editor’s comment business has evolved. Customers have evolved, too. There’s demand for this business model. My company is no less a business than any other FFL, and I believe my business is no less worthy of the same opportunities to do business than any brick-and-mortar storefront.

Thank you for your time in reading this. Hopefully I offered some perspective.

James Sagstetter, Owner
Detroit Armament
St. Clair Shores, Mich.

My response to Sims — yes, you are a pariah. I’ve owned a sporting goods store for 32 years, with employees working for me. We realize home-based dealers have no overhead. But how does he have an FFL without a brick-and-mortar store?

HAVE A THOUGHT WHILE READING THE ISSUE?

Let us know at comments@shootingindustry.com or facebook.com/shootingindustry.

We won't do transfers for anyone who didn't buy from a brick-and-mortar store.

We have overhead because we have inventory — we're not in it just to make a buck. We're in it to serve the public and not to make too much money.

Anthony Macaluso, Owner
Hook & Line Inc.
Violet, La.

Just quick note about the "Why Am I A Pariah?" letter in the Jan. 2022 issue.

I have an in-home gun business (of 30 years) in a town of less than 5,000 people. This small town couldn't support a brick-and-mortar store. As such, I have trouble getting guns because I'm limited by the number of suppliers that will deal with a small dealer. Thanks for listening.

Darrell Taylor, Owner
Taylor's Guns & Tackle
American Falls, Idaho

I've asked myself the same question as Matthew Sims a few times. There are a few distributors that will sell to home-based FFLs, but only a few. Most won't and I don't have the answer. These days and times there aren't enough to stock the brick-and-mortar guys.

Personally, my house is just that, my house — not a retail store. I'm sure my neighbors appreciate that too. Although I live in the country, I'm sure I speak for my neighbors: We certainly appreciate not having the extra traffic and unknown vehicles that would be common at a brick-and-mortar store, which I did have at one time. But that's probably for another article.

Gordon Keen, Owner
Streetsweeper Tactical
Cornish, Maine

I feel for many home-based businesses like myself. We're a small town and I've seen three other storefront

businesses in our area go broke and close. The beginning of 2020 was our best year ever and we've been in business over 10 years, but the bottom fell out of things. Now with the shooting industry claiming the biggest sales in history I don't see it.

Our intent was never to just be a home-based business, but believing in the American Dream we wanted to grow slowly and stay out of debt. That dream is gone. Like George Carlin said, "The reason they call it the American Dream is because you have to be asleep to believe it."


We always prided ourselves on service and being willing to go to the range with customers to help them decide what gun suited them — not settling for what they can get. I won't go that route. The customer comes first, not the dollar. **ST**

David Apel, Owner
New Freedom Enterprises
Moberly, Mo.




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SHOOTING SPORTS



ATN Founder Marc Vayn loads a van in Bulgaria with crucial humanitarian and defensive supplies for the people of Ukraine.

INDUSTRY COMPANIES RALLY TO SUPPORT UKRAINE

By Jade Moldae

In the days following Russia's invasion of Ukraine, several industry manufacturers extended their support to those standing their ground against a significantly larger force. As of press time, *Shooting Industry* is able to confirm AMMO Inc., ATN Corp., Adept Armor, four Vista Outdoor ammunition brands and Adams Arms have stepped forward in support of Ukraine.

AMMO INC. DONATES 1 MILLION ROUNDS

Feb. 28, AMMO Inc. announced it would be donating 1 million rounds

of ammunition to the Armed Forces of Ukraine in support of their fight for continued independence.

"AMMO Inc., and we as Americans, stand firmly in support of Ukraine's sovereignty and independence, as we stand for freedom and democracy everywhere," said Fred Wagenhals, CEO of AMMO Inc. "While we fervently hope for a quick and peaceful resolution to the crisis and that diplomacy will win the day, we condemn the Russian aggression and its threat to Ukraine's territorial integrity and freedom. We recognize

that events are unfolding rapidly on the ground in Ukraine, and we are prepared to move as quickly as possible to support Ukraine as it continues to defend itself and its freedom."

March 4, Wagenhals revealed the reaction from AMMO Inc. partners and customers has been "overwhelming." The company included a link to the CARE Ukraine Crisis fund for those interested in making financial donations: <https://bit.ly/3HC5WrS>.

"I am an American citizen first, but of Ukrainian blood and spirit. It is imperative, as a united front, the democratic peoples of the world push back against this despot, Putin, and all he represents."

Marc Vayn, Founder of ATN Corp.

March 24, AMMO Inc. confirmed delivery of its 1 million round donation to the Ukraine government authorities near the conflict zone and it would continue fulfilling its other government and private contracts. / ammoinc.com

ATN PROCURES FINANCIAL DONATIONS

March 3, ATN Corp., provider of optics to the civilian, L.E. and military markets, announced it had opened a

Continued on p. 12

TRISTAR ARMS COMPLETES THIRD EXPANSION

For the third time since 2015, TriStar Arms has expanded its footprint. The company's latest expansion to 11,500 sq. ft. increases throughput efficiency by an estimated 30%.

TriStar's increased production efficiency helps keep final costs down, and gets its shotguns and pistols on local dealers' shelves quicker.

"Even before the crunch of

2020-2021, demand for TriStar Arms firearms increased considerably year after year. We owe it to our customers to continually improve, and so have once again expanded our capacity and workspace," said Ryan Bader, VP of sales and marketing at TriStar Arms.

The latest expansion provides more warehouse space to accelerate receiving, quality control and shipping operations, and should prove invaluable as TriStar continues to bring new products to the market.

The recently introduced Bristol



TRISTAR AMERICAN CLASSIC 85601

side-by-sides and American Classic line of 1911s are the latest innovations from TriStar. / tristararms.com

"I've been doing this for almost 40 years and Sports South is by far the best distributor out there. They've helped grow my business tremendously."

— Alan Tiller, Owner
Tiller & Lanier Gun

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Leader in driving cutting-edge technology. Sports South's goal is to have the right product in the right place at the right time. Through innovation and steady management, this fifth-generation family operation has earned a reputation as the most respected distributor in the firearms industry. Sports South works diligently and tirelessly to assure a consistent and timely flow of product to their dealers and ultimately the consumer.

Sports South

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Continued from p. 10

page on its website for direct donations to help the people of Ukraine receive humanitarian supplies and equipment for their fighting forces.

Marc Vayn, founder of ATN, was born in Kyiv, Ukraine, and grew up in the U.S. where he started the optics company in 1995. ATN has offices across the U.S., as well as in Odessa and Kyiv, Ukraine.

Before the outbreak of the war, the ATN team worked to move Ukrainian staff members and their families to offices in Bulgaria or a safe place within their home country. Several ATN staff members refused to be moved and have taken up the fight against the Russian aggressor.

"I am an American citizen first, but of Ukrainian blood and spirit," Vayn said. "It is imperative, as a united front, the democratic peoples of the world push back against this despot, Putin, and all he represents."

ATN teams in Bulgaria and on the border of Ukraine have coordinated logistics to move defensive supplies directly to the fighting forces. Unlike other donation sites, the ATN Ukraine relief donation site is processed immediately so ATN team members overseas can take action within 24 hours.

Upon the launch of the ATN Ukraine donation site, Vayn personally donated \$100,000 to the cause. Donations were past \$170,000 at press time.

[/atncorp.com/ukraine](https://atncorp.com/ukraine)

ADEPT ARMOR OPENS EUROPEAN FACILITY EARLY

March 3, Adept Armor, an armor system engineering firm, announced it had opened its European facility for distribution of its personal protection products ahead of schedule. The company noted after Russia's invasion of Ukraine, demand for the Adept Armor NovaSteel helmet and Mantis Armor Plate and Storm Systems jumped significantly. Adept Armor responded to a sudden surge of demand in Europe by pulling together resources to complete its European-based production and distribution facility, which was already months in the making, to meet it. [/adeptarmor.com](https://adeptarmor.com)

VISTA OUTDOOR COMPANIES PLEDGE 1 MILLION ROUNDS

March 4, Remington, CCI, Speer and Federal Ammunition pledged to support Ukraine's armed forces through a 1 million round ammunition donation and online fundraising through a special edition T-shirt sold on Remington's website.

"The war in Ukraine has displaced millions of citizens and exposed average people to the horrors of war," said Jason Vanderbrink, president of Remington, CCI, Speer and Federal Ammunition. "Supporting the relief effort is a crucial element of the global response, and we are proud to do our part. It underscores how critical the Second Amendment is in America and highlights the importance of the ability of American manufacturers

to supply our allies with ammunition. We have long supported Ukrainian armed forces and we will continue to do so in this global cause to unite for democracy."

[/remington.com](https://remington.com) / cci-ammunition.com
[/speer.com](https://speer.com) / federalpremium.com

ADAMS ARMS SHIPS RIFLES TO UKRAINE

March 8, Adams Arms announced the rifles it had recently built for Ukraine will make it into the country and be used to support the efforts to fight the invading Russian army. Adams Arms has also designed a T-shirt to recognize the Ukrainian border guard unit stationed at Zmiyni "Snake" Island. All proceeds from that sale will go directly to the Ukrainian National Bank's war funds.

"Adams Arms has supported Ukraine and other international customers for years," said Jason East, Adams Arms president. "We've been assembling their latest orders for the last few months. From the onset of the Russian invasion, we have been working around the clock to ensure our shipment of firearms will arrive unmolested and in its entirety. We stand with the people of Ukraine and are proud to know Adams Arms products are going to be used to support the independence of a sovereign nation." [/adamsarms.net](https://adamsarms.net)

Salutes to all who have joined this effort — let the SI team know if your company has offered support to Ukraine.
editor@shootingindustry.com

FN AWARDED U.S. ARMY M240L CONTRACT

FN America LLC announced the awarding of a firm-fixed-price contract, valued at up to \$49,973,579, to supply the U.S. Army with M240L medium machines and titanium receivers.

The M240L is now the cutting edge for lightweight medium machine guns, with an overall weight reduction of 18% (5 lbs.) over the previous M240B, without any impact on performance or longevity. The weight reduction is the result of incorporating titanium into the receiver.

"The M240L is the product of a collaborative effort between FN, the Army



and the individual soldier to further enhance the M240B to be more effective for the warfighter," said Mark Cherpes, president and CEO of FN America. "The development saw the introduction of new materials along with new manufacturing techniques that have paved the way for the future generation of military

equipment."

The M240 general-purpose machine gun, derived from the FN MAG 58, was adopted by the U.S. military in the late 1970s, and has been in continual service since being introduced.

[/fnamerica.com](https://fnamerica.com)

GUNS.COM RENEWS NSSF PROJECT CHILDSAFE SUPPORT

Leading online firearm retailer Guns.com has renewed its sponsorship of the NSSF Project ChildSafe program with a \$10,000 donation via the Project ChildSafe Foundation.

"We're so grateful for this continuing support from Guns.com," said Joe Bartozzi, NSSF president and CEO, and chairman of the Project ChildSafe Foundation. "Such support really helps Project ChildSafe expand its message of genuine firearm safety across the country, and helps save lives."

The donation will provide thousands of new gun locks and safety education materials to Project ChildSafe. The locks and materials are distributed free to the public through partnerships with law enforcement agencies, hunter education classes, youth programs, community

organizations and other partners across the country.

Guns.com will also partner with NSSF and Project ChildSafe to make safety information available to its customers through a new safety page on its website, and by providing safety materials with shipped products.

"Storing firearms responsibly and securely when they aren't in use is the absolute best way to prevent firearms accidents and to help keep guns out of the wrong hands. As one of the largest retailers of firearms online, we want our customers to take that responsibility as seriously as we do," said Greg Minkler, Guns.com CEO.

NSSF launched Project ChildSafe in 1999 as a nationwide initiative to promote firearm responsibility and provide safety education to all gun owners. It is the nation's largest, most comprehensive firearm safety program, funded almost entirely by NSSF member companies. The



centerpiece of the program is its free firearm safety kits, which include a cable-style gun lock and safety brochure, and educational materials and resources for adults and children.

To date, the program has distributed more than 40 million free gun locks in all 50 states and five U.S. territories. Demand for Project ChildSafe safety kits and program resources has more than quadrupled in recent years.

[/ guns.com](http://guns.com) / projectchildsafe.org

5.56MM 77 Gr. MK 262 Mod 1-C

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FRANKLIN ARMORY RECEIVES ACTION TARGET SAFETY AWARD

The 2022 Action Target Safety Award was awarded to Franklin Armory at the Boulder Rifle & Pistol Club Range in Boulder City, Nev., on Jan. 17, during the Industry Day at the Range prior to SHOT Show.

Franklin Armory is a Nevada corporation that specializes in manufacturing quality firearms for sporting, military and law enforcement applications.

The award, sponsored annually by Action Target, honors the participating company that demonstrates the highest standard of safety throughout the Industry Day at the Range event.

The Action Target Safety Award includes a \$2,000 credit toward the 2023 Industry Day at the Range event. Franklin Armory elected to donate the \$2,000 to Project ChildSafe, the NSSF program committed to promoting firearm safety to communities across the U.S. and its territories.

Safety auditors judged shooting exhibitors during Industry Day, and the score was determined by range safety criteria such as providing hearing and eye protection, control of ammunition and safe handling of firearms on the firing line. Scoring also took into consideration



Jay Jacobson accepts the 2022 Action Target Safety Award from Action Target President and CEO Mike Birch (center, right) and Murray Road Agency VP Kelsey Puryear (far right). In lieu of using a \$2,000 credit to exhibit at the 2023 Industry Day At The Range, Franklin Armory opted to donate it to boost Project ChildSafe's efforts.

the posting of rules, availability of first aid kits at the shooting stations and crowd management.

"We recognize Industry Day at the Range is a fast-paced event, and like all firearms, our products require diligent adherence to the four rules of firearm safety," said Jay Jacobson, Franklin Armory president. "Our team has consistently made safety not just a plan, but a process. The fruit of that labor has been a safe and successful experience for all who attended."

Industry Day at the Range is owned

and operated by CMG Marketing and Events and Triple Curl Advertising and PR. Held annually before the opening of SHOT Show, the event provides members of the press as well as retail, wholesale and law enforcement purchasing agents the opportunity for hands-on testing of firearms, ammunition and related accessories being introduced to the consumer marketing during SHOT Show. The NSSF is the title sponsor of Industry Day at the Range. / franklinarmory.com / actiontarget.com / shotshowrangeday.com

VORTEX OPTICS SELECTED BY U.S. ARMY FOR NGSW-FC SYSTEMS

Vortex Optics was selected by the U.S. Army to produce and deliver up to 250,000 Next Generation Squad Weapons — Fire Control (NGSW-FC) systems over a 10-year production period, beginning in 2022.

