



24

LEVEL UP YOUR
GOOGLE REVIEWS

34

AVOID THESE
E-COMMERCE PITFALLS

46

A FOCUS ON PROFICIENCY
WINS BUSINESS

SHOOTING INDUSTRY®

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

\$5 | APRIL 2024

COMMUNITY SERVICE

Non-Lethal Self-Defense Options

LONG-RANGE PRECISION SHOOTING

Help Customers Find
A "Small Group" Setting

INSIDE THIS ISSUE:

New Product Launches —
Ammo, Women's & More

ShootingIndustry.com

ROST MARTIN



THE NEXT GENERATION OF FREEDOM

INTRODUCING THE RM1C

rostmartin.com | Made in Dallas, TX





NIGHTHAWK[®] CUSTOM

ONE GUN,
ONE GUNSMITH



*Shown with options/
upgrades

Agent 2
Commander

Fully machined
and hand fit by
a single gunsmith



The World's Finest
1911 Pistols

877-268-4867
www.nighthawkcustom.com

KINSEY'S™

Archery | Firearms | Outdoors

Upgraded Webstore

More User-Friendly Capabilities!
(and more to come in 2024)

The Industry's
Premier Partner
More than Ever!



Greater Inventory Visibility

Easily view the quantity of available inventory at each Kinsey's warehouse location to minimize freight costs!



SAVAGE 110 CARBON TACTICAL RIFLE
6.5 PRC 24 IN. FDE RH

Item No.: 1002544 | Only 9 left

Kinsey's Inc - Pennsylvania: Only 6 left

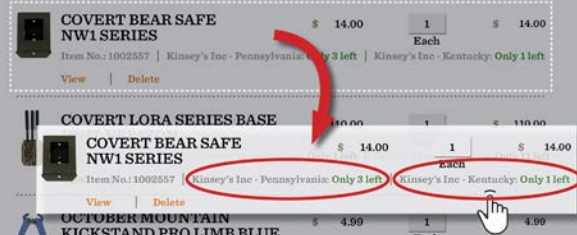
Kinsey's Inc - Kentucky: Only 3 left

Savage | 011356579430



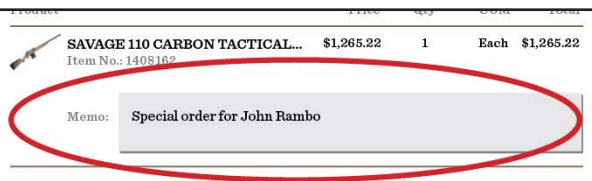
Custom Dealer Carts

Drag-and-drop capability to help you organize your order and get what you need!



Special Order Memo Lines

Manage special orders with printable fields on your purchase order invoices!



PLUS

- Enhanced Search Bar Logic
- Enhanced Category Filters
- Increased Promotion Notifications
- Increased Online Payment Options

560+ Brands &
Industry-leading
Freight Programs

Call Today to Set Up Your Account!
(800) 366-4269 or Scan Here →



CONTENTS

COLUMNS

- 6**
ITI *Inside This Issue*
A Product-Heavy Edition
- 10**
IN *Industry News*
▪ **NSSF, SIG SAUER, AFWA & USFWS United In "Partner with a Payer" Video Series**
▪ **Crow Launches Gun Club Loyalty Program**
▪ **SDS Imports, Agency Arms Announce Partnership**
- 18**
NM *Newsmakers*
Vigilant Gear Holdings Welcomes Sales Director, C&H Precision Announces President + More ...
- 20**
PDM *Personal Defense Market*
Defensive Ammo In 2024
By Massad Ayoob
- 22**
AW *Arms & The Woman*
New Products For Women
By Ashley McGee
- 24**
BP *Best Practices*
Level Up Your Google Reviews
By B.A. Stear
- 46**
IL *Industry Link*
A Focus On Proficiency Wins Business
By Jade Moldae

Departments

- 8 Letters To The Editor 44 Advertiser Index
40 New Products



26

Non-Lethal Self-Defense Options

By Tim Barker



30

FEATURES

- 30** **Small Group Setting**
Firearms, Accessories Create Sales Opportunities In Precision Culture
By Bryan Hendricks

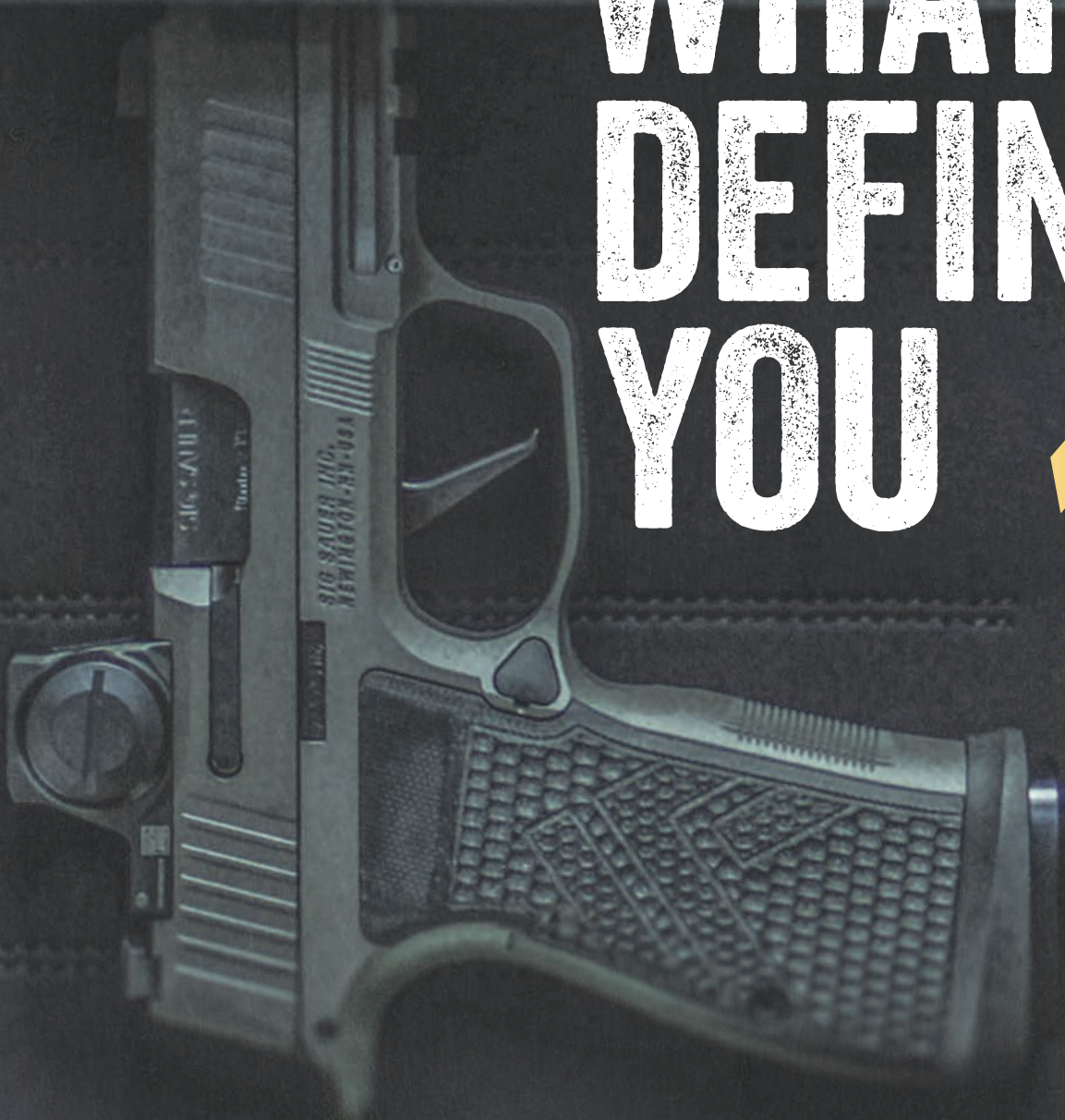
- 34** **Avoiding Pitfalls In E-Commerce**
By Nancy Keaton

- 38** **11 Eye-Catching Product Launches**
By Jade Moldae



SHOOTING INDUSTRY® (ISSN 0037-4148) is published monthly by Publishers' Development Corporation at 225 W. Valley Pkwy., Ste. 100, Escondido, CA 92025. Periodical Class Postage paid at San Diego, CA 92128, and at additional mailing offices. Subscription \$50 yearly in U.S.A. Single copies \$5. Change of address: Four weeks notice required on all changes. Send old address as well as new. POSTMASTER: Send address changes to: SHOOTING INDUSTRY® P.O. Box 462315, Escondido, CA 92046-9902. PRINTING SERVICES/PREPRESS: Democrat Printing Company. CONTRIBUTORS submitting manuscripts, photographs or drawings, do so at their own risk. Material cannot be returned unless accompanied by sufficient postage. PAYMENT will be made at rates current at time of publication and will cover reproduction in any or all of the editions of SHOOTING INDUSTRY®. OPINIONS expressed in bylined articles or columns are those of the author and do not necessarily reflect the views of the magazine or its staff. Copyright© 2024 by Publishers' Development Corporation. All rights reserved. Reproduction or use of any portion of this magazine without written permission is prohibited.

CARRY WHAT DEFINES YOU



P365

AXG LEGION

Like all pistols in the LEGION family, the P365-AXG LEGION embraces what its owners stand for and expect, quality, innovation and performance. Introducing the P365-AXG LEGION featuring a metal XMACRO grip frame with G10 Chevron grip panels, optics cut integral compensated slide design, extended magwell, XRAY Night Sights, and LEGION Cerakote Gray finish. This is not only the first P365 LEGION, it is the perfection of a carry pistol, period.

P365-AXG LEGION, CARRY WHAT DEFINES YOU.

SIGSAUER.COM

SIGSAUER

A Product-Heavy Edition

Inside this issue, there are several product-heavy articles spotlighting potential options that will appeal to a variety of customer segments.

In his monthly *Personal Defense Market* column, Massad Ayoob surveys the self-defense ammunition segment by focusing on new products, as well as the rising popularity of unexpected calibers. While 9mm is the undisputed dominant caliber in the market, smaller ones — .25 Auto, .32 Auto and even .22 LR — are carving a self-defense niche.

Ayoob explains the resurgence of .25 Auto thusly: “[It’s] not because so many people are *buying* .25s (they’re not!) but because so many people *have* .25s. Border crisis, crime trends and other issues make customers want to be able to defend themselves and their loved ones with everything they’ve got.” See **p. 20**.

If you’re looking for new products to better serve female customers, look no further than Ashley McGee’s *Arms & The Woman* installment. McGee highlights new guns, gear and more from 10 companies that will stand out for women. See **p. 22**.

Concluding a look at noteworthy new product introductions of 2024, *SI* Editor Jade Moldae surveys 11 products for dealers and range operators to consider stocking in-store. What made the list? See **p. 38**.

PRECISION MARKET

Bryan Hendricks cleverly titled his article on the precision long-range segment “Small Group Setting.” While this segment doesn’t produce the same level of interest as the self-defense market, it does represent a significant profit center for those stores that invest in it. And, thanks to technological advances, long-range precision shooters can make hits at increasingly longer ranges.

For helpful information on some of the products assisting these marksmen to achieve their long-range



APRIL 2024

goals — such as bipods, ammunition, chronographs, optics and, of course, firearms — see this story on **pp. 30–33**.