The Vortex Optics NGSW-FC, dubbed the XM157, was designed and built with the needs of the current and future warfighter in mind. The XM157 is a Low Powered Variable Optic (LPVO) with a display overlay, Laser Rangefinder (LRF), ballistic solver, environmental sensors, aiming lasers, digital compass and wireless communication to provide for seamless connectivity on the battlefield.

The XM157 is built around a 1-8x30 LPVO featuring a glass-etched reticle on lenses made entirely in the U.S. The XM157 weighs less than many traditional LPVOs with current weapon-mounted LRFs and associated mounts and enables America's servicemen and women to engage threats quickly and effectively.

With an integrated Picatinny base that houses the Vortex Active Reticle system, the XM157 injects a digitally displayed image into the first focal plane of the optic and allows for intuitive displays to support ballistic drops, reticle shapes and sizes and additional modes to display way points, identified threats and fields of fire.

The combined technology enables the XM157 to range a target, send the information to an on-board ballistic solver, gather atmospheric information and display an illuminated Active Reticle



corrected aimpoint with wind holds in the user's sight picture, all in tenths of a second. To provide for flexibility in the field, the XM157 can be controlled via an on-board keypad or a detachable remote.

As the production period begins, Vortex will leverage a talented collective of American aerospace machine shops and lens manufacturers to supply components to be assembled at Vortex's Barneveld, Wis., headquarters. / vortexoptics.com

IHEA-USA LAUNCHES FIREARM FUNDAMENTALS COURSES

The International Hunter Education Association-USA (IHEA-USA) announced the launch of its online Firearm Fundamentals courses.

Developed by the IHEA-USA to meet the nationally growing demand for accessible firearm safety education, these courses offer each state fish and wildlife agency the opportunity to meet the needs of novice gun owners. The courses were crafted with contributions from the U.S. Fish and Wildlife Service, state hunter education staff, tenured volunteer hunter education instructors, conservation industry executive leaders and professional hunters.

IHEA-USA Firearm Fundamentals offers safety training to all gun owners. The courses include modules on firearms best practices and safe handling, in

the home, on the range, in storing or transporting and cleaning firearms. Additional instruction on ammunition, locks and safes and an introduction to using firearms for hunting and sport shooting is included.

The course also teaches new firearms owners about Pittman-Robertson funding and how their purchases contribute to wildlife management in America.

"The IHEA-USA is founded on developing and implementing standards that serve to teach safe hunting, which involves safe firearms handling. It made perfect sense for us to address general firearms safety for the 13 million new firearms owners coming into the marketplace over the last two years," said Alex Baer, executive director of the IHEA-USA. "Our handgun, shotgun and rifle modules are an extension of our safe firearms handling rules, and we believe all new firearms owners can benefit from these introductory training modules."



The Firearm Fundamentals courses also offer all participating states the opportunity to introduce new firearms owners to hunting, local ranges, sport-shooting and other firearms-related activities in their states upon completion of the course.

Firearm Fundamentals will be heavily advertised in the southeastern U.S. this year through grant funding from the Association of Fish & Wildlife Agencies. [/ ihea-usa.org](http://ihea-usa.org)



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KAHN MEDIA ACQUIRES TREAD AGENCY

Kahn Media announced it has acquired the assets of TREAD Agency. TREAD Agency will function as a sub-brand of Kahn Media, providing digital marketing services with a focus on shooting sports, fishing and boating, off-road, overland and related market segments.

Kahn Media is a full-service, integrated marketing agency specializing in public relations, visual storytelling, social media and influencer marketing services that improve brand positioning, expand consumer loyalty and increase sales and

revenue. The agency has a 13-year track record as a leader in the automotive, luxury lifestyle and outdoor industries.

TREAD Agency is a digital marketing agency specializing in high-performance marketing for outdoor brands. Its team consists of competitive shooters, anglers, hunters, mountain bikers, campers and hikers. TREAD Agency Founder Jeff Dillow has deep roots in the outdoor industry. He joined Kahn Media in 2021 and will remain directly engaged with the TREAD Agency brand.

"Kahn Media is built on delivering marketing services that improve brand positioning, build consumer loyalty and increase sales and revenue for our clients.



We have a strong track record of helping clients in the outdoor space achieve significant business growth. The addition of TREAD provides us with a dedicated brand and platform to deliver results for clients both on and off the grid," said Dan Kahn, president and CEO of the agency.
[/ kahnmedia.com](http://kahnmedia.com) / treadagency.com

LIPSEY'S CONTINUES WTTA SUPPORT

For the second consecutive year, national shooting sports distributor Lipsey's has donated \$10,000 to help Walk The Talk America (WTTA) bridge the gap between the firearms industry and owners and the mental health industry.

For over four years, WTTA has spearheaded a movement within the firearms industry to reduce suicides by firearms and other gun violence through its research and development. Its educational/training programs and podcasts are paving the way to educating mental health professionals about the gun

culture, and breaking down the negative stigmas and misconceptions around mental health for gun owners.

"Lipsey's has been a partner with Walk The Talk America from the beginning. Their organization continues to make positive strides toward closing the gap when it comes to addressing mental health and firearms, and we are happy to renew our support of this very worthy cause," said Laurie Aronson, chairwoman and CEO of Lipsey's.

"With every donation, WTTA can provide more tools and resources like training instruction (and) online and downloadable information for individuals, companies and retailers. It is our goal to bring together not only the firearms



industry and mental health resources, but also to make them available to all firearms owners. When large distributors like Lipsey's step up to the plate like this, it helps support our common mission to end gun violence and gun suicide," said Michael Sodini, WTTA founder.
[/ lipseys.com](http://lipseys.com) / walkthetalkamerica.org

ZEV TECHNOLOGIES, UNITY TACTICAL JOIN FPC AS BENEFACTOR MEMBERS

Firearms Policy Coalition (FPC) announced ZEV Technologies, a manufacturer of premium firearms and upgrade parts, and Unity Tactical, a designer of weapon system integration solutions headquartered in Broussard, La., have joined FPC's Constitution Alliance family as Benefactor members.

"At ZEV Technologies we believe in the absolute freedom to own and responsibly use firearms. It's our responsibility to take every action possible to ensure the survival of the Second Amendment

right to keep and bear arms, not only for ourselves but for our countrymen," said Dan Groce, director of brand engagement at ZEV Technologies. "FPC is our tool of choice when facing off against all adversaries of the Second Amendment. We're embedded in this battle for the duration and look forward to continuing to raise funds to help them fight for our freedoms."

"Unity Tactical is proud to support FPC as they work to fight firearms legislation and regulatory actions threatening the fundamental rights of Americans," added Jace Crosby, director of marketing for Unity Tactical. "We appreciate the overwhelming amount of time and energy FPC and their members expend every day to uphold our liberties and constantly



provide the latest information regarding ongoing legal battles around the country. We encourage anyone concerned about their rights to stay informed and take action by joining FPC in the fight."

Organizations and industry partners who wish to learn more about becoming an FPC Constitution Alliance member are encouraged to contact Lauren Hill, FPC's director of corporate relations, through FPC's website at firearmspolicy.org/alliance.
[/ firearmspolicy.org](http://firearmspolicy.org)
[/ zevtechnologies.com](http://zevtechnologies.com) / unitytactical.com

SMITH & WESSON RECOGNIZES TOP DEALERS

Smith & Wesson Brands Inc. has honored 20 of its top retailers across the nation as Ambassador Dealers for their outstanding performance in 2021.

The Smith & Wesson Ambassador Dealer program recognizes retailers that serve as strong advocates for the Smith & Wesson brand, and continually support the growth of its brand and products.

"The partnership we have with our Ambassador Dealers is a truly special one. These dealers embody the Smith & Wesson core values and align with our brand vision. We recognize the hard work of our Ambassador Dealers, and look forward to many years of continued partnership and success," said Sue Cupero, VP of sales for Smith & Wesson.

To be selected as a Smith & Wesson Ambassador Dealer, retailers are required to meet specific criteria of outstanding

sales performance, retailer training, custom marketing strategies and more.

Each of the following Ambassador Dealers was presented with an awards package, and now hold Ambassador Dealer status on Smith & Wesson's Dealer Locator:

- Big Boy's Gun, Ammo & Range, Oklahoma City, Okla.;
- Carolina Caliber Company, Winterville, N.C.;
- Dance's Sporting Goods, Colonial Heights, Va.;
- Gary's Pawn & Gun, Columbus, Miss.;
- Grice Gun Shop, Clearfield, Pa.;
- Gunnies, Orem, Utah;
- Jay's Sporting Goods, Clare, Mich.;
- On Target Firearms & Indoor Range, Dracut, Mass.;
- Reed's Sports, Walker, Minn.;
- Shoot Point Blank, Cincinnati, Ohio;
- Simmons Sporting Goods, Bessemer, Ala.;
- Simmons Sporting Goods, Bastrop, La.;
- Smith and Edwards Co., Ogden, Utah;



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- Specialty Sports & Supply, Colorado Springs, Colo.;
- Sportsman's Den, Shelby, Ohio;
- Take Aim Guns, Palm Harbor, Fla.;
- The Armories, Kissimmee, Fla.;
- The Heritage Guild, Easton, Pa.;
- Turner's Outdoorsman, Rancho Cucamonga, Calif.;
- Van's Sporting Goods, Brandon, Miss.

[/ smith-wesson.com](http://smith-wesson.com)

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UPC #7366776035014

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Model Series: MAX-9

Caliber: 9mm Luger

Capacity: 10+1

Barrel Length: 3.2 in

Minimum/Overall Length: 6 in

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MSRP: \$559.00



PRODUCT DETAILS

Model Specific: MAX-9
Safety: Manual Safety
Frame Finish: Black
Front Sight: Tritium Fiber Optic
Rear Sights: Drift Adjustable

PRODUCT DESCRIPTION

- Striker-fired with a short, smooth trigger pull, clean break and positive reset.
- Slim, lightweight and compact for personal protection.
- Rugged construction with through-hardened alloy steel slide; one-piece, precision-machined fire control chassis; and high-performance, glass-filled nylon grip frame.
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HENRY REPEATING ARMS CELEBRATES 25TH ANNIVERSARY

Henry Repeating Arms is celebrating its landmark 25th year as one of the country's largest long-gun manufacturers and a leading lever-action maker.

In 1993, Henry Repeating Arms Founder and CEO Anthony Imperato started Colt Blackpowder Arms Co., which made historic Colt revolvers and muskets under license from Colt's Manufacturing. Along with his father, Louis Imperato, he began developing a rimfire lever-action rifle in 1996. In March 1997, the first Henry Repeating Arms model H001 Classic Lever Action .22 rifles shipped from a small factory in Brooklyn, N.Y.

Now headquartered in Rice Lake, Wis., the company employs over 550 people and operates three manufacturing facilities in Wisconsin and New Jersey. Henry manufactures over 200 different rifles and shotguns in a wide variety of calibers and finishes for hunting, home protection, collectors and a wide variety of shooting sports.

Henry standouts include the Henry Golden Boy .22 flagship rifle and its centerfire counterpart the Henry Big Boy. Henry also has a complete line of youth-sized rifles and shotguns, a sprawling collection of engraved Tribute Edition firearms and a popular modern approach to the lever gun in the X Model series.

All Henry rifles and shotguns are American-made and supported by a lifetime warranty, a personal guarantee from Anthony Imperato and an award-



winning customer service department. Through its charitable branch, Guns For Great Causes, Henry Repeating Arms has made significant financial contributions to children's hospitals and families of critically ill children. Guns For Great Causes also helps support active-duty and military veterans' organizations, law enforcement and first responder organizations, pro-Second Amendment organizations, shooting sports education groups and wildlife and habitat conservation entities.

As part of Henry's 25th-anniversary celebration, the company is donating 1,000 Golden Boy "Silver Anniversary" limited edition rifles to raise a total of \$1 million for distribution among all of its Guns For Great Causes constituencies.

"Without a doubt, we would not be here celebrating 25 years of success

without the hard work and dedication of every Henry Repeating Arms employee, several of whom have been with me since day one. They are the heart and soul of the company," said Anthony Imperato.

"I'm incredibly proud to have been involved with Henry for 24 of the 25 years that the company has been making and shipping guns, but I feel an even greater sense of pride when I look to the future. Henry fans and customers have a lot to look forward to this year and beyond," said company President Andy Wickstrom.

Throughout the year, Henry Repeating Arms will be releasing several limited edition models, including the Golden Boy "Silver Anniversary" edition, a special edition of the New Original Henry, a 25th-anniversary edition of the H001 Classic Lever Action .22 and more.

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

SAAMI ACCEPTS NEW CARTRIDGES

The Sporting Arms and Ammunition Manufacturers' Institute Inc. (SAAMI) has announced the acceptance of three new rifle cartridges for SAAMI standardization.

SAAMI now accepts the 6mm GT. Introduced by Hornady Manufacturing Co., the 109-grain round travels at a velocity of 2,910 fps with a maximum average pressure of 62,000 psi.

Also receiving SAAMI acceptance is the 6.8 True Velocity Composite. Introduced by True Velocity Ammunition LLC, the 150-grain bullet travels at a velocity of 2,700 fps with a maximum average pressure of 65,000 psi.

Additionally, the 338 Weatherby Rebased Precision Magnum has gained SAAMI acceptance. Introduced by Weatherby Inc., the 225-grain bullet travels at a velocity of 2,800 fps with a maximum average pressure of 65,000 psi.

Additional information on these new



cartridges is available in the Chamber Drawings section of the SAAMI website.

SAAMI promotes firearm safety by creating standards that ensure the safety, reliability and interchangeability of firearms, ammunition and components.

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



AMMO.COM DONATES OVER \$290,000 TO PRO-FREEDOM GROUPS

Through its Freedom Fighter Support Program, online ammunition retailer Ammo.com has donated over \$290,000 to pro-freedom organizations to date.

The Freedom Fighter Support program offers Ammo.com customers the option to donate 1% of their total order price to pro-freedom groups.