E-COMMERCE HELP

Every passing year represents another opportunity for your store to focus on e-commerce sales. An omni-commerce approach to business — connecting brick-and-mortar offerings with an online store and mobile commerce — is becoming essential, rather than optional these days.

“The bottom line is, if you don’t offer e-commerce and your competitors do, you’re going to lose out. That’s all there is to it,” contends Kathleen Owen, Bravo Store Systems VP of marketing.

For additional insights, see **pp. 34–36**.

MAY ISSUE PREVIEW: AMMUNITION, ON-GUN ACCESSORIES

Next month’s issue will highlight the ammunition segment with a special focus on reloading trends as well as on-gun accessory sales. Each market represents a significant proportion of a store’s transactions.

Additional points of interest in the May issue include tips for outfitting year-round varmint and predator hunters, summer sales event prep and another look at how AI is impacting business in 2024 — with a focus on social media.

If you want to weigh in on anything you see in this issue, send the *SI* team a note: comments@shootingindustry.com. **SI**

Corporate Officers **RANDY MOLDÉ, MARJORIE YOUNG, AMY VON ROSEN**

Editor **JADE MOLDAE**

Associate Editor **JENNA BUCKLEY**

Art Director **NATALIE HARGER**

Circulation/Production Director **HEATHER ARNOLD**

Production Manager **LORI ROBBINS**

Website Manager **LORINDA MASSEY**

Staff Photographer **JOSEPH NOVELOZO**

Editorial Review **CONSOL TORRES**

Contributing Editors **CAROLEE ANITA BOYLES,**

TIM BARKER, ASHLEY MCGEE, MASSAD AYOOB,

BRYAN HENDRICKS, PAT COVERT, NANCY KEATON,

SHANNON FARLOW, DOUG VANDERWOUDE,

HANK YACEK, GREG STAUNTON, AVA FLANELL

Publisher Emeritus **RUSS THURMAN**

NATIONAL ADVERTISING SALES

advertising@fmghq.com

West **DELANO AMAGUIN**

■ delano.amaguin@fmghq.com

North East **AMY TANGUAY**

■ amy.tanguay@fmghq.com

South East **TOM VOREL**

■ tom.vorel@fmghq.com

Online Traffic Manager **LORI ROBBINS**

■ lori.robbs@fmghq.com

Classified Advertising **AMY TANGUAY**

■ classads@fmgpublishations.com

■ FAX: (866) 645-9137

CUSTOMER SERVICE

SUBSCRIPTION SERVICES (866) 820-4045

EXPRESS SERVICE shootingindustry.com/service

EDITORIAL editor@shootingindustry.com

PRODUCTION lori.robbs@fmghq.com



AMERICAN HANDGUNNER® GUNS® COP®

FMG PUBLICATIONS

American Handgunner

Editor **TOM MCHALE**

American COP

Editor **ERICK GELHAUS**

GUNS Magazine

Editor **BRENT T. WHEAT**

FMG Digital Content

Editor **ASHLEY MCGEE**

ShootingIndustry.com

PRODUCED IN THE USA



Celebrating 75 Years of Rugged, Reliable Firearms®



In 2024, Ruger proudly celebrates 75 years of manufacturing rugged, reliable firearms. To commemorate this occasion, Ruger is proud to announce four 75th Anniversary Models, a Mark IV™ pistol, two different 10/22® rifles and an LCP® MAX, each representative of Ruger's storied past and bright future. These commemorative models are inspired by iconic Ruger products, and represent each of our three major manufacturing facilities.



**LEARN
MORE**



You
Tube



The acquisition, ownership, possession and use of firearms are heavily regulated. Some models may not be legally available in your state or locale. Whatever your purpose for lawfully acquiring a firearm – know the law, get trained and shoot safely.





Mentorship is huge, not only for hunting and shooting but also for bringing young folks into the industry in whatever role they're pursuing.

MENTORSHIP: PAYING IT FORWARD

I'm thankful for the opportunity to write about the importance of mentorship within the outdoor community in *Shooting Industry's* January 2024 issue ("Mentorship In The Outdoor Space"). A big thank you to the people who helped me: Jon Zinnel, Adam Weatherby, Karen Butler, Larry Weishuhn, Jade Moldae, Shaylene Keiner and Jim Curcuruto.

— Jay Pinsky, Via LinkedIn

Mentorship is huge, not only for hunting and shooting but also for bringing young folks into the industry in whatever role they're pursuing. There's no better way to pay it forward!

— Laura Evans, Silver Bullet Marketing

This is another great article from you James "Jay" Pinsky, because you write from the heart; it's genuine. You've noted

people who walk the walk. Rock-star Jon Zinnel is a mentor and takes it further by spotting opportunities for mentees to find jobs in the industry.

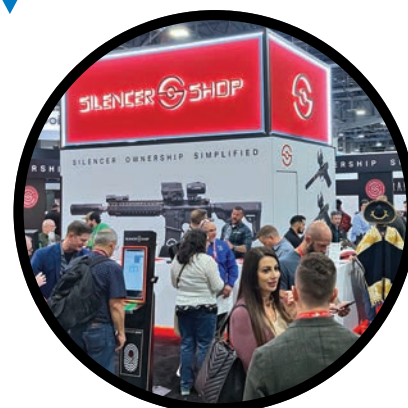
— Shaylene Keiner, HeadHunters NW

REACTION TO "3 WAY-TOO-EARLY SHOT SHOW IMPRESSIONS"

Editor's Note: The following is a reaction to the online-only article "3 Way-Too-Early SHOT Show Impressions," which was written on the last day of SHOT Show 2024. It was published in the following Dealer Advantage e-newsletter, Jan. 29. If you don't subscribe, it's easy! Visit shootingindustry.com/dealer-advantage.

Manufacturers really seemed to focus their R&D efforts on lever guns, compensators, and general adaptability — whether accomplished through caliber conversions (e.g., PWS UXR), component configurations (PSA 570) or modern functionality (Henry Supreme). **\$1**

— Joe Kriz, Digital Marketing, Via LinkedIn
Swampfox Optics



HAVE A THOUGHT WHILE READING THE ISSUE?

Let us know at comments@shootingindustry.com, facebook.com/shootingindustry or linkedin.com/company/fmg-publications

MGE

WHOLESALE

MON-FRI | 9AM-6PM EST
MGEWHOLESALE.COM
1-800-734-5965



EXCLUSIVES - HOT BUYS - WEEKLY SPECIALS
NOT A CURRENT MGE WHOLESALE
CUSTOMER? CALL TODAY!

BENCHMADE® NEW ITEMS



BEN3370GY



BEN3370SGY



BEN3370GY-1



BEN3370SGY-1

HOT ITEMS



ANDB2-K869-A025

\$399⁹⁹
VOLUME PRICING
AVAILABLE



SDSUS1911A1

\$319⁹⁹
VOLUME PRICING
AVAILABLE



SDS1911A1T45

\$319⁹⁹
VOLUME PRICING
AVAILABLE

MGE WHOLESALE EXCLUSIVES



RUG31184

RUG31185



BAR19600

M107A1®

WE WANT TO HELP YOUR BUSINESS GROW
WEEKLY  FREE FREIGHT PROGRAMS

STAY CONNECTED TO
MGE WHOLESALE

800-734-5965
MGEWHOLESALE.COM





NSSF, SIG SAUER, AFWA & USFWS UNITED IN “PARTNER WITH A PAYER” VIDEO SERIES

NSSF, in partnership with the Association of Fish & Wildlife Agencies, SIG SAUER and the U.S. Fish & Wildlife Service (USFWS), has released another film in the “Partner with a Payer” series — a collection of videos highlighting the importance of wildlife conservation and management.

The latest video, “Industry Investing in Conservation,” focuses on the partnership between manufacturers and fish and wildlife agencies, showcasing their efforts to continue providing healthy habitats and fish and wildlife populations for the public to enjoy throughout the U.S.

During a recent tour of the SIG SAUER facility in Newington, N.H., fish and wildlife agencies from all over the

northeastern U.S. came together to see firsthand what it takes to generate the funds supporting their efforts in the field.

Funds are produced from companies like SIG, that pay a manufacturer’s excise tax for conservation, established by the Federal Aid in Wildlife Restoration Act (also known as the Pittman-Robertson Act). Since its implementation, these excise taxes have contributed and distributed more than \$16.4 billion (over \$25 billion when adjusted for inflation) to individual states, so they can fund important wildlife conservation, hunter-education programs, target shooting and public target range development programs.

Visiting the SIG SAUER facility allowed stakeholders within the

◀ Multiple northeastern fish and wildlife agencies were granted a behind-the-scenes tour of SIG SAUER’s Newington, N.H., facility. (Screenshot from “Industry Investing in Conservation” Partner with a Payer video series.)

American System of Conservation funding model to talk about each organization’s role and how it contributes to the success of the system — emphasizing how critical every partner is to the continuation of wildlife conservation and management efforts for the future.

“At SIG SAUER, we believe it’s not just our job to make products. It has been an honor to provide significant funding to enable these types of initiatives for hunters, for wildlife conservation and all the things the Pittman-Robertson Act supports,” said Tom Taylor, SIG SAUER CMO and EVP, commercial sales.

The tour of SIG SAUER’s manufacturing facility and the SIG SAUER Academy gave the group attending a unique opportunity to unite with their peers in the fish and wildlife agencies, experience professional development and exchange ideas and critical information regarding managing and protecting fish and wildlife resources.

This project was funded by the Multistate Conservation Grant Program. The latest video and others in the series were produced by Shine United LLC/Kingdom Filmworks.

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

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

SPEER GOLD DOT G2 AMMUNITION CONTRACT RENEWED BY USSOCOM

The U.S. Special Operations Command (USSOCOM) awarded Speer Ammunition a three-year contract to continue supplying SOCOM with Speer Gold Dot G2 duty ammunition. The contract includes a maximum of 8.5 million rounds.

“When it comes to dependability and terminal ballistics, Speer is the gold standard. That’s why Speer is a top choice of law enforcement and military professionals,” said David Leis, VP of government sales for Speer.

Speer Gold Dot G2 offers the ultimate performance in duty ammunition, thanks to an exclusive nose design. Instead of a large hollow-point cavity, Gold Dot G2 has a shallow dish filled with a high-performance elastomer. On impact, the material is

SPEER®

forced into engineered internal fissures to start the expansion process. The result is extremely uniform expansion, better separation of the petals and more consistent penetration across barrier types through duty handguns.

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

ROST MARTIN

Advancing The Next Generation Of Freedom

Content Sponsored By Rost Martin

Rost Martin may be a new name in the firearms space, but it's already challenging the standard of striker-fired compact pistols. Founded in early 2020 by Chris and Stefany Toomer, Rost Martin launched its premier offering at SHOT Show 2024: the RMIC.

Chris and Stefany have deep roots in the firearms industry — both having previously worked in various capacities at Springfield Armory — giving the new company a firm foundation to seize its opportunity in the market.

The name "Rost Martin" pays homage to both sides of the Toomer family. "Rost" was the middle name of Stefany's grandfather, Bob Reese, founder of Springfield Armory, while "Martin" came from Chris' great-grandmother's maiden name.

Desiring to continue the legacy of their families, Chris and Stefany aim to inspire the next generation of Second Amendment advocacy — starting with the RMIC.

Introducing The RMIC

While there are certainly a lot of options in the polymer striker-fired 9mm pistol segment, the feature-rich RMIC is poised to capture market share. It's a U.S.-made pistol (manufactured in Dallas) available at a competitive price point (MSRP \$459) and loaded with features offering incredible value to the consumer.