In 2021, Ammo.com's Freedom Fighter Support program contributed more than \$130,000 to organizations that safeguard American liberty. Of the 16 groups supported by Ammo.com, the top donation recipients during Q4 2021 were:

- Wounded Warriors in Action Foundation: \$6,486
- Homes for Our Troops: \$4,598
- National Rifle Association: \$4,559
- Second Amendment Foundation: \$3,560
- Mises Institute: \$1,257
- Future of Freedom Foundation: \$1,255
- Jews for the Preservation of Firearms Ownership: \$1,045

"We're grateful to serve American firearm enthusiasts as we provide the ammunition they need to enjoy their favorite hobbies," said Alex Horsman, marketing manager for Ammo.com. "That we are additionally able to help our customers support so many pro-freedom organizations only makes our position within the firearm industry that much more rewarding." **SI**

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

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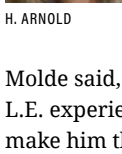
E. GELHAUS

FMG PUBLICATIONS WELCOMES NEW HIRES

Key industry talent recently joined the FMG team: Erick Gelhaus is now serving as editor of *American COP*; Ashley McGee as digital content and marketing director; and Heather Arnold as circulation/production director.



A. MCGEE



H. ARNOLD

FMG Publications' VP of Business Development Randy

Molde said, "Erick's years of L.E. experience and knowledge make him the perfect fit to select and provide content for first responders, and Ashley's wealth of skills will have an immediate impact on our branding efforts."

Gelhaus served in the Army and National Guard before retiring from a 29-year career with a Northern California sheriff's office. He has written for leading industry publications, is an instructor at Gunsite Academy and owns a training company.

McGee is responsible for managing the growth of FMG's overall digital presence and the GUNS Magazine Podcast, as well as developing strategies for increasing dealer engagement via *Shooting Industry*.

"I've learned a lot from talking with *Shooting Industry* readers and interviewing industry professionals over the years," McGee shared. "I'm excited to draw from the experience and combine it with my background in digital marketing to help continue to grow all of FMG's publications."

McGee has over 10 years' experience and is a longtime contributor to *SI*. Most recently, she served as niche managing editor for *The Post and Courier*.

Arnold manages FMG's circulation department, which includes direct mailings, performing the circulation and postal audits, data entry and customer service. She also supports the production team.

Arnold has been in the publishing industry for over 20 years on both paid and controlled magazine titles such as *Triathlete* and *Outside*.

FMG President Tom Hollander, who is preparing to retire later this year, shared, "Heather's knowledge and background aligns perfectly with our needs. I feel very comfortable leaving our team in her capable hands."



J. SCHEIDER



C. ROHMER



P. WALTERS

PRIMARY ARMS PROMOTES, HIRES STAFF

Primary Arms Optics announced the promotion of Jeff Scheider to U.S. field sales manager. The Government division welcomed Chad Rohmer as the territory sales manager for the eastern region, and Paul Walters as a buyer.

Scheider is responsible for strategizing and deploying nationwide sales strategies for all Primary Arms Optics products. Previously, Scheider was a key account manager for Nine Line Apparel.

Rohmer is working with and representing teams across the eastern U.S. and parts of Texas.

In addition to a law enforcement career, Rohmer worked for Federal/Speer Ammunition, OSS Suppressors, Point Blank Body Armor and Draeger Safety Systems.

Walters is dedicated to supporting the Government

division by bringing in new products and special offers for L.E. and military professionals.

Walters previously served as Unity Tactical's inventory specialist and buyer.



L. MANGLITZ

1791 GUNLEATHER PROMOTES MANAGER

1791 Gunleather announced the recent promotion of Lauren Manglitz from regional sales

manager to territory development manager. She is responsible for new business development with target accounts in multiple territories, sales associate training and new product development.

"After her excellent performance over the past few years, we're thrilled to have Lauren take on even more responsibility within 1791 Gunleather," said Ramiro Romani, CEO of 1791 Gunleather.

Prior to joining 1791 Gunleather in 2018, Manglitz worked as an editor for government contractors and spent several years in retail. She is also a firearms instructor.



M. LONG

XS SIGHTS ADVANCES ENGINEER

XS Sights promoted longtime employee Monte Long to marketing and sales engineer from his role as production manager. In this position, Long will work closely with the marketing and sales teams, playing a key role in strategic planning and creating enhanced content for web, blog, social and video initiatives.

"Monte brings a wealth of knowledge and experience to his new role and our customers will benefit from increased access to his expertise," said Addison Monroe, marketing manager for XS Sights.



C. EAGLE

CSSI ADDS STRATEGIST

Chattanooga Shooting Supplies Inc. (CSSI) welcomed social media strategist Charles Eagle to its team where he will

curate content to boost visibility and expand the way customers interact with the brand.

Ron Staffieri, CSSI president and CEO, said, "We are confident Charles will increase our reach and provide valuable content that speaks to our customers and keeps them informed, engaged and entertained."



P. DIXON

KINSEY'S INC. TAPS DEALER SALES DIRECTOR

With the current growth in archery and recent expansion into FFL distribution, Kinsey's

Inc. selected Phillip Dixon as the new director of dealer sales to better serve the business and its growing customer base.

Justin Gorman, Kinsey's VP of sales and marketing, stated, "Phil will use his years of sales management experience

to create strategies that will continue to make Kinsey's more valuable to our dealers."

Dixon previously served in the U.S. Navy and had an extensive management career in the wireless industry.



K. AHL

MURRAY ROAD AGENCY NAMES EVENTS & PROJECT MANAGER

As Murray Road Agency's new events and project manager, Kara Ahl will oversee the

coordination and facilitation of Murray Road client and agency events, and manage projects within the agency's client base.

Tim Brandt, Murray Road president and CEO, said, "Kara's work on large consumer and trade events, her local ties and her hands-on management with integrated projects immediately bolsters our team's abilities."

Ahl previously planned and managed events for organizations in the Charleston area. She graduated from the School of Business at the College of Charleston with bachelor's

degrees in business administration and hospitality and tourism.



M. GARRETT

STREAMLIGHT INC. ADVANCES MANAGER

Mike Garrett was recently promoted to national sales manager—west for Streamlight's Industrial/Fire division.

Garrett leads the division's sales team to achieve sales goals for the industrial and fire markets. He will be responsible for maintaining distributor and agency relationships, and developing marketing strategies for the division.

Streamlight VP, sales and marketing, Michael F. Dineen shared, "[Garrett's] success over the years has come from his hard work and dedication to Streamlight and the products we manufacture. We look forward to his continuing contributions."

Garrett joined the company in 2011 as West Coast regional sales manager. He also served in roles at Clark & Associates and R.S. Hughes. He earned a bachelor's degree from the University of Arizona.



MYSTERY RANCH MAKES ORG./EXEC. CHANGES

After founding MYSTERY RANCH in 2000, Dana Gleason and Renée Sippel-Baker are transitioning from senior leadership positions to board of director roles. They will oversee the strategic vision and execution of the annual plan of operation through a new executive team structure, and remain complete owners of the business.

Alex Kutches, longtime VP of sales and marketing, will assume the role of president and work closely with the board and executive team to implement the annual plan.

The new organizational structure includes Bob Freeman as VP of product and operations and Steve Fink as the

VP of finance. Ben Nobel was recently promoted to director of sales for North America's outdoor and hunting business channels.

Kutches stated, "We have our sights set on sharing our brand promise with more people across the globe in our core businesses of outdoor, military, hunting and fire."



NEXUS OUTDOORS GROW TEAM


Nexus Outdoors, parent company to the ScentLok, Blocker Outdoors, OZ, Whitewater, American Range Systems and Tree Spider brands, announced the additions of Matt Arndt as VP of product development and Katie Bryan as technical development and design

manager.

Arndt will work closely with SVP of Product, Dale Douglas, to lead product design and technical development initiatives that drive innovation, brand integrity, quality and profitability.

He has 24 years of industry experience from positions at Cabela's and Sportsman's Warehouse. Arndt earned B.S. degrees in biology and chemistry from Chadron State College.

Bryan works closely with VP of design and technical development, Rebecca Arellano, where they are heavily involved in a wide variety of tasks and initiatives, from development to design and sourcing to fit and final products.

She earned bachelor's degrees in apparel design and apparel merchandising from Indiana University, and formerly served as a technical designer at Bass Pro Shops. 



BY MASSAD AYOOB

HOT DEFENSIVE HANDGUNS FROM 2022 SHOT SHOW

IT wasn't a "perfect storm," but it was still an ugly one.

Turnout was low at the 2022 SHOT Show in Las Vegas. It was as if the usual attendees were thinking, "Okay, let me get this straight: tens of thousands of people under one roof? Every year people talked about catching the 'SHOT Flu' or 'SHOT Show Crud' *before*, and now we're talking about doing it during a damn *pandemic*? Uh, no thanks!"

That sentiment was widespread, but not universal. Many gun manufacturers, ammo companies and accessory makers were already flat out in production and didn't need to solicit any more business anyway. All those industry folks were concerned about putting their personnel in a place where "social distancing" would be difficult in the time of COVID. Several major exhibitors pulled out, and that fact was widely disseminated early on, which was another disincentive for dealers to attend.

That said, SHOT Show's owner and sponsor — the intrepid NSSF — did a damn fine job of putting the show on anyway, and should be commended for it.

The industry has stubbornly pushed on with new introductions. Let's take a look at the ones that seem most likely to draw customers to your place of business.

STANDOUT PISTOLS

30 Super Carry. It's been a while since a new cartridge for self-defense handguns was introduced. This year, Federal introduced the 30 Super Carry (as well as sister company Remington Ammunition) with both full metal jacket practice loads and jacketed hollowpoint self-defense rounds. The initial guns for them are Smith & Wessons from the company's Shield series, followed swiftly by a 1911-format pistol from Nighthawk Custom.

The narrower diameter of the new 30 Super Carry round allows a couple of extra rounds compared to 9mm in the same platform. With a 100-grain jacketed hollowpoint at 1,250 feet per second, advocates of the new cartridge feel it's close enough to 9mm, and sufficiently more powerful than .380 ACP, to establish popularity as a defensive round. There's some skepticism about it already on the gun-related internet, but time will tell. Early reports speak of recoil and shooting characteristics similar to 9mm.

P-35 Resurrection. Springfield Armory began this movement in late 2021 with their introduction of a Browning Hi-Power clone. They couldn't call it by that name because FN owns it, so it became the SA-35 in homage to the pistol's military designation, P-35. The company

◀ Ayoub runs a Springfield Armory SA-35 through its paces during a class. He says its quality, performance and value would appeal to both self-defense customers and sport shooters. (Photo: Gail Pepin)

ingeniously incorporated decades of custom gunsmith modifications of the old Browning into their new gun, curing virtually every ill that had ever plagued the original P-35. The original gun had a tiny, mushy thumb safety; the SA-35 has a big, positive one. The flat grips of the original fit most hands *great*, but the Craig Spegel-like grips on the Springfield interpretation fit the hand *greater* — an admittedly subjective judgment.

American shooters hated the magazine-disconnector safety of the original, which got in the way of a good trigger pull due to the original design and kept empty magazines from falling free; Springfield simply eliminated it. P-35 aficionados in the past paid custom gunsmiths big bucks to smooth up the trigger pull; the out-of-the-box Springfield iteration had the nicest trigger pull since the short-lived Nighthawk version of the Browning ... *and MSRP is only \$700.*

Almost simultaneously came the Turkish Girsan interpretation of the Hi-Power (imported by EAA, the MCP35), which resembles the Browning Mark III down to the desirable ambi-thumb safety — which the SA-35 lacks.



When SIG introduced their P365 a few years ago, they created a new niche so attractive it's now a leading sales category.

Then, at SHOT 2022, FN America introduced the FN High Power! According to the company, it's a "completely reimagined pistol ... [that] carries forward the most iconic features of the original design, modernized for today's sport shooter."

Boasting a four-figure MSRP, the new iteration features improvements to its ergonomics and fire-control design, accuracy and increased magazine capacity (17 rounds). There's still great interest in it on online forums.



FN AMERICA HIGH POWER FDE



COLT PYTHON 3"

WHEELGUN NEWS

In revolver news, Colt's "new Python" is now available with the super-rare 3" barrel of the past. I'll tell you right now, if you order at least one, it's going to sell to one of us boomers who want the guns of our youth and will prize this super-rare one. Being a Python guy myself, I immediately ordered one. (I'm not the only one who'll do that, hint, hint.)

A new lightweight six-shot pocket-size .38 Special snub-nose revolver joined us at SHOT Show. Kimber's K6 series has at last been expanded to a lightweight aluminum-frame variation, the K6xs Carry. This new generation of the K6, all-steel until now, has a very smooth action and the 2022 aluminum version will be easier to carry in an ankle or pocket holster.

This revolver strikes me as "something new under the sun." I can't recall another six-shot lightweight .38 with a completely shrouded hammer (aka "hammerless"). Sales Tip: Remind potential customers, in this type of defensive handgun, the sixth shot, as opposed to the customary five, is a full 20% increase of in-gun firepower.

MICRO COMPACT NICHE GROWS

When SIG introduced their P365 a few years ago, they created a new niche so attractive it's now a leading



SAVAGE ARMS STANCE

sales category: A super small, polymer-frame striker-fired pistol with more 9mm cartridge capacity. (And, in February, SIG added a new caliber for the P365 platform — .380 ACP.)

The rest of the industry quickly followed with similar higher-capacity "micro-compacts." For 2022, Savage jumped into the race with their Stance micro 9mm pistol.

Smith & Wesson has now done something similar in the hammer-fired market. Their new CSX pistol is single action for cocked-and-locked carry, and has an excellent ergonomic ambidextrous thumb safety. It comes with two magazines, one 10-round and one 12-round. I got an early one and was pleased with its controllability. At 25 yards, it consistently put five shots in 2.5" with 124- and 147-grain 9mm ammo.

Before, the micro-compact single action 9mm market was dominated by single-stack pistols — such as the Kimber Micro and the SIG 938. Some customers like the idea of a manual safety, and a hammer they can ride with their thumb when holstering to reduce the likelihood of an unintentional discharge, a particular concern for those who practice the currently popular appendix carry.