"The RMIC represents the best product possible at the most competitive price," Stefany said, Rost Martin CMO. "There are not a lot of American-made firearms in the market able to offer the same reliability and desirable feature set of the RMIC at this price point."

Standout attributes of the RMIC include a 4" hammer-forged barrel, aggressive front and rear slide serrations, ambidextrous magazine release and a light 5-lb. trigger pull with a clean break and short reset. The signature Rost Martin Responsive Grip Texturing (RGT) creates superior ergonomics.

"It's something we've heard over and over since we came to market: The trigger and ergonomics set us apart," said Stefany. "The trigger, especially, is exceptional. It has a short reset, and

while our specs say it's a 5-lb. trigger, we make sure it leaves our facility under 5 lbs. — often in the 4-4.5-lb. range."

Consumers will have the option of carrying the RMIC with a 15-round flush magazine, or a 17-round extended magazine (both are included). It also accepts standard CZ P10 magazines. The RMIC is optics-ready (RMR footprint), with additional plates available for purchase (Shield RMS/SMS, Leupold DeltaPoint and Docter/Noblex footprints).

"LAUNCHING A NEW ITEM INTO THE FIREARMS INDUSTRY IS VERY TOUGH, AND IT'S HARD TO GET YOUR FOOT IN THE DOOR. ROST MARTIN DIDN'T JUST GET THEIR FOOT IN THE DOOR, THEY'VE KICKED IT OPEN."

Reid Durbin • Owner
Ray's Sporting Goods • Dallas

Rost Martin resolutely stands behind its products; the RMIC is backed by the Rost Martin lifetime warranty. Chris shared while the RMIC was in development, its preproduction stress test included up to 50,000 rounds and submersion in sand, water, ice, mud and extensive drop testing — all without failure.

High Praise From Dealers

The RMIC is already winning over Rost Martin Stocking Dealers.

"I've been given the opportunity to shoot a lot of firearms over my 15 years in the industry that fall in multiple price-point categories," said Andrew Hyder, firearms and optics buyer for Vance Outdoors in Obetz, Ohio. "When I tested the Rost

Martin RMIC, I'll be honest, I thought it would just be another striker-fired pistol. I was very surprised how well the gun felt out of the box. The fit, finish, frame/grip size, texture, how feature-rich it was — all around they did a fantastic job! I'm a bit of a trigger snob, and I was pleasantly surprised how well the factory trigger felt."

Hyder has been a USPSA competitor for 10 years at the professional/national level, and was thoroughly impressed with the RMIC's performance out on the range.

"First day out, the pistol showed great accuracy, 100% reliability and made its mark on me," he added.

Reid Durbin, owner of Ray's Sporting Goods in Dallas, had high praise for a hometown option he's able to confidently offer to customers.

"Launching a new item into the firearms industry is very tough, and it's hard to get your foot in the door," he stated. "Rost Martin didn't just get their foot in the door, they've kicked it open. The pistol checks all the boxes and is at a great price point. With 'Dallas, Texas' marked clearly on the side of the firearm — it better deliver, and we believe Rost Martin has done that."

A Dealer-First Approach

As a new company in the firearms space, Stefany recognizes independent dealers represent the marketing arm of the Rost Martin brand.

"Our emphasis is on marketing because we understand pull-through at the counter is so important. If a dealer is taking the chance on our brand, we want to get them the support they need," she said. "For that reason, we're going to make sure we do everything we can to support the dealer through marketing efforts, resources and tools — including a dealer locator on our website, which gets a lot of attention from consumers."

Rost Martin has partnered with several wholesale distributors, including Davidson's, Sports South, Primary Arms, Iron Valley Supply and RSR Group, giving the RMIC a national presence.

To benefit range operators, Rost Martin has developed a robust Range Program. Participating ranges can stock the RMIC 25% under the suggested dealer cost during a six-month program.

Furthering a grassroots approach to growth, Chris and Stefany announced Rost Martin will be conducting range days this fall at select locations.

Just Getting Started

Rost Martin is committed to bringing the next generation of freedom to consumers — and they're just getting started.

To partner with Rost Martin and become a stocking dealer, or to be added to the Rost Martin dealer locator, you can contact Rost Martin via email, info@rostmartin.com, or phone, (844) 237-2890.

HOLD MY GUNS, SHOT TEC ANNOUNCE PENNSYLVANIA FIREARMS STORAGE INITIATIVE

Hold My Guns, a nonprofit organization offering voluntary storage through strategic partnerships with FFLs across the U.S., announced a partnership with Shot Tec LLC in Bala Cynwyd, Pa.

This collaboration, together with Allegheny Arms & Gun Works in Pittsburgh, enhances Hold My Guns' statewide coverage, providing dependable and accessible firearm storage in eastern and western Pennsylvania.

Hold My Guns' FFL partners support firearms owners in a variety of situations without inquiring about their reasons for needing storage. These private reasons may include military deployment, real estate open houses, family transitions, housing at-risk foster children, firearms prohibitions within the household, shelter admissions for the homeless or domestic violence victims and mental health crises.

"The work of Hold My Guns ... demonstrates that we can find a non-



Sarah Joy Albrecht with Grant Schmidt (right) of Shot Tec LLC during SHOT Show 2024.

political solution to many challenges our communities face that are often made more difficult by the unintended consequences of gun control laws," said Grant Schmidt, owner of Shot Tec LLC. "We look forward to providing excellent by appointment only customer service for a safe, convenient, legal way for individuals to store firearms and ammunition."

In 2023, Hold My Guns' FFL partners stored 144 firearms. Hold My Guns is currently collaborating with nine FFLs in eight states, and aims to grow its network to 40 partners by the end of 2024 with the support of grassroots donors and corporate sponsors.

Veterans are 20% more likely than other citizens to commit suicide by firearms, according to a Department of Veteran's Affairs study.

"Hold My Guns' approach is grounded in respect for personal agency and self-determination, offering an alternative to legislative measures that may unintentionally stigmatize or criminalize gun owners. We believe in the power of community-based solutions and the positive impact they have on society," said Sarah Joy Albrecht, founder and executive director of Hold My Guns.

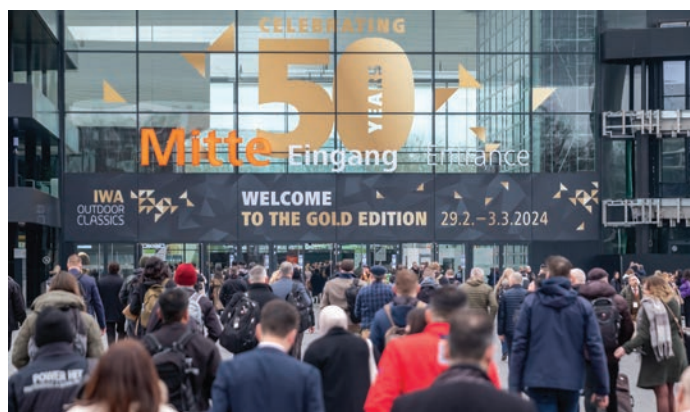
[/ holdmyguns.org](https://holdmyguns.org)
[/ shottectraining.com](https://shottectraining.com)

IWA OUTDOORCLASSICS CELEBRATES 50 YEARS, ATTENDANCE MILESTONE

Around 40,000 visitors from 120 countries attended IWA OutdoorClassics 2024, held Feb. 29–March 3, in Nuremberg, Germany. Featuring 1,072 exhibitors, the 2024 edition marked the 50th anniversary from the inaugural IWA OutdoorClassics event in 1974. Over the last half-century, around 1,000,000 visitors from all over the world have attended IWA OutdoorClassics.

"We were able to meet the high expectations for our anniversary edition," summarizes Stefanie Leege, IWA OutdoorClassics event director. "IWA OutdoorClassics continues to be the number-one event for industry and trade on a global level, as confirmed by the repeated significant visitor numbers."

IWA OutdoorClassics 2024 featured a 15% increase in attendance from the 2023 event. More than 60% of visitors were international attendees.



Crowds enter the exhibit halls of IWA OutdoorClassics 2024.

To mark its golden anniversary, the exhibition offered visitors and exhibitors a broad program and created an extraordinary atmosphere. The premiere of the future format "IWA Vision" was also very well received.

"We're delighted with how much the industry celebrated and appreciated our anniversary. The consistently positive mood could be felt throughout the exhibition grounds on all four days of the fair," Leege continued.

Dirk Prehn, managing director of

RWS GmbH, shared his take on the event: "A word is a word, a handshake is a handshake. IWA OutdoorClassics is a center of exchange and vision. For RWS, the most important thing is to meet the international dealers and distributors and talk to them face to face, and you can only do that at this show."

The next IWA OutdoorClassics will take place Feb. 27–March 2, 2025, at the Exhibition Center Nuremberg.

[/ iwa.info/en](https://iwa.info/en)

SK GIVES BACK JOINS FORCES WITH MIDWAYUSA FOUNDATION

SK Guns has entered into a partnership with the MidwayUSA Foundation through the SK Gives Back initiative. This collaboration aims to support youth shooting sports programs across the country and empower the next generation of shooters.

"The MidwayUSA Foundation works tirelessly to provide long-term funding to underfunded youth shooting teams, but we can't do it alone," said John Linquist, relationship manager, MidwayUSA Foundation. "So, when industry icons like SK Guns step up to help ensure America's youth have the funding and support needed to pursue their passion, we can't thank them enough."

The MidwayUSA Foundation is a nonprofit public charity focused on the sustenance and growth of youth shooting sports. Through its grant programs, the foundation has already assisted thousands of youth shooting teams in acquiring equipment, ammunition, and range time. By joining forces, SK Gives Back and the MidwayUSA Foundation will work together to ensure young athletes have the necessary resources to excel in their shooting endeavors.

"We're thrilled to partner with the MidwayUSA Foundation through our SK Gives Back Initiative," said Simon Khiabani, owner and founder of SK Guns. "This group is one of the most effective organizations at funding and promoting youth shooting sports, and with its current Matching Program in 2024 that matches donations to youth shooting sports

teams one-to-one, it is easier than ever for communities to fund local shooting teams."

SK Gives Back was created in 2020, aiming to give back to those in need locally and nationally by donating firearms and donating financially to organizations committed to enhancing personal growth and development opportunities. Since its inception, the program has made a significant impact by raising \$750,000 through its various initiatives. SK Gives Back currently supports six philanthropic organizations that support shooting sports, youth safety, gun safety education and conservation efforts.

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

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



CAMFOUR

WHOLESALE YOU CAN TRUST FOR OVER 70 YEARS

EXPERIENCED WITH THE NATION'S TOP BRANDS
GLOCK • S&W • RUGER • SPRINGFIELD • FEDERAL
H&K • BROWNING • PMC • WINCHESTER • COLT & MORE
BECOME A DEALER TODAY FOR INSTANT ACCESS TO OUR
EXTENSIVE LINES OF FIREARMS, AMMUNITION & ACCESSORIES!

★ CAMFOUR.COM ★



★ 1.800.FIREARM ★

SDS IMPORTS, AGENCY ARMS ANNOUNCE STRATEGIC PARTNERSHIP

SDS Imports has entered a strategic partnership with Agency Arms of Boise, Idaho.

The partnership was first announced at the 2024 SHOT Show in Las Vegas, and detailed where Agency will be manufacturing their custom M4 and M2 shotguns using Military Armament Corp (MAC) 1014 and MAC 2 products.

Additionally, MAC will be producing Agency's first factory custom, delivering the Agency Tradesman line of shotguns

built on the same MAC platforms, but with the custom features Agency is renowned for already incorporated into the gun during production.

SDS will also promote and distribute the full line of Agency products through its sales and distribution network.

"We've been working with Agency on this project for almost a year, in which time they have performed exhaustive testing of the MAC product to ensure that it met their exacting standards and even exceeded the quality of the progenitors of these respective platforms," said SDS CEO Tim Mulverhill. "Utilizing our sales network ensures that these products will reach the discerning shooter that seeks the cutting edge of firearm performance."



"The Tradesman presents an opportunity where customers no longer need to pay an exorbitant amount for a base model gun only to send it to us and wait a year for the custom work with the custom bill. [They] can get this outstanding value right at the dealer, same day," added Pete Leach, Agency Arms VP of business development.

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

CELERANT UNVEILS ENHANCED WEBSITE

Celerant Technology, provider of retail software and e-commerce solutions for multiple industries, announced the launch of its updated website.

A refreshed aesthetic, paired with fresh copy and a new learning center for dealers, all align with the company's mission to provide retail solutions driving growth and innovation.

The website overhaul focuses on Celerant's all-in-one retail solutions, including point of sale, e-commerce,

mobile apps and more, while also differentiating Celerant from the marketplace based on the extensive digital offerings. Independent retailers, who might not have their own internal marketing team, can leverage Celerant's in-house team of digital marketers to assist with an integrated email marketing platform, online search engine optimization services and more.

"Our goal for the website relaunch was to make all of our content easier to navigate, and we have a ton of it," said Michele Salerno, director of marketing and assistant VP of Celerant. "One of my favorite parts of our new



website is our new Learning Center, which offers dynamic search tools, helping retailers find educational materials to help their business. From how-to videos, retailer success stories, educational blogs, informative e-books and more, visitors can learn more about our software, or just learn retail technology best practices to help them be better retailers."

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

CROW SHOOTING SUPPLY LAUNCHES GUN CLUB LOYALTY PROGRAM

Crow Shooting Supply announced its Gun Club Loyalty Program, designed for gun clubs across the country and offering unmatched benefits directly from manufacturers.

Program members receive exclusive manufacturer support in pricing, optimal product availability and complimentary swag. They will be able to access favorite brands in one convenient location, making Crow Shooting Supply a one-stop shop for gun club essentials.

Additional benefits include free

shipping options, no additional fees on credit card transactions, a dedicated sales representative for personalized service and priority fill rates, ensuring members get what they need when they need it.

"Nearly 40 years ago, Crow Shooting Supply was founded with a mission of serving the specific needs of the gun club. As we have grown into the full-line distributor that you know today, we have never lost sight of the importance of the outdoor shooting experience for our industry," said Shawn McGuire, VP of sales for Crow Shooting Supply.

Crow Shooting Supply, a family-owned, national wholesale distributor of firearms, ammunition reloading components and shooting accessories, is a full-line supplier of more than 140 of the world's premier



shooting industry manufacturers.

"The Gun Club Loyalty Program is the sister program to our Range Loyalty Program for indoor shooting ranges, and will support gun clubs with the ammunition, targets and gear they need to provide the best shooting experience possible for their customers, members and teams," McGuire added.

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

SHOOT UNITED INTRODUCES NEW AMBASSADOR, TRAINER THEA VAN SYOC

Shoot United launched a new “Straight Shooter” profile focusing on Thea Van Syoc, a prominent instructor in the firearms and shooting sports community.

Van Syoc started her firearms-training journey in 2015 after viewing a video of a female competitive shooter excelling in competition. Seeing female representation in the sport inspired her to pursue a path of her own in the shooting sports.

Now, nine years later, she is a recognizable firearms instructor specializing in handgun training. Van Syoc has also started a series of women-only training courses that introduce women

to responsible firearm ownership and defensive shooting.

The “Straight Shooter” video series, presented by Shoot United, explores the human element of the shooting sports. Millions of firearm owners coming from all walks of life have been positively impacted by the shooting sports, and Shoot United serves as a resource to share those stories.

“Shoot United is a great one-stop resource that new firearm owners can utilize to learn about safety and responsible ownership. I’m excited to partner with Shoot United and contribute to the education of new participants in the shooting sports and personal defense,” said Van Syoc.

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



▲ Thea Van Syoc

EXCLUSIVE RUGER 10/22 TAKEDOWN FS FROM

DAVIDSON'S[®]



31201 • 22 LR • 25+1
Black Powdercoat
Receiver and Barrel

NEW!



25" Folded • 4.9 lbs.



31200 • 22 LR • 25+1
Davidson's Dark Earth
Receiver and Barrel

NEW!



DAVIDSON'S[®]
EXCLUSIVE
FEATURES

- Folding Stock
- Soft Ruger Carry Case
- Aluminum Alloy Barrel Sleeve



Pistol Grip • Cross-bolt Safety
Threaded 1/2x28, 16.2" Barrel with Aluminum Shroud



RUGER[®]

800-367-4867 • davidsonsonline.com

We're open Monday - Saturday 9am Eastern to 5pm Pacific

**FIREARM DISTRIBUTION'S
ONLY LIFETIME
REPLACEMENT PROGRAM***



*Some restrictions apply. See program details at Davidsonsonline.com • ©2024 Davidson's, Inc. All Rights Reserved.

WALTHER PDP SELECTED BY PA. STATE POLICE

Walther Arms Inc., in conjunction with its law enforcement and sales partners, Eagle Point Guns and Keystone Manufacturer's Representatives, announced the Walther PDP is now the official duty weapon of the Pennsylvania State Police.

After rigorous testing alongside Walther's major competitors, the PDP Compact and PDP F-Series were selected for their capabilities and increased proficiency.

Every handgun will be direct-milled with the Aimpoint ACRO P-2 to ensure each law enforcement officer is confident and comfortable with the duty pistol.

"As one of the largest law enforcement agencies in the country, we are honored to have the Pennsylvania State Police select the Walther PDP as their new duty handgun," said Rick DeMilt, director of law enforcement and military sales for Walther Arms Inc. "Providing their officers with the PDP's unmatched versatility and dependability ensures they have the ideal weapon to focus on the situation at hand, when timing and responsiveness are everything."



Walther PDP

With its revolutionary ergonomics, SuperTerrain slide serrations, Performance Duty Trigger and the Aimpoint ACRO direct-milled to the slide, the PDP compact and F-Series models represent world-class pistol ingenuity.

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

WILEY X ANNOUNCES BRAND UPDATE, NEW 2024 PRODUCTS

Wiley X, a global leader in premium protective eyewear, announced it is undertaking a brand update in 2024 to enhance the company's dedication to protection, performance and style.

As part of this initiative, the brand has refined its values, announced new products and introduced an updated logo coupled with the new tagline, "Protection for Life."

"Our mission from day one was to build the world's best protective eyewear. Part of that mission is the tireless pursuit of ways to improve our product and our company. That has led us to update

our brand by introducing a new logo, refreshed values and all-new innovations in our eyewear," said Dan Freeman, CEO and co-owner of Wiley X.

Wiley X created the new logo to align the brand's visual identity with its core values and commitment to safety, performance and style that allows customers to pursue their passions and professions with confidence. The logo features modern typography, updating the overall brand image while also incorporating elements signifying trust, innovation and excellence. The tagline, "Protection for Life," signifies Wiley X's commitment to providing long-lasting and unyielding protection. It emphasizes Wiley X eyewear as an investment in lifelong protection, whether individuals are



pursuing their passions or fulfilling their professional duties.

The brand has also introduced three new eyewear products for 2024, adding the Founder, Recon and Sierra to its Active 6 Series of lifestyle glasses. These new frames will be the first to bear the updated logo.

The refreshed logo and tagline will be introduced across new Wiley X products, marketing materials and online platforms throughout the year.

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

USA CLAY TARGET LEAGUE LAUNCHES NEW WEBSITE

The USA Clay Target League announced the launch of a new website as part of its new structure. The site now encompasses all 50 state high school programs as well as its college and homeschool programs.

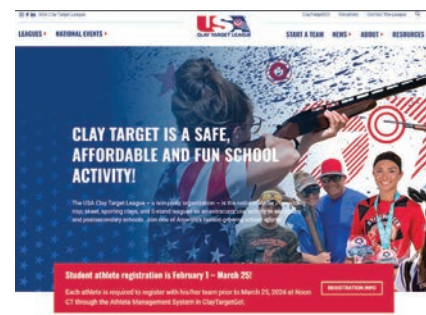
"The league will have over 50,000 athletes and 10,000-plus coaches participating on as many as 1,800 teams in 45 states this year. Such a large audience of athletes, coaches, parents and supporters requires a state-of-the-art website that is built to provide the scores, standings and information that audience

needs, in an easy-to-use platform," said John Nelson, president of the USA Clay Target League.

The new website incorporates what was previously multiple sites into one mobile-friendly platform.

The 501(c)(3) nonprofit USA Clay Target League is the largest youth clay target shooting sport program in the nation, offering trap, skeet, sporting clays and 5-stand leagues to secondary and postsecondary schools across the country.

It is the only 100% school-approved clay target shooting sports program in America, and is fully Title IX compliant. With both male and female athletes competing on the same team, the league's co-ed nature is a key attraction to schools



nationwide. Additionally, the league allows students with physical disabilities to take part.

Not one injury has been incurred since the inception of the league in 2001.

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



C&H PRECISION BREAKS GROUND ON NEW HEADQUARTERS

C&H Precision broke ground on its new home in Bryan County, Ga. CEO and Founder Buck Holly and the entire C&H Precision team welcomed hundreds of attendees, several state and local politicians, media members, area business leaders, law enforcement and first responders, business partners and others vital to C&H's rapid rise to the site of the new headquarters. The facility in the city of Richmond Hill will span 50,000 sq. ft., create up to 60 jobs and become a place for the community to gather.

The C&H campus will include state-of-the-art manufacturing, indoor shooting ranges for the public and law enforcement, a retail store with FFL, a sandwich and coffee shop and more. This multi-use facility will not only increase C&H Precision's manufacturing and design capacity to support its growing business needs, but it will also boost the company's involvement and contributions to the local community.

"C&H Precision is more than just a brand or a company," said Holly. "We prioritize community support, engagement and involvement. This is important to me because my family and I arrived here more than six years ago with nothing more than a small business and a dream. This is the area and community that welcomed us and allowed us to grow. This is where the people who joined our workforce and supported our dreams live, raise families and call home. Our employees are our lifeblood and are the reason we stand here today with such exciting and expansive plans."

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

JOSEPH CHIARELLO & CO., INC. INSURANCE

FIREARMS BUSINESS INSURANCE PROGRAM

Providing insurance solutions for the firearms industry for over 40 years

800.526.2199 | info@jcinsco.com | www.guninsurance.com



SIG SAUER ANNOUNCES 2024 ROSE SEMINAR SERIES SCHEDULE

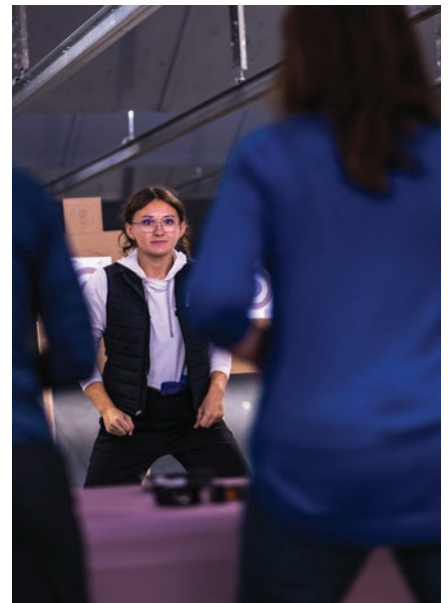
Back by popular demand, SIG SAUER's ROSE Seminar Series returns in 2024 with eight dates confirmed at SIG Elite Dealers across the U.S.