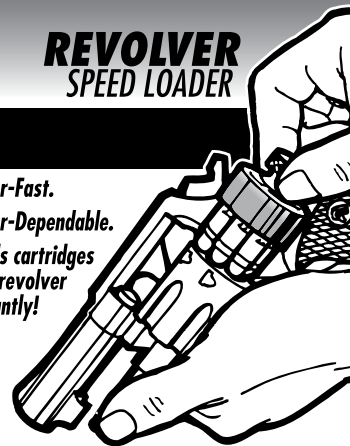
The shape of the cocked-and-locked CSX also greatly reduces the concealed carry "bulge point" at the rear of the slide, which has the added benefit of a more snag-free draw from a pocket holster. At sub-20 oz. unloaded, the CSX has already generated a great deal of interest among concealed carriers. **SI**

Obviously, the above doesn't cover everything new ... but we tried to hit the high points. What would you add? Let the SI team know: comments@shootingindustry.com.

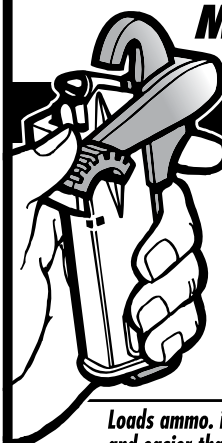
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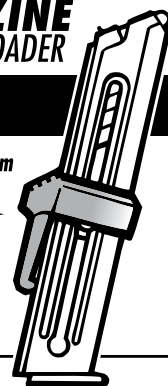
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BY ASHLEY MCGEE

8 NON-LETHAL DEFENSIVE TOOLS FOR WOMEN

It's no surprise personal protection is the primary reason gun owners buy firearms, particularly first-time users — many of whom are women. But, for women not yet comfortable with everyday carry or situations where carrying a firearm isn't feasible, it's important for dealers to be equally well versed in non-lethal self-defense options.

For example, in many states, it is prohibited to carry a firearm into an establishment that serves liquor — like bars and nightclubs — regardless of whether the person possesses a concealed carry permit or doesn't consume alcohol.

There's also the issue of guns in the workplace. Some states side firmly with employers, giving business owners the right to prohibit guns in the workplace on company property, which can extend to the parking lot and company vehicles. Or maybe the person is traveling and the state they're visiting doesn't have reciprocity with the state that issued their permit.

The point: Regardless of permit status, there are numerous scenarios that can prevent someone from carrying a firearm. Therefore, it's important — especially for women — to know what their options for personal protection are beyond a firearm.

PEPPER SPRAY & KITS

One of the most common tools for



self-defense is pepper spray, a chemical inflammatory agent that irritates the eyes and nasal passages of an assailant causing difficulty breathing, burning pain and temporary blindness.

What some people may not realize is pepper spray comes in a variety of options, such as a stream, fogger, foam and gel. The gel formula is particularly great for avoiding any blowback.

The great thing about pepper spray is its portability and versatility. You can find options disguised as common items like lipstick or a pen. However, for ease of access, a keychain holster or hand sleeve to use while running or walking outside may be a better option.

One of the most top-rated options is the **Tactical Pepper Gel** from **SABRE**, which boasts the same police-strength protection as law enforcement. This particular model offers protection from an impressive distance of up to 18' and against multiple threats with 18 bursts. It also contains UV marking dye to help police in suspect identification. The flip-top safety mechanism

◀ Launching this spring, the discreet **TASER Bolt 2** can help users quickly establish 15' of safety and deliver up to 30 seconds of full lockup on an attacker. (Photo: TASER)

prevents accidental discharge, and the included belt holster allows for easy carry. According to **SABRE's** website, the pepper-gel formula virtually eliminates wind blowback with no in-air atomization and can even be used safely indoors. Plus, **SABRE** pepper gel is made in the U.S.

Another great option is the **SABRE Runner Pepper Gel** which contains 35 bursts and protection up to 12'. It comes with an adjustable hand strap, enabling the user to hold the spray in the palm of her hand for instant access to protection.

For those looking for an option that packs a little more punch, **Byrna** may be the answer. A first-time **SHOT Show** exhibitor in 2022, the **Byrna SD Pepper Kit** is powered by compressed air and shoots a .68-caliber round kinetic and/or chemical irritant projectile that can disable a threat from up to 60' away. Features of the **Byrna SD** include up to 300 fps average projectile speed; ergonomic honeycomb grip for better control in all conditions; improved sights for faster target acquisition; straight trigger with a 6.5 lb. trigger pull weight on the second shot and smoother press; and ambidextrous safe/fire switch that allows for easy toggling for both left-handed and right-handed individuals.

The **Byrna SD** is not classified as a firearm, therefore, does not require a permit or background check to own, but a buyer must be 18 or older to purchase. Due to chemical-projectile restrictions, shipping is prohibited to some areas of California, New York and Hawaii.



BYRNA SD PEPPER KIT

STUN GUNS & TASERS

Stun guns and TASERS are other popular options. However, despite being legal for civilian self-defense in 48 of the 50 states, the laws about where someone can and cannot carry vary widely.

In Michigan, for instance, it's illegal

to carry a concealed stun gun at a school, private daycare center, sports arena or stadium, bar or tavern, religious facility, entertainment facility, hospital or dormitory. Laws like these are quite common across multiple states so it's important for prospective buyers to understand their limitations.

For those interested in carrying a TASER, one of the most exciting new products at this year's SHOT Show was the new civilian TASER device from TASER Self-Defense, the consumer division of Axon Enterprise Inc.

The **TASER Bolt 2** features a 15' range, enhanced accuracy in low-light conditions and a companion app that alerts emergency dispatch and sends a GPS location to police when the device is discharged. Axon has dubbed it the next generation of self-defense.



5.11 TACTICAL XR1

TACTICAL FLASHLIGHT

Tactical flashlights are arguably the most underrated self-defense tool a woman, or any person, can have in her arsenal. They're great to keep in the car, in a nightstand or in a purse, and there aren't any restrictions in terms of when or where they can be carried. Beyond lighting up dark or dimly lit spaces, flashlights are great for deceiving home intruders, defending against assailants and signaling for help in an emergency. Tactical flashlights with a serrated edge at their head can also do some damage when hitting or scratching attackers.

The **Response XR1 from 5.11 Tactical** emits 1,031 lumens at its highest setting with a maximum beam distance of 235 meters and an estimated run time of 1 hour and 37 minutes. It has three additional modes (medium, low and strobe) and can run on disposable CR123 or 18650 rechargeable batteries. The Response XR1 is just 5.75" in length,

making it a great mid-size option. For those wanting something ultra-portable for everyday carry, **5.11's Rapid L1** is 3.5" long and weighs just over 2.5 oz., with batteries. With improved water resistance, this light will shine despite the rain or being submerged in 3' of water.



TASER STRIKELIGHT

There's also the **TASER StrikeLight** stun flashlight which combines the usefulness of a high-intensity 80-lumen flashlight with the protection of a stun gun. It's a useful device for everyday civilian self-defense, and makes the perfect addition to a glove box or a discreet self-protection tool for everything from girls' night out to neighborhood dog walks. The light's high-voltage stun both startles and repels attackers, providing users with added comfort and safety.

KNIVES, TACTICAL PENS & STRIKING/STABBING TOOLS

When it comes to finding an alternative to carrying a firearm, knives

are probably the most common. Tactical pens and other striking/stabbing tools are good options as well. However, depending on how they're used, some of these items can be lethal.

The **Williams Defense Key from CRKT** was cleverly designed as an innocuous key by former Army officer and martial arts instructor, James Williams. As long as a person has their keys, they'll always be prepared. An added bonus, it can double as a Phillips screwdriver.

CRKT also offers several defense pens also designed by Williams.

The effectiveness of these smaller, fist-held tools is largely dependent on proximity and skill, considerations dealers should share with prospective buyers looking for a non-lethal personal-defense tool.

DON'T FORGET ABOUT TRAINING

Of course, being in possession of any self-defense tool isn't going to be effective if the person isn't trained on how to use them properly. If it's not already part of your offerings, consider adding a non-lethal personal-protection training course to your lineup in order to help your customers make educated purchases.

If you can position yourself as a knowledgeable and trusted resource, you have one key to retaining customers. **SI**

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BY JULIE GOLOB

USING EMAIL TO CONNECT WITH CUSTOMERS

Online marketing trends come and go. While it makes sense for the firearms industry to have a presence on popular social media platforms, the competition is fierce. Your business isn't only pitted against direct competitors, you're in a battle for attention with cat videos, TikTok dances, memes and even the grandmas keeping up with family photos and activities. Unless you or a staff member is a social media marketing guru, it can be difficult to get excited about social media content creation, not to mention the idea of monitoring all those comments.

Enter email. To many, email may seem to be an evolution of paper junk mail. Do successful businesses hit send virtually and see results? They do. According to Hubspot's "Ultimate List of Email Marketing Stats for 2022," 78% of marketers have seen an increase in email engagement over the past 12 months.¹ Another surprising statistic is four out of five marketers said they'd rather give up social media than email marketing. Despite the idea email enjoyed its peak in the late '90s with AOL and a Meg Ryan and Tom Hanks rom-com, it can be a very valuable tool for your business.

EMAIL ADVANTAGE: OPT-IN SUBSCRIBERS

With over 4 billion email users globally, email offers an opportunity

for you to truly reach customers. The best part? Assuming you've built an authentic list, those customers have opted in. Subscribers are choosing to receive updates — giving you direct access to their inbox. You don't have to hope Facebook or Instagram will deliver your latest post to their feed. They've taken steps to sign up.

Everyone in the guns, ammo and gear business knows all too well the ability to reach the millions of gun owners on these platforms can be stifled further or even prohibited altogether. This, combined with the fact many of the connections on your email list may not be on social media, makes email more valuable than ever.

Any business in the firearms industry can benefit from email marketing. With no "shadow bans" or poor post performances, effective email communication allows you to offer insight on products, services and specials customers can study at their own pace and timing. And you don't have to be a large manufacturer or publication to reap the benefits either. According to Campaign Monitor, 64% of small businesses are using email marketing to reach customers.

Even as a pro shooter, I have an email list. I treat my subscribers like an extended address book. These contacts represent my most loyal followers and

they deserve my attention. If someone is willing to take the time to read and reply to my emails, I make it a point to respond.

LEVERAGING EMAIL

Are you sold on email but wonder how to leverage it to your advantage? First, it's important to take email seriously. Unlike social media where posting is fast and free, you'll want to budget for and plan email marketing efforts. If you don't already use one, there are many email clients that not only provide a way for you to send out information to the masses, they also offer other useful tools.

Email specialists like Mailchimp and Constant Contact make it easy for customers to sign up for your list and ensure emails are distributed properly. Thoughtful welcome emails, birthday messages and incentives for keeping personal information and preferences up to date are easy to install and automate — saving you time.



Use email to tell customers about sales and offers, but understand they can be so much more than just advertisements. Offer value, ask questions and use email as an opportunity to let your list know what's important to you and your company.

HAVE A STRATEGY

It's important to have an email strategy. No one likes junk or spam. We've all been there, signing up for an email list to receive a coupon or benefit only to have our inbox bombarded with incessant sales pitches. Use email to tell customers about sales and offers, but understand they can be so much more than just advertisements. Offer value,

ask questions and use email as an opportunity to let your list know what's important to you and your company.

When in doubt, a simple rule many of us learned in grade school applies: If you don't have anything nice to say, don't say it at all. Now just switch "nice" for valuable or useful. Even though you may not be competing with the algorithms, emails are still taking up valuable inbox space. Become a pest and you can be evicted at any time.

USEFUL METRICS

Not only should you have a strategy, assign a team member the task of replying to emails and check in on how they're performing. Beyond tracking subscriber numbers, there are other key metrics to pay attention to. A few of the statistics to watch include open rate, click or click-through rate and bounces. The first two are simple. The open rate is the percentage of email recipients who open a given email. A clear, but catchy subject line that appropriately sums up your message can help increase the open rate.

Another useful stat is the click rate. If you plan to embed links to products, blog posts or other pages on your website, this metric lets you know if recipients are going beyond the email and accessing the content provided. No clicks mean no engagement beyond reading the email. Depending on your business, email strategy and the number and types of links, this percentage can help you craft better emails — especially if the goal is to have subscribers visit your website.

The bounce rate represents the percentage of emails that aren't reaching the recipient. There are two types of bounce rates. A soft bounce means there's a temporary problem with the email address whereas a hard bounce happens when the email address is no longer valid. Where a soft bounce can be resolved, a hard bounce represents an empty email that should be removed.

Different than a Like or View stat on a social media platform, these metrics offer useful statistical evidence of how effective emails

are. Combined with calls to action encouraging engagement online or a visit inside your store, email can build loyalty and exclusivity. Discount codes, quick surveys and giveaway incentives are simple and easy to administer. As you develop an email marketing plan and grow a subscriber base, you'll have a test group to share ideas with and a way to reward these customers virtually.




As you develop an email marketing plan and grow a subscriber base, you'll have a test group to share ideas with and a way to reward these customers virtually.

PARTING THOUGHTS

There are so many ways to make email work for your business. A detailed monthly newsletter going over sales and special events for customer segments like veterans, law enforcement, first responders and women help to keep your list "in the know."

Use announcements for promotions and reminders on when sales end. Send quick updates to keep customers in the loop on new product arrivals and in-stock items. Answer common customer service questions in emails for those who are actively looking to purchase your goods and services. Effective emails go beyond likes and comments.

Email marketing is a useful tool to help you reach and reward customers. If you're on the fence, give email marketing a try. Set up an account with a provider, encourage people to sign up online and in your stores. Then, hit send. 

Footnotes

1. blog.hubspot.com/marketing/email-marketing-stats



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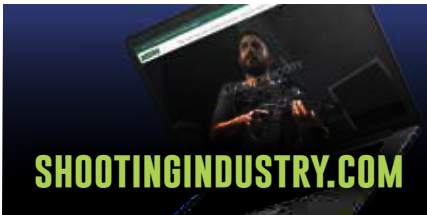
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BY BRYAN HENDRICKS

Gunsmithing

JOINING SALES & SERVICE

Photos: Adobe Stock

Despite Specialized Niche, FFL Gunsmiths Thrive On Reputation, Relationships

At least 12 gun shops are clustered in Denver's western suburbs. In such a competitive environment, gun-shop owners scrap to claim a share of a mercurial market.

Mike Rickert, co-owner of Hammer Down Firearms, said his business flourishes from a combination of services — including gunsmithing and transferring firearms customers buy and sell through online auction sites.

“Because we have a good

saturation of gun stores close by in the western suburbs of Denver, nobody has an angle on products nobody else can get,” Rickert observed. “It’s difficult to put space between us and the products we offer. We’re a small store, so we have to capitalize on the reputation we’ve built through good customer service.”

Many FFL holders refuse to facilitate online transactions. Besides being a steady income source, Rickert says brokering such deals builds his customer base and fosters customer loyalty.

“A lot of gun stores don’t handle transfers at all,” Rickert

said. “Their attitude is, ‘If you’re not going to buy it from us, we don’t want anything to do with you.’ That’s fine with me: It brings us more business. We’d rather have them buy guns from us, but a lot of the people who come in here for transfers wouldn’t ordinarily be here anyway. It gives them exposure to our business, and we’re glad to have them in here.”

Employing a resident gunsmith is an important part of Hammer Down’s business. Most of the work is mundane and not particularly lucrative, but even the smallest, most inconsequential jobs are important to the customers. Meeting these needs, again, potentially grows the clientele and fosters loyalty.

“We don’t make a lot of money gunsmithing, but gunsmithing will always



bring people through the door,” Rickert claimed. “Ours is pretty pedestrian: disassemblies, cleanings, oilings and assemblies (DCOA). Those are the bread-and-butter of most gunsmithing,



Gunsmithing will always bring people through the door. Ours is pretty pedestrian: disassemblies, cleanings, oilings and assemblies (DCOA). Those are the bread-and-butter of most gunsmithing.”

Mike Rickert, Co-Owner
Hammer Down Firearms

and sight swaps second. We do straight-up repairs for guns that aren’t operating or making light primer strikes. Somebody has taken a gun apart, and they realize they don’t have the skill to put it back together.”

Access to a competent gunsmith is increasingly difficult because so many master gunsmiths have died or retired, Rickert noted. Talented young gunsmiths replace them, but it takes years to replace what is best described as institutional knowledge.

“A guy passes away with 40 years of experience; if you replace him with somebody who has 10 years’ experience — it shows,” Rickert said. “They say it takes 10,000 hours to achieve mastery. There’s no shortcut. It’s important for people to understand there aren’t nearly as many gunsmiths in the country as there was 20 years ago. A lot of stores have pushed away from it.”

Tying these elements together is an inclusive environment that consummates a pleasant

consumer experience, Rickert added.

“I don’t suffer well stores where you have to be a certain type of ‘tacti-cool’ for them to give you the time of day,” he said. “We’re a traditional gun store. We treat everybody equally coming in door. This isn’t a virtue-signaling statement. It’s how we do business.”

Regardless of one’s perception of wearing masks during the pandemic, Rickert asserted masks are not welcome inside his shop.

“The only bad reviews we’ve gotten in the last couple of years were from people who don’t like our mask policy — which is no masks,” he said. “We’re a gun store. There’s no place for a mask in a gun store.”

“I HAVE THIS OLD GUN”

In addition to handling firearms and ammunition transfers, a unique shop in Bloomfield, N.Y., goes several levels above basic gunsmith services. Turnbull Restoration Co. specializes in restoring classic, rare and collectible firearms.

Steve Lester, general manager for Turnbull Restoration, has been in the business for 35 years. He shared the shop focuses on firearms produced from 1870–1940.

“We specialize in accurate recreations of historical firearms and metal finishes, restoring to the letter what it was 100 years ago,” Lester provided. “We restore markings, and we recreated roll dies for them. We do the traditional finishes, including rust bluing. We’re best known for color case-hardening using the bone charcoal method. We do around 250 to 300 full restorations a year.”

Turnbull has 16 employees, and all have been with the company for 10–20 years.

“We have a great group of



Jeb Burnett of Armtac specializes in custom-built suppressors from .22 LR to .50-caliber BMG. He's also a 30-year gunsmith, offering services for hunters and those wishing to restore firearms. Customer service is key to his longevity: "One reason I have a lot of repeat business is if something's not right, they know how to get in touch with me." (Photos: Bryan Hendricks)



craftsmen," Lester said. "They're not really gunsmiths anymore. They're artists."

Turnbull's niche extends to the nature of the transfers it handles. Buyers knowledgeable in historical pieces often buy them online. Turnbull handles the transfers and then restores the firearms to their original condition. Lester not only facilitates transfers, but also acts as a consultant.

For example, a customer finds several options at online gun auction sites and asks Lester to help decide which one to buy.

"They'll say, 'Hey Steve, I've

got three listings I'm looking at. Can you look at them on your computer?' One has a refinished stock. One has a crummy bore. I'll probably suggest the middle option to get us to the desired result of getting to a restored firearm for the least amount of cost," he stated.

A second branch of the business, according to Lester, is restoring modern incarnations of classic models to their classic configurations.

"We'll take a new Winchester 92, get rid of the tang safety and make it function and look like an early-1900s restored rifle," he

explained.

A full restoration starts at about \$4,800. Firearms are stored in a large vault, and they move through a queue in a clockwise fashion until they reach a workbench. A restoration takes an average of 50 hours, or about three months, but it might be out of the owner's possession for a year. Time out of an owner's hands is a bigger barrier than cost.

"I prefer to keep it under a year, but it has gotten little longer during the pandemic, and people understand that," Lester shared. "Our demographic is retired, 55 and older. Who knows if you're going to be alive in 12 months?"

The cost of the restoration often exceeds the value of the restored product, but Lester noted many of his clients do it for the love of the firearms.



I'm not a straight-up, open-door shop, but I have an extreme amount of repeat business for both gunsmithing and silencer work. I have very good relationships with our customers."

**Jeb Burnett, Founder & Owner
Armtac**

"It might be a \$200 shotgun today, and it will be a \$1,000 shotgun at most when we restore it," Lester said. "It'll cost \$4,000 to \$5,000 range to get us there."

Ammunition transfers represent a growth area in Turnbull's business.

"I used to do basically no ammo transfers to doing a bunch," he observed. "Firearm transfers have picked up a tiny bit, but ammo is the biggest increase. In New York, ammo has to go through an FFL."

SILENCE IS GOLDEN

Jeb Burnett, founder and owner of Armtac in Roland, Ark., specializes in retail and custom-built suppressors, but he has been a working gunsmith for 30 years.

"Our main business is manufacturing firearm sound suppressors, from .22 LR to .50-caliber BMG, but our

gunsmithing services offer anything you need done," he said. "We offer cleaning services for hunting guns and restoration services for older firearms. We do Cerakoting, threading shotgun barrels for screw-in chokes and threading rifle barrels for brakes and other muzzle attachments. We do anything suppressor related."

One unique project was building a .458-cal. smokeless powder muzzleloading rifle for Cliff Lee, a former Major League pitcher who lives nearby in Little Rock.

"It's built on a Remington 700 action and throws a 350-grain bullet 2,800 fps," Burnett stated.

Like many FFL holders who don't have traditional storefronts, Burnett gladly facilitates transfers for online purchases. He charges \$30 for ordinary transfers and \$100 to transfer NFA items.

"I probably transfer three or four guns a week," Burnett said. "It's kind of a mix of people I know. I'm real discriminating on who I let into my shop. I'm not a straight-up, open-door shop, but I have an extreme amount of repeat business for both gunsmithing and silencer work. I have very good relationships with our customers. One reason I have lot of repeat business is because if something's not right, they know how to get in touch with me. We take care of our customers."

Gun enthusiasts, hunters and shooters comprise one of the most diverse and idiosyncratic consumer groups in the marketplace. Gun shops reflect these differences, and the profitable ones build their customer bases organically, the old-fashioned way — by establishing relationships, competence and reliability. **SI**

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Well Versed In Long-Range Shooting

EQUIPPING TODAY'S LONG-RANGE CUSTOMER

BY TIM BARKER

Among the key things to know about the long-range shooting segment is the fact it's not cheap — neither for the customers or the dealers catering to this small, but growing, niche.

Those shooters who get serious about

the sport can spend \$10,000 or more on a rifle/optic combo. This is before adding accessories like bipods, Kestrel meters and rangefinders. Even an “entry level” setup can set a customer back \$2,000–\$3,000.

Photo: EOTECH



So, while your average shopper might balk at the idea of spending as much on an optic as they do the rifle, things are different with this crowd. As with many things in the age of Google, they've already done their research before walking in your shop's door.

"When people decide to step into the sport, they know they're going to spend money. They don't want to buy cheap," said A.J. Hoffman, an owner of SoDak Sports in Aberdeen and Mitchell, S.D.

And those who do are likely to end up regretting the decision — after gaining a better understanding of what it takes to hit targets at 1,000 yards and beyond.

"You could get in very cheaply to dabble, but the firearm and optic wouldn't be capable of making the adjustments you need to make to shoot at distance," noted Jason Gentz, manager of Arnzen Arms in Eden Prairie, Minn. "It might be the most expensive setup you'd ever buy, because you'd just have to buy another one."

How has one of the industry's pricier sectors fared during our recent years of chaos? We know why all the moderately priced handguns and home-defense rifles and shotguns went flying out of display cases. This sector, too, has faced its share of issues.

WHERE'S THE AMMO?

As with just about every other segment, long-range shooting has been heavily impacted by the availability of ammo. When a customer is looking to spend \$4,000 on a setup, they expect to get some use out of it.

Or as Gentz put it: "Would you buy a Ferrari if you couldn't get gas?"

Both shops see the ammo shortage — along with slower deliveries of optics — as a key obstacle to growing this sector. Prior to the onset of turmoil, there was a solid uptick in local competitions for long-range shooters, he recalled.



For those serious about long-range precision shooting, Arnzen Arms' Jason Gentz offers a full setup to make his store a one-stop shop: "They come in looking for a complete package. If you aren't capable of doing all of it, it's difficult to make a sale," he says. PROOF Research has been a valuable partner to the store in this regard. SWAROVSKI, Nightforce and Kahles are popular optics brands, while Kestrel wind meters are essential add-ons.

Buying The Best

**“
When people
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cheap.”**

A.J. Hoffman, Owner
SoDak Sports
Aberdeen and Mitchell, S.D.

But now, it's far more difficult for newbies wanting to get into the game.

The shop also faces the prospect of disappointing customers who walk in the door expecting to leave with everything they need to get started.

"They come in looking for a complete package," Gentz said. "If you aren't capable of doing all of it, it's difficult to make a sale."

Hoffman agrees. While veteran shooters might have stockpiles of supplies, it's the newer shooter who's left to stare at sparsely populated shelves.

Ammo continues to trickle in. And even if things are showing signs of improvement, we're a long way from those days of unlimited ammo purchases. Like many shops during the ongoing shortage, SoDak holds some ammo back for new gun buyers.

"It's a balancing act, deciding what to put on the shelves and what to keep in the back," Hoffman observed. "We have rifles and

maybe a few boxes of ammo we can sell them, but we're limited in what we can do for them down the road."

KING OF THE MOUNTAIN

For anyone following this particular rifle sector, it's no surprise both shops still see 6.5 Creedmoor as the king of the caliber mountain.

"Creedmoor, by far, outsells everything else. It's the industry leader," Hoffman shared. "And we actually have it on the shelf for the first time in a long time."

At least for the time being, he doesn't see anything that

suggests an imminent shakeup in the rifle-cartridge hierarchy. SoDak has seen rising interest in 6.5 PRC, but any serious growth is hampered by availability.

"When the ammo shelves are full, I think we'll sell a lot more PRC than we do today," he predicted.

For alternatives, Arnzen points customers to an old favorite. "I think the .308 is still overlooked by people who are trying to get into the game," Gentz said.

He also sees promise, performance wise, from 300 Norma and 300 PRC. "That market is growing," he suggested. "We're at the beginning of people trending that way."

Still, along with availability, cost is a major issue for anyone veering toward the more exotic cartridges.

"Do you want to spend \$2 or \$3 a round — or \$10 — every time you squeeze the trigger? It makes for a very expensive day at the range," Gentz added.

WHAT TO CARRY

Deciding what to carry for the long-range customers can quickly become a decision on how much money you want to have tied up in pricey inventory. It may be better to focus on the lower end of the sector, particularly when it comes to rifles.

Many of the more serious

Managing Inventory



You have to order to your comfort level, but if I hadn't been ordering, a lot of this stuff would be hard to get. It's not just ordering for order fulfillment, but ordering for inventory."

Jason Gentz, Manager
Arnzen Arms
Eden Prairie, Minn.



SoDak Sports' A.J. Hoffman with a setup that's proved popular with his contingent of long-range customers: a SIG SAUER CROSS Rifle (chambered in 6.5 Creedmoor), topped with a Leupold VX-5HD. A SilencerCo Omega 300 suppressor adds both comfort and enjoyment to long-range pursuits.



Deciding what to carry for the long-range customers can quickly become a decision on how much money you want to have tied up in pricey inventory.

biggest struggles, and it's likely going to continue in 2022," Hoffman proposed. "We're still going to struggle to put product on the shelf."

KNOW THE SECTOR

As with any other sector, there are advantages in having employees who are well versed in long-range shooting. It's something Gentz, in Minnesota, has come to appreciate over the past year.

"People tend to assume because I sell the stuff, I know how to use it," he stated.

So, last year he took a long-range shooting class at Accuracy 1st in Texas. Afterward, he decided to send one of his employees to a similar school at Blue Steel Ranch in New Mexico.

Gentz's own interest in long-range shooting is nothing new, but he saw a distinct advantage for the store in being able to improve communication with these shoppers.

"I wanted us to be able to relate better to our customers," Gentz concluded. "You think of the rifle, scope and ammo, but there's so much more that goes into it." **SI**



GPO USA RANGEGUIDE 8x32



Vortex Optics Razor HD Gen III 6-36x56 FFP



WOOX Cobra Thumbhole Stock



ZEISS LRP S5 318-50

Don't forget about accessories when equipping long-range shooters. GPO USA's **RANGEGUIDE Binoculars** boast edge-to-edge clarity and precise ranging on reflective targets out to nearly 1.75 miles. The unique ergonomics of the **Cobra Thumbhole Precision** stock from WOOX reduces felt recoil to help the shooter feel more comfort while on the firing line. Each attracting a hefty price tag, the **Razor HD Gen III 6-36x56 FFP** and **LRP S5 318-50** from Vortex Optics and ZEISS, respectively, offer exceptional features for those looking to push their limits in precision shooting.

shooters will end up going to custom rifle builders to get exactly what they're looking for. With this in mind, Arnzen Arms still tries to keep at least a half-dozen higher-end rifles (in the \$3,000-\$5,000 range) in stock at any time. Those rifles may not be exactly what a customer is looking for, but they can help generate a custom order.