The 2024 ROSE Seminar Series is an in-store experience tailored to women of all skill levels that encourages community and empowerment in their firearms journey.

Each event includes a one-hour seminar with Lena Miculek, a meet and greet with her and a try-before-you-buy event. SIG trainers are also available to provide product expertise to customers.

"When we began the ROSE Seminar Series, the idea was to take the country by storm and educate women on ROSE. We met so many wonderful ladies, shared stories and taught valuable lessons. We also learned that everyone wants more — more education, more community and more products," said Miculek. "The 2024 ROSE Seminar Series schedule is robust to better support our ever-growing ROSE community and all those along their firearms ownership journey."

Registration for each ROSE seminar is handled through the host retailer and opens approximately 30 days prior to the event.



At ROSE Seminar Series events, attendees get personalized instruction from renowned competition shooter Lena Miculek.

Dates and locations for the 2024 ROSE Seminar Series featuring Lena Miculek are: March 30, Vance Outdoors, Obetz, Ohio; April 27, Nexxus, Davey, Fla.; June 22, Securite Gun Club, Tacoma, Wash.; September 21, Ally Outdoors, Midland, Texas; Oct. 26, Triangle Shooting Center, Raleigh, N.C.; Nov. 9, Poway Weapons & Gear Range, San Diego; Nov. 16, Down Range Indoor Training Center, Chico, CA; Dec. 6, Adventure Outdoors, Smyrna, Ga.

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



J. RANEY

Vigilant Gear Holdings Welcomes Sales Director

Vigilant Gear Holdings welcomed Justin Raney as the director of sales for

both Primary Weapons Systems (PWS) and Lone Wolf Arms.

Raney has 16 years of experience within the firearms industry from a variety of sales and purchasing roles with Vertx, Big Daddy Unlimited and Zev Technologies.



P. KISGEN

C&H Precision Announces President

C&H Precision appointed Patrick Kisgen president of the company where he will play

a key role in steering the strategic direction of C&H Precision and overseeing its operations to drive growth and innovation within the organization.

Buck Holly, CEO of C&H Precision Family of Companies, stated, "We believe [Kisgen's] strategic vision and industry knowledge will contribute significantly to our continued success."

Kisgen's career in the firearms industry spans several decades. He most recently served as the VP of sales at Daniel Defense.



L. HILL

SAF Promotes Senior VP

The Second Amendment Foundation (SAF) promoted Lauren Hill to the position

of senior VP. Hill will continue serving as VP of development for the foundation, taking on additional responsibilities in the overall SAF operation.

SAF Executive Director Adam Kraut noted, "[Hill's] willingness, enthusiasm and initiative to tackle projects beyond the boundaries of the

development program, ideas for new organizational functions and vision for the future have demonstrated that she rightfully belongs in a position that will help guide SAF through the future."

Hill joined the SAF administration in 2022 with more than 15 years of experience in the nonprofit fundraising field.

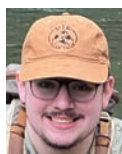
She earned a master's in business administration/marketing from the University of Phoenix and a bachelor's degree in communications from John Carroll University.



D. LABARR

Outtech Sales Services Adds Regional Managers

The Outtech Sales Services team welcomed Derek LaBarr and Dyson Renn as regional managers for the independent channel. LaBarr will be working



D. RENN

with retailers in OK, KS, NE and CO, while Renn's territory is Pennsylvania and western NY.

Before joining Outtech, LaBarr spent nearly a decade in customer service roles in the outdoor recreation industry. He attended Pittsburg State University where he studied business administration and marketing.

Renn's career includes roles at Xtreme Archery, Kinsey's Outdoors and Redline Bowhunting. He attended the Pennsylvania College of Technology.



T. BRANDT

OSCF Adds Board Member

Outdoor Stewards of Conservation Foundation (OSCF) announced the appointment of Tim Brandt

to its board of directors. OSCF is dedicated to expanding cultural acceptance of hunting, fishing, trapping and target shooting through research-based recruitment efforts, national engagement programs and far-reaching communication campaigns.

"We have several key initiatives in 2024 and beyond that warrant and will rely on exposure, visibility and support. Tim's background, knowledge and network will be key assets to us and a terrific addition to our diverse and accomplished board," said OSCF Executive Director Jim Curcuruto.

Brandt joins the OSCF board as he starts his 20th year in the outdoor industry. He is the founder and co-owner of The Murray Road Agency.



W. RASMUSSEN

SSSF Appoints SCTP Director

The Scholastic Shooting Sports Foundation (SSSF) recently named

Wayne Rasmussen national director of the Scholastic Clay Target Program (SCTP).

He looks to build on the foundation already in place at SSSF and grow the SCTP across the country.

A statement released by SSSF provided, "With [Rasmussen's] experience in running large-scale shooting sports events, leading coach certification trainings and systems management, we are excited for him to take the helm."



J. DAVIS

WATCHTOWER Firearms Taps Chief Growth Officer

To help manage and drive growth initiatives, WATCHTOWER

Firearms expanded its executive leadership team by appointing Jordan Davis as its chief growth

officer. He brings 20 years of cross-functional management experience to WATCHTOWER.

Jason Colosky, WATCHTOWER CEO, shared, "I look forward to leveraging Jordan's tremendous sales and business development expertise as we seek to enhance the overall growth strategy for our company."

Davis most recently held the position of CEO for Volcon Inc. He also served as president of O. Mustad & Son Inc., and the VP of marketing and business development for Remington Outdoor Co.



A. COLLINS

Gunsite Academy Adds Instructor

Gunsite Academy announced Adam Collins has earned his certification as a staff firearms instructor.

Collins has been a police officer in

central Texas since 2012. He served in the Army and was deployed on several combat tours during Operation Iraqi Freedom.



D. RUSSELL

BPI Outdoors Promotes Sales VP

BPI Outdoors/Bergara Rifles announced Dakota Russell was promoted to the position of VP of

sales for its Bergara Division. He is responsible for the management of Bergara's entire sales force consisting of four independent sales agencies and 40 sales reps.

"[Russell's] exceptional sales experience and relationship skills will be well suited in his new position," said BPI CEO Scot Fischer.

Russell joined BPI's customer service department in 2013, and has since held several positions including

sales coordinator, director of North America OEM sales for Bergara Barrels, national sales manager and most recently, brand manager.



J. VANDERBRINK

CSF Board Adds Vista Outdoor CEO

Jason Vanderbrink, co-CEO of Vista Outdoor and CEO of The Kinetic Group, was named one of the newest members

of the Congressional Sportsmen's Foundation (CSF) board of directors.

CSF's mission is to work with Congress, governors and state legislatures to protect and advance hunting, angling, recreational shooting and trapping.

Vanderbrink has more than 24 years of experience in the outdoor industry, including five years with The Cullerton Company. He also serves on the NSSF board of governors. **SI**

OUR PROCESS IS SLOW, ON PURPOSE.
SLOW SO WE CAN WATCH EACH ROUND BEING MADE. SLOW SO THAT EVERY SINGLE ONE CAN BE HELD AND INSPECTED BY HAND BEFORE EARNING OUR NAME.

BLACK HILLS
The Power of Performance
Ammunition

TO LOCATE A DEALER NEAR YOU, PLEASE CALL 800.568.6625

www.black-hills.com    



BY MASSAD AYOUB

DEFENSIVE AMMO IN 2024

Jeff Cooper, the famed authority on defensive gunfighting, once pointed out it's the bullet that stops the threat, not the gun. Given the ammo available in his formative years, it's no surprise he became a champion of the .45 Auto cartridge. But his basic observation remains true today.

Some of your customers — and newcomers to the gun will be many of these — see the issue as “Guns are guns, bullets are bullets, just sell me something that’ll work in the gun you sold me.” On the other end of the spectrum, though, will be the customer who almost obsesses on “stopping power” and wants the latest, greatest, most powerful and “street-proven” ammo. Let’s start with the “latest.”

NEW-FOR-2024 DEFENSIVE AMMUNITION

Federal gets my vote for the most useful new ammo introductions this year. New-for-2024 defensive handgun ammo includes, according to Federal’s J.J. Reich, Uppercut Defense .22 LR, Hevi-Bismuth Pest Control Shotshell, 10mm Pest Control Shotshell and Blazer Brass low-recoil 9mm handgun ammunition.

He expounded, “Uppercut’s .22 LR, 32-grain, jacketed hollow point bullet features nose skiving that initiates full and reliable expansion through 2.5 to 4” semi-auto pistols while retaining the weight needed to hit critical penetration

depths needed for self-defense.

“The new Hevi-Bismuth pest control centerfire handgun shotshells are loaded with the Catalyst lead-free primer and HEVI-Bismuth pellets. At 9.6 g/cc, the shot carries nearly the same density and downrange energy of lead but adheres to all non-toxic ammunition requirements.

“The new 10mm Auto 105-grain No. 9 pest control centerfire handgun shotshells produce consistent patterns that make it easier to knock down nasty critters such as snakes and other pests in tight quarters.

“New 9mm Blazer Brass handgun ammunition features reloadable brass cases, quality primers and clean-burning propellants.”

The 20-gauge shotgun is the neglected stepchild of home-defense long guns, so it’s good to see Federal released a No. 2 Buck load option.

Other stepchildren are served, in what might be called the “mouse gun” market — according to Reich.

“Federal is giving the classic .32 Auto defensive cartridge a new life thanks to modern bullet technology. The new Personal Defense Hydra-Shok Deep .32 Auto 68-grain load maximizes the cartridge’s available energy to deliver penetration to critical depths through bare ballistics gelatin and heavy clothing. The new Personal Defense Punch .25 Auto 45-grain Solid load is

◀ Building on the .22 for self-defense concept, CCI released Uppercut Defense — its first .22 round designed for defensive use — earlier this year. (Image: CCI)

designed around the unique properties of the specific cartridge to provide caliber-optimized terminal performance. It features a deep-penetrating solid bullet design,” he concluded.

Remington didn’t have much new this year in the defensive ammo line. They’re seeing, as I am, a small but significant resurgence in .32 Magnum for pocket-size revolvers, and are offering both jacketed hollow-point and lead semi-wadcutter loads.

Their new ammo for 2024 is geared mostly for hunting and target shooting, but the defensive shooter has to consider training ammo as mentioned above in regard to Federal. Since many ranges now demand lead-free ammo, Remington offers their product code R21420/.223 Rem. 55-Grain Lead Free Jacketed - UMC Leadless at \$27.99 and R23809/9mm UMC Leadless 100-Grain Jacketed Lead Free at \$31.99.

While Winchester makes some excellent self-defense ammo, I didn’t see much new in their 2024 lineup. However, in recent years they’ve reintroduced their Silvertip line, two standouts of which are the 175-grain load for the now resurgent 10mm Auto, and the 210-grain load for the .41 Magnum, which still has a small but devoted following.

CALIBER TRENDS

We’re seeing a downward trend for the most part in caliber size, with the 9mm profoundly dominant. This has resulted in huge demand for the caliber.

In my travels around the nation visiting gun shops, I see plenty of 9mm ball on the shelves these days but a dearth of good self-defense loads. They sell as soon as they come in. Do yourself a favor and order enough of the 9mm hollowpoints to keep a healthy stock!