Among the top sellers at the shop are JP Enterprises, Christensen Arms, Cooper Firearms and PROOF Research.

It's a similar story with optics, where brand loyalty is more likely to come into play.

"There are a lot of manufacturers building quality target rifles. But there are maybe six manufacturers good at the optics segment," Gentz said.

Arnzen tries to keep 15 to 20 high-end optics on the shelves from top sellers: Nightforce, Vortex and KAHLES. They've been able to keep a steady stream of optics coming through the door, in part, because they're always ordering them.

"You have to order to your comfort level, but if I hadn't been

ordering, a lot of this stuff would be hard to get. It's not just ordering for order fulfillment, but ordering for inventory," Gentz shared. "Some people don't want to order a \$3,000 scope just to have it sit on the shelf and hope it sells."

At the South Dakota shop, top production options carried by the store include Christensen (Mesa and Ridgeline, in particular) and Browning's X-Bolt. Nightforce optics are popular with the long-range crowd, though delivery times on new orders can stretch out for months.

The shop also keeps these shooters in mind with its reloading inventory — with most serious long-range shooters doing their own reloads.

Hoffman gets why many shops prefer not to delve into the reloading segment: "There's a lot to chase there. A lot of SKUs."

Still, it remains a solid draw for the store, with customers coming in regularly to look for brass and other components. Unfortunately, it's also one of the hardest-hit segments.

"Powder has been one of the



BY HANK VACEK

POINT-OF-SALE SYSTEMS

They Got The Name Wrong!

One of the biggest decisions facing prospective as well as established dealers alike is determining which point-of-sale (POS) system they're going to choose for their facility.

Once selected, it's quickly apparent there's a steep learning curve to get "live" and ready for use. (Due to the typical frustrations and efforts of getting it up and running, an alternate definition of "POS" is often evoked.)

All this negative sentiment over a system that, by and large, will be used to ring up sales just doesn't seem worth it to many.

After all, it's what a POS is used for in a store 90% of the time.

In my humble opinion, the name "point-of-sale system" does a huge disservice to these pieces of software — as most of their value has nothing to do with ringing up sales. These systems can cost tens of thousands of dollars and require dozens (or hundreds) of hours to set up appropriately, yet most retailers only tap into the most basic functions the system can provide.

POS systems are capable of so much more! Let's explore how using your POS system can help pay for itself in less than a year.

THINK OF IT IN NEW TERMS

When it comes down to it, a better name for these systems might be “Profit Management System” — but that acronym has a bit to be desired. Instead, how about we repurpose the name and call it a “Profit Optimization System.” For the readers who are already an established retailer using a POS, the first powerful step capable of producing instant free cash is inventory optimization.

Using historical selling data to manage inventory levels and determine proper levels of in-stock inventory — yet not buy to excess levels — can be the single fastest means to free up valuable cash. Managing a store to have 90 days of inventory of any item on hand at any one time can liberate tens, and even hundreds, of thousands of dollars of cash tied up in excess inventory. This step alone will more than pay for your POS.

Let's not leave out those looking at onboarding a POS for the first time. In the rollout of a new POS, one of the most time-consuming and crucial efforts made is getting the hierarchy of product departments and categories correct. By investing time and thought into how

you break down the groupings of products being sold, you can greatly affect the ability to make sound purchasing decisions for the store.

According to Dan Compeau, Retail Technology Group manager of inventory performance, structuring your inventory data into similar groups will allow the data to clarify purchasing decisions.

“Break down your inventory into smaller buckets to better understand profits and margins. This will enable you to make good inventory choices because you can base them on data,” he said.

THE ART OF INVENTORY MANAGEMENT

Sure, there's also an art to inventory management. Knowing if a new product is a good fit for your store is largely based on expertise and knowledge of your local market.

Going by gut instinct alone can, at times, enable an inventory manager to pick a winner. However, a second layer of data to help support the “art” goes a long way to making more consistent and profitable decisions. By leveraging the historical data to better understand the strength of the local market, via similar

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PROPERLY
ASSIGNING
AND MANAGING
INVENTORY
AT THE
MANUFACTURER
LEVEL PUTS THE
POWER IN YOUR
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SMART BRAND
DECISIONS.
”

DAN COMPEAU
Manager of Inventory Performance
Retail Technology Group

products, the data may not be telling you what to buy, but it can help decide how many units to purchase.

WHEN MEMORY DOESN'T SERVE ...

Here's another consideration: you arrive at your store bright and early and decide to “walk the floor” before the store opens to sort out what you need to order for the day. You see numerous empty pegs and wonder, “*What was on those pegs and how many do we usually carry?*” You then see another peg, and recall, “*I just ordered four of those last week and we're out again! I'll just order 10 of them so I don't have to worry about it for a while.*”

The problem here is two-fold. One is it's hard, if not impossible, to manage more than a few-dozen products on any given day and hope to make quality decisions based on a pen and paper system. Second, we'll often end up either overbuying or neglecting to buy popular products if we depend on memory to manage orders.

Instead, what if you went to your POS and printed out a sales report to see what was sold yesterday? It would reveal how many units sold, which ones are getting critically low on inventory and



what a sensible reorder quantity is based on historical sales — which not only helps you make smarter decisions, but also able to manage far more items in one day.

Compeau added: “Properly assigning and managing inventory at the manufacturer level puts the power in your hands to make smart brand decisions.”

Being able to extract brand-level data lets you make critical decisions around “should I buy from distribution or go manufacturer-direct?” Retailers regularly take the plunge to buy inventory manufacturer-direct way before they have the horsepower to do so profitably. Having hard data to support the right decision can help direct tens of thousands of inventory dollars toward the most

profitable uses.

The other side of the coin is having quality brand data can help indicate when it's time to abandon a brand of products because they're no longer selling at profitable levels. By optimizing brands from both ends of the scale — growth and decline — the POS data can help keep your inventory market-relevant and profitable.

BUSINESS OR CHARITY?

Going past product management, a well-appointed POS can give you powerful insights into sales team productivity. All too often, facilities struggle to post bottom-line profits not because they're mismanaging inventory, but rather their sales-staff. By running reports on sales-staff performance, it can be quite easy to separate the wheat from the

“
**GOING PAST
PRODUCT
MANAGEMENT,
A WELL-
APPOINTED
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SALES TEAM
PRODUCTIVITY.**



chaff regarding team members.

In my experience collaborating with retailers, it's common to have members of the sales team being paid more than the amount of profit their efforts are generating. Having this visibility of real performance metrics allows management to coach team members to improve their abilities and post profits beyond their paycheck. If a team member is being paid more than they produce you are running a charity not a business.

By committing to using your *Profit Optimization System* via all the visibility it affords, you'll find — in short order — your facility squeezing out extra profitability in places you might never have found otherwise.

With the complexity of running a store today (both a physical storefront and online) the die has already been cast, and a POS is no longer an option but a necessity. I challenge those reading this to use their POS today in some new way and see the power data can bring to managing their business. Once you get a taste of the extra profits, you'll only crave more! **\$!**

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**SHOOTING
INDUSTRY**

By Jade Moldae

SHOT SHOW 2022 MAKES ITS RETURN TO LAS VEGAS



Photos: NSSF

AS reported in *Shooting Industry's* Feb. 2022 issue, SHOT Show 2022 was “unlike any other in its 44-year history.” Held during a significant spike in COVID-19 cases brought on by the Omicron variant, SHOT Show 2022 may have experienced a drop-off in attendance from 2020, but there were still plenty of opportunities for business to be conducted — with exhibitors regularly noting “quality over quantity” in their conversations with attendees.

This year represented the largest SHOT Show ever, with more than 2,400 exhibiting companies covering 800,000+ sq. ft. of exhibit space. The new Caesars Forum, connected to The Venetian Expo by a sky bridge, facilitated the opportunity for scores of companies from the extensive waiting list to exhibit for the first time.

“We couldn’t be more pleased with the outcome of this SHOT Show,” said Chris Dolnack, NSSF SVP and chief customer officer. “This is a very tactile business, and it means a lot to buyers to be able to see and handle our industry’s products in person. To our exhibitors, buyers, media and everyone associated with making this year’s show a success, we extend our sincerest appreciation.”

The return of an in-person SHOT Show (the 2021 event was virtual) represented an important step forward to face-to-face business, while providing vital funding for NSSF’s outreach and political efforts.

“SHOT participants and supporters play a huge role in protecting the industry,” said Joe Bartozzi, NSSF president and CEO. “NSSF could not do what we do on behalf of the industry without the financial support of this show.”

SHOT WEEK EVENTS

Events were held throughout SHOT week, beginning on Monday ahead of the show’s Tuesday launch.

Monday, Jan. 17, the two-day SHOT Week Supplier Showcase returned with 500+ suppliers and countless materials and solutions for manufacturers.

“**THIS IS A VERY TACTILE BUSINESS, AND IT MEANS A LOT TO BUYERS TO BE ABLE TO SEE AND HANDLE OUR INDUSTRY’S PRODUCTS IN PERSON.**”

CHRIS DOLNACK
SVP & Chief Customer Officer
NSSF

Other Monday events included the NSSF/HAVA Golf Classic, held in support of the industry-run Honored American Veterans Afield organization, and Industry Day At The Range, which welcomed more than 1,700 media members and buyers, as well as 175 exhibiting companies.

Jan. 19, NSSF hosted its first-ever Governors’ Forum, where several governors had the opportunity to speak about the importance, efforts and benefits of attracting firearm and ammunition-related businesses to their states. This standing-room-only event featured a panel of six governors: Gov. Mike Dunleavy (R-Alaska), Gov. Mark Gordon (R-Wyoming), Gov. Asa Hutchinson (R-Arkansas), Gov. Brian Kemp (R-Georgia), Gov. Kristi Noem (R-South Dakota) and Gov. Pete Ricketts (R-Nebraska).



◀ Despite attracting a smaller crowd compared to pre-pandemic levels, the 2022 SHOT Show served as a catalyst to launch new-year business.

“One of the reasons we’re all here is to show our support for the Second Amendment to our neighbors and communities,” said Gov. Ricketts.

For the first time in over a decade, SHOT Show had an expansive outdoor space, where NSSF hosted a “Welcome Back” happy hour the evening of Jan. 19 for attendees and exhibitors.

NSSF HALL OF FAME INDUCTEES HONORED

During SHOT Show 2020, NSSF unveiled its Hall of Fame with six inaugural inductees. Since SHOT Show 2021 was conducted virtually, there was no Hall of Fame induction ceremony that year — which meant this

year’s ceremony honored three inductees each for 2021 and 2022.

The class of 2021 inductees are: Jack Durrett, former NSSF chairman and president, CEO and chairman of Michaels of Oregon; Gerald “Jerry” Bersett, former president of Winchester Ammunition, president and COO of Ruger, president of Blount Sporting Equipment Group and chairman of NSSF board of governors; and Arlen Chaney, former

“**SHOT PARTICIPANTS AND SUPPORTERS PLAY A HUGE ROLE IN PROTECTING THE INDUSTRY.”**

JOE BARTOZZI
President & CEO
NSSF



The return to in-person business provided a tangible benefit: giving buyers the opportunity to handle products before making stocking decisions.

chairman of NSSF board of governors who nurtured NSSF’s “Hunters Pay for Conservation” program that was distributed to over 100,000 schools.

The class of 2022 inductees are: Alan Mossberg, who served as president of O.F. Mossberg & Sons for more than 50 years and two-time chairman of the board of SAAMI; Sue King, who spent decades promoting women’s shooting and

was the founder and first executive director of the Women’s Shooting Sports Foundation; and JB Hodgdon, chairman emeritus of Hodgdon Powder Co. and devoted supporter of youth involvement in the shooting sports through his work with Boy Scouts of America, Philmont Scout Ranch and National 4-H Shooting Sports.

“The contributions of these six inductees are directly linked to the success of this great trade show, the embracing of firearm ownership in America and the enjoyment of the shooting sports,” said Bartozzi. “The NSSF Hall of Fame reminds all Americans of the pride we take in our industry and the firearm-owning community and what our leaders then and now stand for — the freedom to make, own and use firearms responsibly in America.”

SAVE THE DATE

The 45th SHOT Show will return to The Venetian Expo and Caesars Forum Jan. 17–20, 2023. shotshow.org



The SHOT Show New Product Center was staged in the Caesars Forum. The new venue received high marks from attendees and exhibitors — making SHOT Show 2022 the largest SHOT Show ever with 800,000+ net sq. ft.

NEW PRODUCTS

TO VIEW HUNDREDS OF PRODUCTS
FEATURED IN PAST ISSUES, VISIT:

[SHOOTINGINDUSTRY.COM/CATEGORY/FIRST-LOOK](https://shootingindustry.com/category/first-look)

By Jenna Buckley

VERSACARRY

(979) 778-2000
versacarry.com

Versacarry's **DECREE OWB HOLSTER** boasts a non-collapsible design thanks to an embedded copper spine. The raised protective leather backing provides all-day comfort. For an easy and confident draw, the holster has a forward cant and is held in place by two large belt loops. Made from water buffalo leather, the Decree is available in four sizes and right- or left-hand configurations.



1791 GUNLEATHER

(800) 407-1791
1791gunleather.com

1791 Gunleather's **ULTRA CUSTOM LIGHT BEARING HOLSTER** eliminates the need for matching a gun and light/laser combo with a specific holster. Featuring the company's patented Memory-Lok technology, the OWB holster can be molded and re-molded for endless customization and offers the freedom to pair a handgun with the accessories of a user's choice. The high sweat guard provides added protection for EDC. An optic-cut can accommodate most pistol optics, and the holster design fits most rail- and trigger guard-mounted accessories. Available in three different models, Ultra Custom Light Bearing Holsters are compatible with a wide variety of handguns.



IWI US

(717) 695-2081
iwi.us

From IWI, the **GALIL ACE GEN II PISTOL** in 5.45x39mm is a continuation of the popular Galil ACE. The pistol has a shorter safety profile and throw, free-float M-LOK rail forearm, 30-round capacity and an updated trigger profile. The GEN II Pistol has a barrel length of 13".



ROCK ISLAND ARMORY

(775) 537-1444
armscor.com

Built to last from 7075 airplane-grade aluminum, the **TM22** rifle from Rock Island Armory Imports sports an AR-type grip, commercial buffer tube adapter, top rail and M-LOK forend that accepts most aftermarket accessories. The rifle comes stock with right-handed controls, but can be converted for left-handed operation with included materials. Available in two variants — 18" or 20" barrel — the .22 LR TM22 comes with two 10-round magazines (aftermarket 15- and 25-round magazines are available). The 20" model is 36" OAL, and 18" model is 34" OAL.



**HAVE A NEW PRODUCT?
LET US KNOW.**

**EMAIL PRESS RELEASE
OR PRODUCT DESCRIPTION:**
editor@shootingindustry.com
advertising@fmghq.com

DESANTIS GUNHIDE

(631) 841-6300
desantisholster.com

The **UNI-TUK** (#206) is the latest in the Pegasus Kydex by DeSantis line. The IWB holster features a precision-molded Kydex front married to a back component, creating an all-synthetic and breathable platform. The Uni-Tuk has multiple points of adjustable tension for a customizable fit. It's equipped with the proprietary Tuckable 360 C Clip, which can be adjusted for both height and cant with 360 degrees of rotation. The built-in spur acts as a "claw" and is an integral part of the holster body, enhancing concealment. The holster is available for GLOCK 43, 43X, 43X MOS (with or without reflective sight); Springfield Armory Hellcat and Hellcat OSP; and SIG SAUER P365, P365 SAS, P365X w/ROME0Zero.



CANIK USA

(800) 527-1252
canikusa.com

Canik launched the METE series of handguns with the **METE SFX** and **METE SFT**. Features include an integrally flared mag-well for fluid reloads, aggressive texturing for increased stability, double-undercut trigger guard, low-profile slide-stop lever and angled rear sight edge for increased functionality. The co-witnessing optic-ready slide cut accepts Trijicon RMRcc and Shield RMS/RMSc footprint micro optics. The ergonomically redesigned beavertail improves comfort, and a holster fit-and-lock (HFL) system aids holster retention. Each pistol includes a hard case, two standard-capacity magazines, magazine E-Z loader, mag well, extra backstrap, two optics plates, reversible IWB/OWB holster, Canik punch and toolkit, cleaning kit, gun lock and manual.



CRKT

(800) 891-3100
crkt.com

CRKT's **CEO FLIPPER BLACKOUT** designed by Richard Rogers has a supremely low profile and smooth opening thanks to the IKBS ball bearing pivot. The 3.5" high carbon stainless steel blade is easy to sharpen and the glass-reinforced nylon handle is durable and lightweight. The flipper deploys the blade quickly for fast opening, while the liner lock enables it to be closed with one hand. And adjustable clip allows for left- or right-hand carry. OAL is 7.69".

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 tritium and fiber optic front sight with a fully adjustable, tritium, two-dot rear; ambidextrous safety; ambidextrous magazine release; and a gator-grip texture that increases stability and makes for easy, accurate handling. A convenient flush-fit 12-round magazine is also included. The P15 has a 4" barrel, is 5" tall, 6.6" long and weighs 14 oz.



NOSLER

(800) 285-3701
nosler.com

Nosler's new suppressor line includes two families comprised of four models. The all-titanium models, the **SR-22TI** (.22-caliber) and **SR-30TI** (up to .30-caliber), were designed to strike a balance between size, light weight (just over 13 oz.), durability and sound mitigation. At 9 oz., the hybrid aluminum/titanium models are the **22-ALTI** (.22-caliber) and **30-ALTI** (.30-caliber). The suppressors utilize an innovative modular design that attaches the baffle stack to the blast chamber with an exterior jam nut. They disassemble easily for maintenance, cleaning or replacement of key parts. All four models attach over the Nosler muzzlebrake or via a direct thread with the included thread adapter, and are compatible with 5/8-24 (.30-caliber models) and 1/2-28 (.22-caliber models) threaded muzzles.



AIR VENTURI

(216) 292-2570
airventuri.com

Equipped with Air Venturi's patented Butterfly High Efficiency Pump System, the versatile, multi-pump **SENECA DRAGONFLY MK2** pneumatic air rifle makes shooting fun and easy. The improved design allows pumping effort to remain consistent through the entire cycle, rather than increasing with each pump, for up to 50% reduction in total pumping effort. Ideal for small-game hunting or target shooting, the lightweight bolt-action air rifle is 6.5 lbs., and boasts speeds of up to 950 fps. It's finished with a fiber optic front sight and is scope-ready.





BREAKTHROUGH CLEAN TECHNOLOGIES

(888) 455-5499
breakthroughclean.com

Breakthrough Clean Technologies announced a new economical line of cleaning kits. Designed for shooting enthusiasts, these affordable gun-cleaning kits include a stainless steel rod, T-handle, patch holders, various bore brushes and All-In-One (CLP) cleaner and lubricant. The kits are available in the multiple configurations. The **UNIVERSAL SHOTGUN CLEANING KIT** is designed to clean 12 GA, 20 GA and .410 bore. The **UNIVERSAL RIFLE CLEANING KIT** is designed to clean .22, .243, .25, .264, .270, .284, .30 and .308. The **UNIVERSAL HANDGUN CLEANING KIT** is designed for .22, .357, .38, 9mm, .40, 10mm, .44 and .45.



FEDERAL AMMUNITION

(800) 831-8100
federalpremium.com

A **.44 S&W SPECIAL** load was recently added to Federal's Punch line of ammunition. This 180-grain jacketed hollowpoint bullet is an option for common self-defense scenarios, such as an extra-heavy clothing test using ballistic gel. Punch is engineered to function equally well in both revolvers and carbines chambered for this classic cartridge. The .44 S&W Special load features Federal's high-quality brass cases, advanced powders and the sealed reliability of high-quality, sensitive primers. Rounds are sold in boxes of 20.

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 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.



ISOTONES

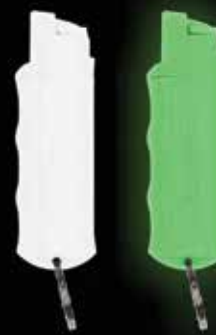
(317) 740-0419
isotonessport.com

For hunters and shooters who want hearing protection without sacrificing situational awareness, ISOTunes Sport's **CALIBER** earbuds feature Tactical Sound Control technology which allows users to listen for ambient sounds such as game movement or range commands while ears remain protected from gunshot noise. The wireless earbuds are equipped with Bluetooth 5.2 for hands-free hearing protection, and an IP67 rating safeguards against water and debris damage. They boast a long battery life with 13 hours of Bluetooth capability. **CALIBER** earbuds come with a carry case that can charge for up to 25 hours, foam and silicone eartip options and a USB-C charging cable.

TAURUS

(800) 327-3776
taurususa.com

Chambered for .357 Magnum/.38 Special, the **DEFENDER 605** five-round revolver from Taurus features a 3" barrel — ideal for deep concealed carry while delivering a sight radius for accuracy at distances beyond the personal space zone. Accuracy is enhanced for low-light operation courtesy of tritium front night sight with an orange outline. The combination rear sight groove and front night sight ensures fast, clear sight acquisition in all light conditions. The Defender comes in four different models: Altamont wood grip with Tungsten Cerakote finish (pictured); Hogue rubber grip with matte-black finish on a stainless steel frame; VZ black/gray grip with matte stainless steel and matte-black cylinder finish; and Hogue rubber grip with matte stainless steel finish.



SHOOTER'S CHOICE

(800) 674-7847
shooters-choice.com

Shooter's Choice **.22 CAL PISTOL CLEANING KIT** contains quality brass cleaning components that won't damage a firearm. The kit includes: a solid brass rod section with female 8/32 threaded end and swivel handle for easy cleaning; 2" .22-cal. bronze bore brush; 2" .22-cal. cotton bore mop; brass component adaptor; 100 count 1" x 1" cleaning patches; nylon all-purpose cleaning brush; .22-cal. brass pierce point jag and 0.5 fl. oz. bottle of Shooter's Choice FP-10 Elite lubricant.



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.



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 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- to large-size game. CX bullets are loaded in Outfitter, Superformance and Custom ammunition.



MANTIS TECH

(630) 318-6644
mantisx.com

The Mantis **BLACKBEARD** is an auto-resetting trigger system for the AR-15 platform to accomplish dry-fire practice. This is not a drop-in trigger kit nor modification to an existing trigger — it's a drop-in bolt carrier group and magazine that works with an existing trigger, enabling the user to continue dry-firing without running the charging handle in between shots. Blackbeard's optional laser indicator further enhances training with visual representation of where "shots" land, as it fires down the barrel with every press of the trigger. The Blackbeard is rated to reset as quickly as 10 shots per second and supports both direct impingement and piston-driven ARs.



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BROWNELLS

(800) 741-0015
brownells.com

Brownells' **MPO 1-6X DONUT** is the latest addition to the Match Precision Optic scope line. With an illuminated circle reticle inspired by the classic optic on the original Austrian StG 77 rifle, the MPO 1-6X Donut has high-quality Japanese glass and comes with a throw lever installed for fast changes between magnification settings. An LPVO ideal for use on AR-15s and other modern rifles, the MPO 1-6X Donut makes quick targeting simple and intuitive and has wind hold hash marks on each side of the circle reticle. It is available on its own, or can be packaged with a Brownells' 30mm cantilever scope mount for Picatinny rail.



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.

UMAREX

(479) 646-4210
umarexusa.com



The lightweight Umarex **AIRJAVELIN PRO** (4.5 lbs.) PCP rifle is regulated at 1,500 psi to deliver up to 25 arrows on target at 370 fps. Its onboard air tank holds air compressed to 4,500 psi. The air pressure regulator combined with a 170-grain arrow causes the AirJavelin Pro to generate 52 ft lbs of kinetic energy at the muzzle. An integrated Picatinny rail and M-LOK slots allow the attachment of an optic, a quiver or a side-mounted bipod setup. The modern high-strength polymer collapsible stock allows for comfortable adjustments and has an integrated sling slot.

BERGER

(660) 460-2802
bergerbullets.com

Berger **300 PRECISION RIFLE CARTRIDGE (PRC) 205 GRAIN ELITE HUNTER** rifle ammunition hits hard, fast and accurately, making it an ideal cartridge option for any North American game. The 300 PRC has revolutionized magnum cartridge development by enabling the use of today's sleek, high-BC, long-range hunting bullets. Elite Hunter ammunition is assembled with premium cartridge cases, clean-burning and temperature-stable propellant and Berger's field-tested Elite Hunter projectiles. Elite Hunter bullets utilize Berger's J4 Hunting Jacket, which allows 2-3" penetration before producing extreme hydrostatic shock and a massive wound cavity.



SHADOW SYSTEMS

(469) 458-6808
shadowssystemscorp.com

The **CR920** subcompact pistol, available in Combat, Combat Optic and Elite models, from Shadow Systems is packed with features such as an aggressively textured frame, front, rear and top (for Elite models) slide serrations and steel sights with a tritium front. The optic cut on the CR920 allows for direct-to-slide mounting of most mini-RDS optics. The CR920 has a match-grade, spiral-fluted 3.41" barrel available in Shadow Systems' customary bronze or black nitride. Internals feature a stainless-steel guide rod and a drop-safe, flat-faced trigger. The trigger has a 4.5-5-lb. trigger pull and a crisp, tactile reset. It ships with two magazines: a 13+1 capacity magazine and a flush 10+1 capacity magazine.

STREAMLIGHT INC.

(800) 523-7488
streamlight.com

From Streamlight, the **SIDEWINDER STALK** is a multi-function military helmet light system featuring multiple color LEDs in varying output modes, an Identification Friend or Foe (IFF) beacon, a strobe feature and a flexible stalk for aiming light. A push-button switch allows for on/off and intensity control, and a rotating selector knob is used to select output modes. Its spring steel clip attaches to MOLLE vests or helmet mounts. Two additional models are available: The ARC Rail features a clip and mounting plate to fit military helmets with the ARC Rail mounting system, and the E-Mount fits on the brims of PASGT-, ACH- and ECH-style helmets. It also fits existing Sidewinder Compact II mounts.



XS SIGHTS

(888) 744-4880
xssights.com

XS Sights extended its R3D Night Sight offerings with the addition of standard height R3D sights for the **CZ P-10 C** optics-ready pistol and suppressor-height models for **GLOCK 43, 43X** and **48 MOS** pistols. Available with a bright orange or green glow dot front sight, the XS R3D has a traditional three-dot tritium, notch and post sight picture with a notch 15% wider than the front sight, allowing more visible light around the front sight. This space, combined with XS Glow Dot technology, makes it easier to see the front sight in changing light conditions and when shooting on the move. It also aids in faster sight alignment and increased accuracy.



AIMPOINT

(877) 246-7646
aimpoint.us

The **DUTY RDS** (Red Dot Sight) from Aimpoint offers a bright, crisp 2 MOA dot ideal for short- to medium-range target engagements. Windage and elevation adjustments are flush mounted and waterproof, eliminating the need for protective caps. The turrets provide audible "clicks" when zeroing the optic. The dot brightness intensity switch is a digital keypad with intuitive push buttons that can easily be manipulated while wearing gloves. The pressure forged aluminum alloy housing provides durability against extreme abuse and drastic temperature changes. The Duty RDS comes with a one-piece torsion nut mount that attaches to Mil-Std-1913 Picatinny rails. The sight is fully compatible with all generations of night-vision devices.

LEUPOLD & STEVENS INC.

(800) 538-7653
leupold.com

The **PATROL 6HD** 1-6x24 riflescope from Leupold boasts an ultra-lightweight, low-profile design for rapid deployment and target engagement. The two models available have a 30mm maintube, rear focal plane configuration and 14-MOA adjustments. One uses a traditional capped dial and is equipped with an illuminated FireDot Duplex reticle. The other is equipped with Leupold's CDS-ZL2 dial system, allowing two full two turns of elevation adjustment with a locking dial. The Professional Grade Optical System delivers the light transmission, glare reduction and resolution users demand. An anti-cant in-scope electronic reticle level simplifies mounting and improves long-range accuracy. The removable throw lever allows for quick magnification changes. It is waterproof and fog proof.