In the gun magazines and on the gun-related internet, we’re seeing more and more experts endorse smaller calibers for self-defense handguns. The Federal .25 Auto load mentioned above is something you want to stock, not because so many people are *buying* .25s (they’re not!) but because so many people *have* .25s. Border crisis, crime trends and other issues make customers

want to be able to defend themselves and their loved ones with everything they've got.

We're seeing a small, but definite surge in some experts cautiously endorsing .22s for self-defense. There is, of course, the above-mentioned Federal load optimized for the smallest-caliber pocket pistols. The problem with small .22 Autos is reliability. The people who shoot .22s a lot in competition such as Steel Challenge are overwhelmingly favoring the Speer Mini-Mag series. (Hint, hint.)

In case you didn't notice, .32 Autos are coming back. Notice KelTec has reportedly dropped their P-3AT, the .380 from which Ruger cloned its enormously successful LCP, but kept the P-32 in the line. These pistols are super tiny and super light ... and in America, convenience sells. In this case, so will .32 ACP.

On the other end of the defensive pistol power scale, we are seeing a definite (though not gigantic)

“

The spread of magazine-limit laws tells a lot of customers, 'If I have to have fewer bullets, I want them to be big bullets!'

resurgence in interest in .45 ACP. Half a decade ago, one of the major manufacturers of high-end “boutique” 1911s said they were shocked to find they were selling more of them in 9mm than in .45 ACP ... but in 2023, one of their executives privately told me their bestseller was the .45 again.

In another exchange, I spoke with a gun shop's representative who said they've sold more .45s in the past six months than they had sold in the past two or three years. The spread

of magazine-limit laws tells a lot of customers, “If I have to have fewer bullets, I want them to be *big* bullets!”

In the middle, the small, light .38 Special snubie remains in common use. Experts from the old International Wound Ballistics Association to Chuck Haggard today are recommending the old 148-grain mid-range wadcutter target load for self-defense. Penetration is adequate and it cuts a full-diameter wound channel. Its mild recoil is the big selling point. Federal's Gold Medal Match is available but pricey; for close-range self-defense, Sellier & Bellot wadcutters are readily available and more affordable. (S&B has super-mild .32 Long wadcutters, too.)

The above was a snapshot of broader ammunition trends — your experience, of course, may vary. The important thing to keep a handle on is knowing what appeals to your self-defense customers, and how it differs from those out training and hunting. **\$I**

INTRODUCING:
THE SENTINEL
COMING SUMMER 2024

Unrivaled Concealability

Tactical Frame

Rubber Pebble Grip

Swing-Out Cylinder

5-Shot .22

NORTH AMERICAN ARMS
PROVO, UT
.22 MAGNUM
SW

northamericanarms.com



BY ASHLEY MCGEE

NEW PRODUCTS FOR WOMEN

While the importance of self-defense as a motivation for shooting has continued to rise over the years among new shooters, there has also been a rise in female sport shooters and hunters.

According to the 2023 edition of the “Firearm Ownership and Sport Shooting Participation in the U.S.” report published by NSSF, about a third of sport shooters in 2022 were female — the highest portion yet.¹ This is up from 2009, when females made up 25.8% of all sport shooters. The most recent report currently available from the Council to Advance Hunting and the Shooting Sports showed a 16% increase in female hunting participation in the past decade, with 27% of participants being female in 2021.²

If you’re looking for new products to better serve female customers, look no further. From guns and accessories to the latest hunting gear and apparel, we’ve rounded up the newest products for women for 2024 — some of which were even designed by women themselves. (*What a concept, huh?*)

GUNS

Let’s start things off with some new concealed carry options.

Girsan MC 14T Lady Tip-Up

Inspired by the classic Italian Beretta Model 86 Cheetah, the Girsan MC 14T Lady Tip-Up (MSRP \$680) is one of the

easiest loading and unloading .380 ACP pistols on the market.

Grabbing a low-profile slide can be tough to do, particularly for those with arthritis or weaker hand strength. The tip-up barrel and blowback operation on the MC14T makes it so the user doesn’t have to manipulate the slide unless she wants to — just tip up the barrel to load a round, lock it, disengage the safety and fire.

Additionally, the barrel of the MC 14T Lady Tip-Up features four ported holes, significantly reducing muzzle rise and reducing felt recoil while shooting. *Translation: It’s not as snappy as many .380s can be.*

The Lady Tip-Up is a stylized version of the standard MC 14T handgun with special aesthetic touches designed to appeal to female shooters, including a gloss-black finish with gold-colored controls and engraved Turkish walnut checkered grips.

A fixed white-dot front sight and traditional white-dot notch rear sight sit atop the gun. There is also an accessory rail up front for those who’d like to carry it with a light or laser. Weighing in around 22.4 oz., and with a 13+1 capacity, the Girsan MC 14T Lady Tip-Up is a solid option for both experienced shooters and those looking for their first concealed carry handgun.

Walther PD380

Though not marketed specifically for

◀ A small, but mighty option to add to daily carry: the 3-In-1 Mini Stun Gun from SABRE. Features include a 130 dB alarm and 130-lumen LED light. (Image: SABRE)

women, the Walther PD380 (MSRP \$479) is another new .380 option many women are gravitating toward. With an overall length of just under 6.5” and a weight of 20.6 oz. (unloaded), it’s a bit larger than some of the typical pocket-sized .380s, making it more comfortable to shoot but without sacrificing concealability.

The PD380 ships with two stainless-steel nine-round magazines featuring index holes on both sides and non-tilt polymer followers. (I’m waiting for mine to test it for myself, but other reviewers have called them some of the easiest-loading magazines they’ve ever used.)

The most notable potential drawback of the PD380 for female shooters is the location of the magazine release. The paddle-style magazine release straddles the trigger guard underneath allowing for ambidextrous operation, but this location may be difficult to reach for those with smaller hands.

SYREN Julia Field

Unfortunately, while walking the nearly 14 miles of aisle space at SHOT Show 2024, I didn’t see any new long guns specially designed for female shooters. The Julia Field from SYREN (MSRP \$6,250), which is still the only company to dedicate an entire line of shotguns to women, was released in 2023 and remains a standout.

The beautiful over/under shotgun is adorned with feminine floral scrolling on a color case-hardened receiver and a deluxe-grade Turkish walnut stock. It’s available in 20 gauge with a 3” chamber or 28 gauge with a 2.75” chamber, both with 28” barrels. Other notable features include a chrome-lined bore, single selective trigger, five choke tubes, silver front bead, recoil pad and hard case.

GEAR

Fanny packs have made a major comeback in recent years, due in large part to a “rebrand” of sorts. These days, you’re likely to see them marketed as waistpacks or belt bags, but no matter what you choose to call them, they appear to be here to stay.

Marsupial Gear’s Concealed Carry Belt Bag

Case in point, the first run of

Marsupial Gear's Concealed Carry Belt Bag (\$140), designed in partnership with popular instructor Paige Roux (@somechickwhoshoots) and Eclipse Holsters sold out in less than 30 minutes.

The 400D nylon bag takes seconds to deploy and fits almost any handgun smaller than 5.5" long. It can be worn around the waist like a fanny pack or across your shoulder like a cross bag, keeping personal protection easily within reach. It's currently available for purchase with right-hand model holsters for the GLOCK 43/43X, GLOCK 48, Springfield Hellcat/Hellcat OSP, Springfield Hellcat Pro, S&W M&P Shield 9/40 3" or SIG P365/P365XL/P365-XMacro.

The Concealed Carry Belt Bag accommodates any hook-and-loop capable holster and can also be purchased separately (\$90).



Gun Tote'n Mamas Sling Waist Pack

For a leather option, the Sling Waist Pack (GTM-116) from Gun Tote'n Mamas is one of the most recent additions to the brand's lineup. Available in black or lavender cowhide (\$105.95) or distressed Buffalo (\$110.95), the bag can be worn on the waist or as a crossbody sling. Designed for use on either the left or right side, the RFID-protected bag features a light pebble surface texture and a gun compartment measuring 7.25" wide by 5.5" tall by 1" deep.

The Sling Waist Pack includes GTM's iconic Mini Holster designed by Mernickle Custom Holsters, enabling side, angled and top draw (micro guns only). It's been tested with various firearms such as the SIG P365, SIG P238 and the Ruger LCP and is compatible with CrossBreed holsters. It also features a black slip lining that prevents lining-grab and facilitates

smooth gun drawing. GTM celebrates its 15th anniversary this year, so be on the lookout for more new product announcements throughout 2024.



While the importance of self-defense as a motivation for shooting has continued to rise over the years among new shooters, there has also been a rise in female sport shooters and hunters.

Jessie & James Handbags Newport Leather CCW Tote

A larger concealed carry bag option that caught my eye at SHOT Show 2024 was the Newport Leather CCW Tote in olive, one of the first in a new premium line of both traditional and modern CCW handbags from Jessie & James Handbags in collaboration with Remington.

The Remington-branded models will encompass a range of styles, including crossbody, satchel, hobo, totes, backpacks and luggage, all equipped with a concealed pocket for carrying a firearm.

APPAREL

Women's apparel is arguably the hardest category to get right, but a few brands have proven reliable over the years.

Alexo Athletica Full-Length Concealed Carry Leggings

Alexo Athletica launched a new collection of Springfield Armory-licensed apparel in February. The collection includes the women's performance jacket, concealed carry leggings, the Crossed Cannons scoop neck sports bra and laser-cut sports bra — all now available in Springfield Red.

The full-length concealed carry

leggings (\$99) feature a full coverage high-compression design with four ambidextrous conceal and carry locations — one right and left appendix carry pocket and one right and left kidney carry pocket. They are available in sizes XS through 2XL.

5.11 Tactical PT-R Max Effort Racerback Bra & Leggings

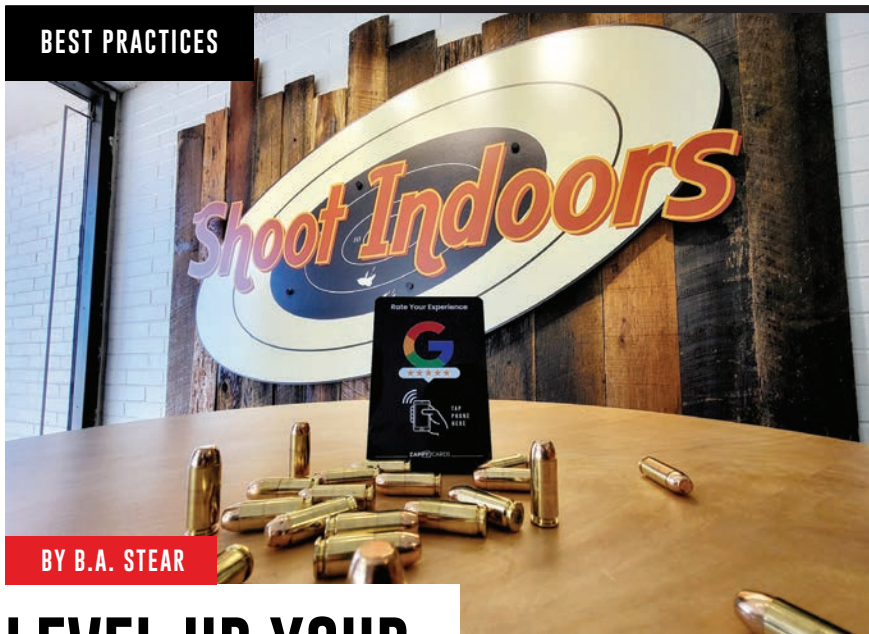
At SHOT Show 2024, 5.11 Tactical displayed a new colorway of its popular PT-R Max Effort Racerback Bra and Leggings — Shadow Jungle Canopy Camo. The racerback-style performance bra (\$39) with medium support features a perfectly proportioned V-neck in the front and on the back. Both the bra's body and lining are moisture-wicking with an anti-odor finish for unbeatable freshness during workouts, a day at the range or running errands around town. Its full-mesh lining, encased elastic in the band and minimal seaming maximize comfort.