ROCK RIVER ARMS

(866) 980-7625
rockriverarms.com

Chambered in 5.56 NATO, the **ASSURANCE CARBINE** from Rock River Arms is equipped with a premium 16" chrome moly barrel to deliver proven accuracy and extended barrel life as well as a two-stage trigger to enhance control and increase accuracy potential. It also boasts a redesigned free-float quad-rail handguard with full-length Picatinny rails at the 12, 3 and 9 o'clock positions and a nine-slot rail along the bottom. The Assurance Carbine includes a CAR-length gas system, gas block with receiver height rail and sling mount, Hogue overmolded pistol grip, RRA 6-position buttstock with sling mount, one 30-round poly magazine, hard case and a lifetime warranty.



O.F. MOSSBERG & SONS INC.

(203) 230-5300
mossberg.com

The **590S SERIES** of 12 GA pump actions is capable of cycling 1.75", 2.75" and 3" shotshells interchangeably, in any combination, without the use of an adaptor. 590 tactical guns include non-binding twin action bars; positive steel-to-steel lock-up and anti-jam elevator; dual extractors; drilled and tapped receivers; and a universally recognized, ambidextrous top-mounted safety. Two configurations are offered: The 18.5" barrel version features a front bead sight and corncob forend, while the 20" version has an adjustable Ghost Ring sight, AccuChoke-compatible barrel and versatile M-LOK compatible forend. 590S Shockwave Pump-Actions compact bird's head-gripped versions come with a choice of 14.375" or 18.5" barrel lengths; front bead sight; and strapped, corncob-style forend for ease of control.



TRISTAR ARMS

(816) 421-1400
tristararms.com

TriStar Arms is now offering a **16-GA BRISTOL** side-by-side shotgun in two options: An English-stock, color case-hardened model and a gold-adorned, laser engraved Silver model. Features include auto ejectors, brass front sight, single selective trigger, chrome-lined chamber and barrel, Turkish walnut stock, oil finish and five Beretta-style choke tubes (skeet, improved cylinder, modified, improved modified and full). The shotgun sports 28" barrels and it weighs 6.55 lbs.



CALDWELL

(833) 784-5520
caldwellshooting.com

E-MAX SHADOWS PRO wireless earbuds from Caldwell connect via Bluetooth to a device for up to six hours of music or phone calls. Push-button controls make it easy to adjust ambient noise, change volume levels, answer phone calls and control a voice-activated smartphone assistant. Included with the earbuds is a rechargeable storage case with an LED battery level indicator for each earbud, an optional lanyard and an EVA molded foam case with multiple storage compartments. E-MAX Shadows Pro earbuds come with earplug tips in various sizes to provide a custom fit and achieve a rating of 25dB NRR.

FRANKLIN ARMORY

(775) 783-4313
franklinarmory.com

Franklin Armory introduces its first BFSIII kit for a handgun, the **G-5173**. The kit includes a Binary trigger and specially designed slide compatible with the GLOCK Model 17 Gen 3. The trigger selector will be slide mounted, making the release round easily cancellable.



AMERIGLO

(470) 223-4163
ameriglo.com

AMERIGLO enters the pistol-optics market with the **HAVEN** red dot sight available with a 3.5 or 5.0 MOA, or as a Carry-Ready Combo, which includes optic-compatible iron sights for the GLOCK MOS system. The side-loading battery compartment eliminates the need to re-zero the red dot when the battery is changed. The Haven features 11 brightness settings, including two night-vision compatible options. The proprietary Carry-Loc mode fixes illumination at the user's desired setting and prevents unintentional button presses. Windage and elevation is adjustable at one click per 1 MOA; the red dot has an adjustment range of +/- 45 MOA.



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WARCAT TACTICAL

(208) 618-8618
warcat.com

Debuting its brand with the launch of its first product, the **WARCAT IWB HOLSTER** features a thinner, lighter and stronger holster than standard Kydex holsters. The included Claw & Wedge Kit can be added to the holster to reduce printing by adjusting it tighter to the body on a horizontal and vertical axis. The claw keeps the grip turned toward the user while the wedge adjusts the frame inward and stays comfortable against the body. The MRDS hood, rather than a standard optic cut out, protects red dot optics and prevents it from digging into the wearer's body. Options designed to fit a variety of popular handguns, including the GLOCK 19 and 43, SIG SAUER P365, Springfield Hellcat and S&W M&P Shield, are available in right- or left-hand configurations with a 1.5" or 1.75" belt clip.

HOLOSUN

(909) 594-2888
holosun.com

Holosun's **RML** (Rail-Mounted Laser) measures an easily manageable 1.97" x 1.18" x 0.91" and weighs 1.3 oz. Made with a durable polymer housing, the RML is IPX8 rated for water and dust resistance. It is tested to 2,000G shock resistance to guarantee it's suited for use in extreme environments. The RML is available in either a red or green laser version, both of which are class 3R and <5mW output power. The laser can be adjusted by 4MOA per click and can travel a total of +/-60 MOA. The rate of travel makes it ideal for a primary or even secondary zero, providing an alternate distance point of aim from iron sights or a pistol-mounted optic.



DEALERS TO TALK CUSTOMER RETENTION IN PANEL AT NSSF'S NEW SUMMIT

Combining elements from two popular NSSF events — the Industry Summit and CMO Summit — NSSF will be staging the first Marketing and Leadership Summit, taking place near Austin, Texas, May 11–12. The two-day event is packed with expert speakers and panel discussions, one of which I will have the pleasure of moderating on customer retainment.

Two familiar voices to *Shooting Industry* readers, Jacquelyn Clark of Bristlecone Shooting, Training & Retail Center and Clay Ausley of Fuquay Gun will be joined by Staccato CMO Kristin Marlow for a panel discussion on how their companies have succeeded in securing repeat customers.

Clark offered a preview of how Bristlecone has refined its messaging to

"We're focusing on more targeted communication instead of such broad strokes with communication efforts."

Jacquelyn Clark, Owner
Bristlecone Shooting, Training & Retail Center



The NSSF's Marketing and Leadership Summit promises to be a must-attend event for industry executives and marketing professionals. *SI* Editor Jade Moldae will moderate a panel on customer retention featuring the perspectives of two dealers.

connect with customers and encourage repeat visits.

"We're focusing on more targeted communication — emails to class participants with deals and next steps specific to the training they've taken, utilizing CityGro's text marketing tool to engage with customers and more member-specific communication — instead of such broad strokes with communication efforts," she said. "We should be able to create a higher level of engagement if our messaging is more on-point with each audience."

Ausley shared the secret to customer retention is rooted in customer service.

"Customer service is our passion and customer service builds long-lasting relationships," he said. "Poor customer service nearly guarantees no relationship at all and no referrals either."

Other agenda items include a CEO panel moderated by NSSF President and CEO Joe Bartozzi, a look at firearms ownership and expansion in a growing American demographic by Phillip Smith of the National African American Gun Association, Rob Southwick's findings on "who" is today's firearm and accessories customer and more.

[/ nssf.org/summit/agenda](http://nssf.org/summit/agenda)

NASGW LAUNCHES SCOPE PLX

The National Association of Sporting Goods Wholesalers (NASGW), the association representing shooting sports wholesalers, manufacturers and their trade partners, has taken a significant step toward product standardization across the industry with its launch of SCOPE PLX (Product Link Exchange).

SCOPE PLX is the first-ever standardized database of shooting sports products. With PLX, shooting sports manufacturers can enter detailed UPC data for each product, including images and brochures, to be shared with all participating distributors at once.

This new database will provide

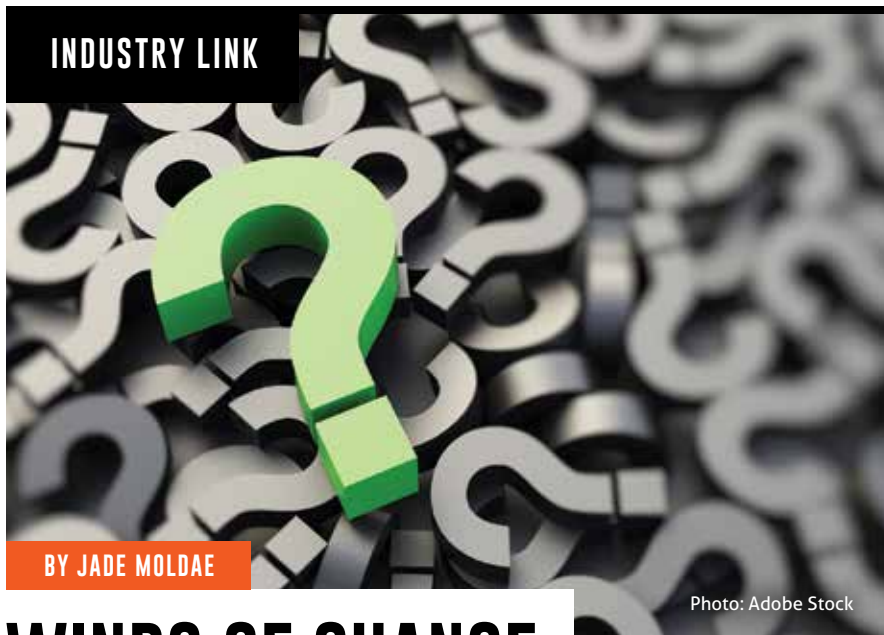
several benefits for the industry. PLX will create consistent naming conventions for all firearms, optics and ammunition. It will also improve the two-step distribution process by making the most accurate product information readily available to all NASGW members. From shipping and logistics to detailed information needed for compliance, PLX makes it easy for distributors to find the information they need to do business. It also puts manufacturers in control of their products, allowing them to be the single source of truth when it comes to product specifications.

"We're excited to be at the forefront of this movement to standardize the shooting sports industry," said Easton Kuboushek,



NASGW director of data programs. "As a nonprofit association, we're always looking to pioneer new technologies that advance the success of our industry, and PLX has the potential to be a game changer for all of our members."

SCOPE PLX is a free benefit to all NASGW members as a part of their membership. PLX is one of a suite of data tools developed by the NASGW, including SCOPE DLX (Distributor Link Exchange) and SCOPE CLX (Customer Link Exchange). [/ nasgwscope.org](http://nasgwscope.org) **SI**



BY JADE MOLDAE

Photo: Adobe Stock

WINDS OF CHANGE — OR NOT?

Despite getting off to a fairly innocuous start, 2022 is following a pattern that defined the previous two years. Added uncertainty, rising prices and *more* disruptions to the supply chain look increasingly likely. As of this writing, Russia's invasion of Ukraine has entered its fourth week, and the full extent of this war won't be realized for some time.

Prior to the biggest attack on a European state since World War II, there were signs of a modest slowdown in the U.S. firearms industry. NICS background checks in the first two months of the year closed under the corresponding months in 2021. (However, a 42% drop-off in Jan. 2022 from Jan. 2021 should be put into context: Jan. 2021 marked the start of President Biden's tenure, and also had the Capitol riots.)

While Feb. 2022 recorded a slight dip in NSSF-adjusted checks (down 2.5% from Feb. 2021), the month closed with a significant bump — coinciding with Russia's invasion of Ukraine.

Jurgen Brauer, chief economist for Small Arms Analytics & Forecasting noted: "The estimated U.S. firearms unit sales for February 2022, although in line with the general seasonal pattern seen in the industry, were higher than might have been anticipated given the recent post-

COVID-19 pandemic sales slowdown.

"However, it's noticeable the number of daily NICS background checks conducted on February 24, 25, 26 and 28 (Thursday, Friday, Saturday and Monday) were unusually high, coinciding with the beginning of Russia's invasion of Ukraine."

“Added uncertainty, rising prices and more disruptions to the supply chain look increasingly likely.”

Another sign of potential slowdown: The return of consumer rebates and promotions from manufacturers — something that hasn't been very common over the past 24 months. FN America, Taurus, Heritage and Smith & Wesson each introduced promotions with incentives ranging from a free magazine (or three) to \$25 or \$50 mail-in rebates.

GLOBAL DEMAND TO GROW?

Amidst global uncertainty, one thing is becoming clear: firearms, ammunition and other defensive accessories are now top of mind for private citizens and military units not just in the U.S., but around the globe. U.S.-based manufacturers are likely to see an uptick in demand — which could impact domestic supply availability.

To their credit, several manufacturers — detailed in this month's lead *Industry News* story on p. 10 — have taken the initiative and donated ammunition, firearms and other essential accessories to assist Ukraine's fight against Russian invaders.

“

Amidst global uncertainty, one thing is becoming clear: firearms, ammunition and other defensive accessories are now top of mind.

Mid-March, NSSF spoke with the Ukrainian Embassy in Washington, D.C., to ascertain what material needs existed and how firearms industry manufacturers and distributors could assist. No surprise, the most pressing needs were ammunition, but also extra magazines and spare parts were requested. NSSF provided a fact sheet with information to facilitate exports at the following URL: <https://bit.ly/3u1n9WS>.

There are more questions than answers at this point, but *Shooting Industry* will continue tracking how events around the world are impacting business here in the U.S. For more up-to-date coverage, be sure to sign up for *SP's* weekly Dealer Advantage email at ShootingIndustry.com.

Continued on p. 49

Have you observed any changes from your customer base or available inventory over the past month? Let us know!
editor@shootingindustry.com



**CENTURY
ARMS**



MICRO DRACO



CENHG2797-N

M107A1



BAR18065

**ZPAP M70
LIGHT MAPLE**



ZAZR7762LM

CANIK SFX RIVAL



CENHG6610T-N

M82A1



BAR13316

**ZPAP M70
SERBIAN RED**



ZAZR7762SR

BFT47 MAPLE



CENRI4317N

M99



BAR14032

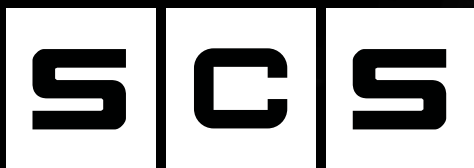
**ZPAP M70
WALNUT**



ZAZR7762WM

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INTRODUCING



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HOLOSUN

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Circle Only, 2 MOA Dot
with 32 MOA Circle
- Self Adjusting
Brightness Control
- Direct Mounts to
Glock MOS™
- Titanium Housing
- Solar Rechargeable
Internal Power Storage
- Window Size: 0.77 x 0.58
- Weight: 1.3 oz



BREAKING BARRIERS

Holosun's new SCS-MOS is a direct attachment optic for full-size Glock MOS™ systems offering the lowest profile deck height for use with standard height iron sights. The SCS-MOS combines solar power, rechargeable internal power storage, and an auto adjusting reticle brightness system to potentially operate indefinitely in multiple lighting conditions.