5.11 PT-R Max Effort Leggings (\$59) are constructed from a durable nylon and elastane jersey with the same moisture-wicking and anti-odor finish as the bra. The 27" inseam offers ultimate coverage, while a triangle gusset maximizes mobility. The contoured waistband provides added support and includes an adjustable internal drawstring to keep everything in place. The leggings have two internal waistband pockets — one in the front to stow keys and one on the back large enough to secure a phone. Reflective transfers on the front left leg and back waistband improve visibility in low-light conditions. The new Shadow Jungle Canopy Camo is currently available in sizes XS-XL.

DSG LS Bamboo Hooded Shirt

For women's hunting apparel, DSG Outwear offers the most comprehensive and size-inclusive line. Available in sizes XXS through 4XL, the new Long Sleeve Bamboo Hooded Shirt (\$70) provides UPF 30+ sun protection. It's available in five colors — Realtree Original, Mossy Oak Bottomland Original, Stone, Sedona and Antique Teal — to shield wearers

Continued on p. 44



BY B.A. STEAR

LEVEL UP YOUR GOOGLE REVIEWS

It's no surprise people find most businesses these days just by searching "near me" in Google Maps. Google just adds "near me" to any business you look up — coffee near me, pharmacy near me, you name it.

Google Maps has become so powerful in the search community that one Brandify survey reports over 77% of respondents use Google Maps to find "near me" business information well ahead of other sites (including traditional Google searches).

IMPLICATIONS

What this means is all the search engine optimization (SEO) efforts you have dumped thousands of dollars into over the past few years have been disrupted by a local map search with the term "near me" added to it. Your super-awesome SEO-optimized website is no longer winning business.

You're being beat by the new guy with a mediocre website and 4.9 stars on Google Maps. Customers don't have time to read websites when they want food; they just look for an option "near me" with great reviews.

Shooting ranges are currently experiencing the same phenomenon. If a customer has two hours free and is bored, a shooting range "near me" is a great cure. The good news is savvy range operators can catch up very

quickly using a couple of easy tips and techniques we've discovered at Shoot Indoors franchise locations, which helped increase the number of Google reviews by *sevenfold*.

MAKE SURE YOU'RE 5-STAR READY

Before I dive into some techniques that have worked extremely well for our franchise locations, I do need to preface this by saying your business will only get 5-star reviews if it's deserving of 5-star reviews. If you have terrible customer service, these methods will just put a spotlight on the issue. If you have great customer service, however, these methods will help get it noticed ... and quickly.

It's also important to note you do need to overcome a few common challenges, the main one being some customers don't know how to leave a Google review. Customers also may not be able to leave a review because they don't have a Google Gmail account. Apart from the lack of a Gmail account, making it easier for customers to leave feedback is 80% of the battle.

Focus on these four areas:

1. Ask for reviews (the best way).
2. Make it easy to leave reviews.
3. Offer incentives to customers and staff.
4. Respond to reviews promptly and professionally.

◀ NFC cards with a link to your Google Business Profile make it easy to procure reviews. Shoot Indoors' Google reviews have skyrocketed *sevenfold* thanks to these cards and other efforts.

THE IN-PERSON ASK

In this article, we'll focus on the top two areas since these can make a huge difference. Asking for reviews may seem obvious, but it actually includes a few different methods including asking in person, with signage, via email or text and via social media. Asking definitely helps increase the likelihood of a review but, regardless of the customer's best intentions, if leaving a review isn't easy, it will not happen.

Asking for reviews in person is by far the easiest method to implement, but it's crucial to do it in a fashion that converts to an actual review being posted. To get the highest number of conversions with the in-person ask, you need to both incentivize staff to ask and assist the customer with some coaching.

For example, you could say something like, "I saw you were using our awesome target cameras. If you liked them, could you please leave us a Google review so more customers know about them?" or "Was David helpful with clearing your jam? If you mention him in a Google review, he gets a Starbucks gift card!"

Now the customer is basically giving the range officer a Starbucks gift card at no expense besides clicking five stars and writing, "David was great." The customer feels good knowing they helped someone else, and the range officer is rewarded for helping the customer. Both parties win in this deal.

ASK WITH SIGNAGE

Asking with signage is a bit easier (and less obtrusive) than asking in person, but it is not a replacement for the in-person ask — it's in addition to it. Asking with signage nowadays means two things, either posting a QR code (think stickers or wall signs) that links directly to your Google Business Profile or the more fun and magical NFC tap-activated cards, which are popping up everywhere.

QR codes can be printed directly in-store and laminated, or you can order them pre-printed from Amazon. Just Google "Google review QR code" and you'll see multiple buying options.

NFC cards — which stands for

Near-Field Communication — is a short-range wireless connectivity technology that lets NFC-enabled devices communicate with each other. Basically, the card emits a signal smartphones can understand. In this case, it links to your Google Business Profile to leave a review (same as the QR code). When used on a car dashboard, NFC cards are commonly used to pay tolls. Modern tap-to-pay smartphones all have this feature enabled, so it's both fun and easy for customers to tap their phones to these little stands.

“

Most customers will make their visit decision based solely on proximity and Google rating.

Remember half of the game is motivating your customers to leave reviews, so a magical tap they don't understand is sure to draw some attention. You can even use NFC writer apps on a smartphone to repurpose used NFC cards and link them to your business. We have implemented NFC cards at two of our Denver ranges and saw a sevenfold increase in Google reviews the first month!

ASK VIA EMAIL

The other way we ask for reviews is via email. Once a customer leaves our range, they receive a short email thanking them for their visit and asking them to leave a Google review. These services fall under the category of “reputation management” and can automatically be triggered to send when a new customer is wrung up in your point-of-sale (POS) system.

We found the easiest way to implement the emails was to run a daily POS report of new customers and email this list containing the names and emails to our reputation management service provider Opiniion.com (yes, with two i's). We email the requests 24 hours after the visit; you can also text the request if you collect phone numbers.

One of my friends who operates a large range on the East Coast sees a very high conversion using text requests (around 10%) while email is around 5%. Either method produces excellent results; the key is to automate the process so it runs in the background without staff involvement.


CASE STUDIES

Here are some actual case studies from two of our locations:

Shoot Indoors Buckley (Aurora, Colo.) implemented an “ask in person” strategy when it opened in July 2021. By June 2023, they had 127 reviews averaging 4.9 stars. Impressive! This equates to around one review per week — not a lot, but it adds up. In early January 2024, Shoot Indoors Buckley purchased some NFC cards and managed to increase its Google reviews to 15 per week. As of mid-February, it now has 258 Google reviews averaging 4.9 stars.

Shoot Indoors Central Park (Denver) used an “ask in person” and “ask via email” strategy. They opened in Dec. 2023. By mid-February, they had 82 reviews averaging 4.9 stars, an average of 10 reviews per week.

In summary, website SEO is becoming less relevant as more and more people search in Google Maps. The number-one way to increase your appeal in Maps is by fostering a healthy number of 5-star reviews. Most customers will make their visit decision based solely on proximity and Google rating.

Overall, it's much easier to stay on top rather than catch up — so find a strategy now that works for your unique setup. Remember, the best way to maintain a high rating is to have a culture deserving of one in the first place. 

YOUR CUSTOMERS MAY THANK YOU SOMEDAY.



While we should treat every gun as if it were loaded, remove any doubt with MUZLSTIK. It's an inexpensive extra layer of safety your customers will thank you for.

Clearly identify firearms as **LOADED** or **UNLOADED** with the

**BIGGEST
BRIGHTEST
STRONGEST**

Chamber Flags from MUZLSTIK... because we only have

 **ONE LIFE**



MUZLSTIK.COM

Non-Lethal Self-Defense Options

Images: SABRE (Pictured: Pepper Gel With Fast Flip Top Safety & Snap-Clip Keychain)

BY TIM BARKER

In

filled with water.

Why August? It's when parents are getting their kids ready to leave for college, says John Stephenson, general manager of the suburban St. Louis store. Those kids may not be able to take a gun to school, but it doesn't mean they can't take some protection.

"They can carry something on campus that's perfectly legal for them to have," Stephenson said.

This brings us to the third installment of our three-part series exploring self-defense sales.

early August each year, Metro Shooting Supplies in Bridgeton, Mo., offers a special promotion on pepper spray and pepper gel. It could be a two-for-one deal or a free training canister

Previously, we looked at handguns and long guns. This month, we're exploring sales of non-lethal options.

A NECESSARY (AND PROFITABLE) CATEGORY

It's a sales category that sits on the outer edges of what a "gun store" is all about. We're talking about things like pepper spray, stun guns, Tasers, batons and knives — though the latter two could certainly be lethal.

There are solid profit margins (as much as 40 to 60%) on many of these items. But, particularly for smaller shops, they can take up precious shelf space that might otherwise be filled with guns, ammo and related accessories.

It's an important consideration for Shad Biltz, co-owner of Florida's Mad Dog Armory, which has locations in Tampa and Largo. Combined, the two shops have about 3,000 sq. ft. of retail space.

Still, he doesn't see it as an option he can discard.

"Ultimately, it's a community thing," Biltz said. "I may not rifle through that inventory, but having it there for the people who need it is very important to us."

Both stores also share a philosophy regarding customers and firearms. Not every person who walks through the front door wants, or even needs, a gun. Having a range of non-lethal options allows the stores to find the right self-defense fit for every customer.

"There are definitely a lot of people out there who just don't want to carry a gun," Biltz acknowledged. "That's when you have a conversation and try to figure out what's the best thing for them."

PEPPER SPRAY LEADS THE WAY

For Metro Shooting, there is a clear frontrunner in this category.

"Pepper gel is our number-one seller," Stephenson confirmed. "It's the one we recommend the most."

He prefers the gel (with SABRE as the top seller) to the spray because it's less likely to blow back and potentially disable the user if the wind happens to be blowing in the wrong direction.

"The idea is to disable the assailant. So we prefer pepper gel because it's more of a controlled stream and it kind of sticks to people," he explained.

Metro carries a range of colors and sizes, with the two most popular being a keychain model and a 2-oz. version that comes with a nylon carry pouch. The larger model is ideal for people who want some form of protection while jogging, hiking or walking the dog.

Biltz, in Florida, sees pepper spray or gel (by SABRE and Mace) as the best self-defense tools for some customers. It gives them the ability to create valuable space between themselves and an assailant.

"You can be anywhere from 10

to maybe even 20' away and deploy it," he explained. "So, you definitely have some space. The idea is to get away."

OTHER OPTIONS

One of the reasons both stores urge customers to first consider pepper gels and sprays is the belief other options have shortcomings. Knives, batons and stun guns are close-quarters weapons, while Tasers can be difficult to use accurately.

“Pepper gel is our number-one seller. It's the one we recommend the most.”

John Stephenson • GM
Metro Shooting Supplies, Bridgeton, Mo.

Still, both stores carry a variety of products for people who want something different. Those include:

Tasers & Stun Guns: Metro Shooting generally steers customers away from these as a primary self-defense option. They aren't reliable enough against all potential attackers, Stephenson argues.

He tells a story of bringing his beefy son-in-law (he stands 6' 5" tall) into a CCW class, where they cover a range of self-defense tools. The son-in-law volunteered to be zapped several times by a stun gun (with little effect) to demonstrate one of the downsides.

"This is an option, and you might have it as a backup," Stephenson argued. "But you're better off with pepper spray and

pepper gel."

At Mad Dog, Biltz notes customers often don't know the difference between a Taser (it shoots wired barbs into the target) and a stun gun (it must be pressed against the target).

He sees strengths and weaknesses in both of these options. Tasers are good at creating space between the user and the target, but the barbs can miss the target or even be pulled out. They are also considerably more expensive than stun guns, which start around \$30 or \$40. Tasers basically cost the same as a real gun.

So why would a customer choose a Taser instead of a gun? It often comes down to the customer's comfort level, he contends.

"They may not feel like they could, you know, kill somebody," Biltz said. "Ultimately, you don't know what you're willing to do until you're in a situation."

Batons: Metro Shooting has success with Smith & Wesson's line of collapsible batons, with the 16" and 24" being the most popular. They sell well at Mad Dog too, despite being a weapon that requires close contact with an assailant.

"It's pretty barbaric when you think about it," Biltz suggested. "You're basically breaking bones. But it definitely gives you an advantage, which is what you're looking for."

Knives: Of course, every gun store is going to carry knives. Both shops carry a wide assortment of styles, including folders, assisted opening, out the front and fixed blades.

Metro's top brands include Templar, CRKT and Smith & Wesson. It's an easy inventory choice, according to Stephenson: "We can display 40 or 50 different knives in an 8' case."

At Mad Dog, favored brands include Kershaw, Benchmade and

Hogue. Biltz prefers to stick with U.S. knifemakers whenever possible. And while knives may sell well, those sales don't tend to be driven by people looking for self-defense options.

"Most of the knife people I see are people who just like knives," Biltz shared. "It's very seldom I have somebody come in and say: 'I need a knife for self-defense.'"

TRAINING

One of the downsides of non-lethal self-defense tools is they all need some level of training or practice to be effective. Even using a practice pepper spray canister (filled with water) can help the user better understand what the tool can and cannot do.

Gun ranges are a great place to practice shooting and gun-handling skills. It's not so easy, though, to find a way to practice with the devices discussed in this article. And it's a challenge for gun stores to be able to offer training.

At Metro Shooting, instructors in



Byrna SD Launcher - Universal Kit

the CCW class will sometimes touch on non-lethal options, including pepper gel and stun guns. They'll talk about the value of carrying a solid flashlight and a knife.

The store has, in the past, offered classes dedicated to hand-to-hand

“Ultimately, it’s a community thing. I may not rifle through that inventory, but having it there for the people who need it is very important to us.”

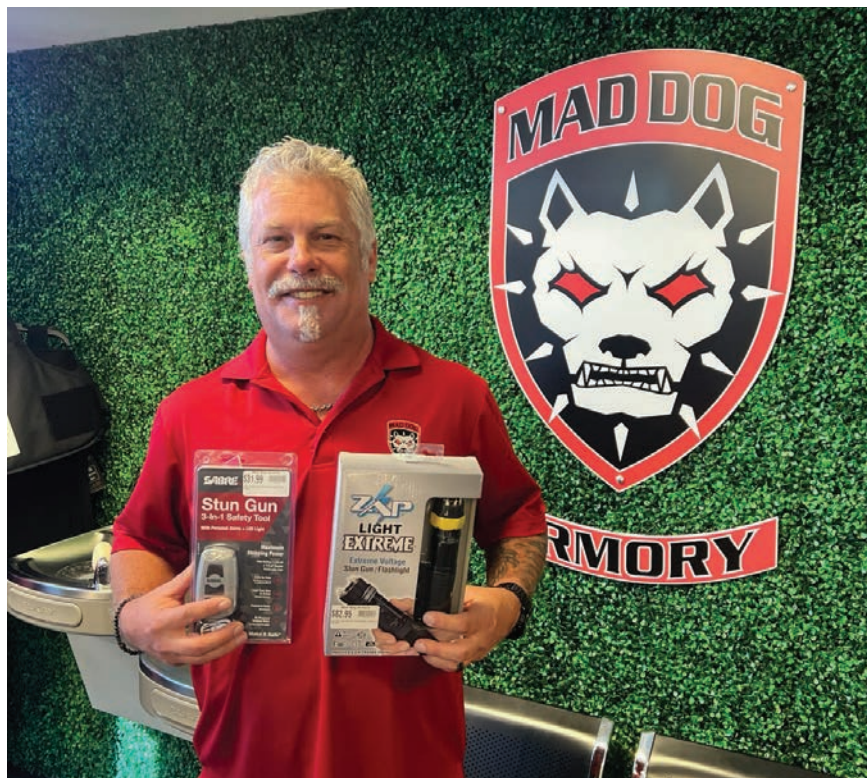
Shad Biltz • Co-Owner
Mad Dog Armory, Largo, Fla.

combat and non-lethal weapons. One was taught by a former U.S. Marine and another by a martial arts instructor. Both were successful, particularly with women.

"Unfortunately, we just don't do it anymore," Stephenson said. "We just don't have the instructors to do it, but I know it's popular."

At Mad Dog Armory, non-lethal options are covered in two of the classes offered by Biltz's wife and store co-owner Jillian Biltz. Among the things they consider are situational awareness and how to be ready to deploy something like pepper spray.

"You can have pepper spray on your keychain, but if your keys are in your purse, it's not going to do much good," he pointed out. "You should probably have it much closer and ready to be utilized, whether you think you need it or not." **SI**



Mad Dog Armory Co-Owner Shad Biltz with two popular options for his non-lethal self-defense customers: SABRE's 3-In-1 Stun Gun Safety Tool and Personal Security Products' ZAP Light Extreme Rechargeable Stun Gun Flashlight.

EXCLUSIVE OFFER!

SAVE MONEY TODAY!

REDUCE YOUR CREDIT CARD PROCESSING FEES



Rates As Low As 0.05%*

**SWITCH NOW AND GET YOUR
FREE SMART TERMINAL**



Send Digital Receipts:
Email or SMS a Receipt



Send Invoices



Accept EMV/NFC
(Apple Pay, etc.)



FREE
STANDARD TERMINALS
AVAILABLE AS WELL

Bonus Features

FREE Credit Card Terminal Placement
Wireless/Landline/High-Speed/Dial-Up

Easy Setup
With No Setup Fees and Quick Approvals

Access to Payments Hub
Our Secure, Online Merchant Portal

\$295 Towards Your Early Termination Fee**
(If You Have One) with Your Current Processor

Free Paper**

Next Day Funding with Weekend Settlement

Point of Sale Systems
Recommendations, Solutions & Integrations

Optional Program

**EDGE: The Best CASH
DISCOUNT PROGRAM from
North American Bancard**

Are you ready to get rid of the impact of payment processing costs on your business? With the Edge Cash Discount program you will enjoy the same profit margins from cash payments as you do from non-cash payments.

GROW YOUR BUSINESS. PARTNER WITH NAB TODAY!

866.481.4604

NorthAmerican[®]
BANCARD
WWW.NYNAB.COM

© 2024 North American Bancard, LLC (NAB). All rights reserved. NAB is a registered ISO of BMO Harris Bank N.A., Chicago, IL, Citizens Bank N.A., Providence, RI, The Bancorp Bank, Philadelphia, PA, and First Fresno Bank, Fresno CA. American Express may require separate approval. *Durbin regulated Check Card percentage rate. A per transaction fee will also apply. **Some restrictions apply. This advertisement is sponsored by an ISO of North American Bancard. Apple Pay is a trademark of Apple.





Small Group Setting

BY BRYAN HENDRICKS

Image: Vortex Optics

Firearms, Accessories Create Sales Opportunities In Precision Culture

Long-range target shooting is booming, and the market teems with products to help riflemen improve accuracy.

Rifles are high-performance machines, and shooters are hitting targets and ringing steel from 500 yards to a mile. It takes precise optics and other equipment to determine correct firing solutions.

Adam Morgan teaches precision shooting at Northeast Texas Tactical near Terrell, Texas. Long-range target shooting is a skill that must be developed and practiced, and you need tools to optimize your skills.

"You can get by with a stock Remington 700, a Tikka or Bergara," Morgan said. "They're generally precise enough to shoot out to 1,000 yards or beyond."

However, many retail manufacturers have redefined "stock." They offer retail-level rifles that would have been considered custom a decade ago. Standard

features include rigid, adjustable composite stocks with aluminum bedding blocks; high-quality barrels; crisp, adjustable triggers; and rails to mount optics. Some, like the Ruger American Go Wild, have muzzle brakes to reduce recoil. Others are threaded for suppressors.

Because of its accuracy, the 6.5 Creedmoor is the premier precision cartridge of the age. Every major manufacturer chambers rifles in 6.5 Creedmoor, but the 6.5 PRC (Precision Rifle Cartridge) and newer members of the PRC family are gaining popularity.

Like the 6.5 Creedmoor, the 6.5 PRC is a Hornady concept. Hornady fully supports these cartridge families with premier-quality ammunition. Winchester, CZ, Mossberg, Franchi, Browning,

◀ Precision shooting doesn't have to break the bank. Vortex Optics expanded its Venom riflescope line earlier this year, with 1-6x24 SFP and 3-15x44 FFP (pictured) options to deliver versatile options for entry-level shooters.

Savage, Seekins and Ruger chamber excellent, affordable rifles in 6.5 PRC.

A new player worth watching is WATCHTOWER Firearms; its Type 10 Spec Ops rifle maximizes the potential of the AR platform. The Type 10 is chambered in .308 Win.

Jason Colosky, owner of WATCHTOWER Firearms, said the Type 10 is built to the tightest tolerances. Barrels are built to dampen harmonics and minimize accuracy-robbing oscillation cycles. The Type 10 is Cerakoted in three different colors.

"When you're talking AR platforms, they sound like tambourines when you're walking through the forest," Colosky said. "Ours doesn't. It's surprisingly difficult to take apart because it is so tight. When you match it with



The reticle is like the CPU in a computer or the engine in a race car. The scope is only as capable as the reticle that's in it.

Adam Morgan • Owner
Northeast Texas Tactical

◀ LONGSHOT target camera systems provide shooters with the opportunity to see their long-range impacts as they occur. Acting as a spotting scope downrange, the user is able to see each impact at various ranges. The Range (100-yard range) and Ranger+ (1,000-yard range) start shipping in June.

a barrel that has very little whip, what you point it at — assuming your bullet dope is correct — is what you're going to hit."

AT THE HEART

The scope is the heart of the fire control system. A scope for precision distance shooting should have a 34mm tube, confirmed Morgan of Northeast Texas Tactical, because a bigger tube can hold bigger, beefier components.

"The bigger the tube size, the more room there is for springs and gears to be able to move up and down, right and left," Morgan explained. "A 30mm tube might have a total adjustment of 60 MOA. A 34mm tube might have a 100 MOA adjustment."

A precision reticle is designed to help a shooter compute a firing solution.

"The reticle is like the CPU in a computer or the engine in a race car," he said. "The scope is only as capable as the reticle in it."

Carlos Raff, field training team supervisor at Nightforce Optics, believes shooters should select an optic that matches their style of shooting, but they should prioritize a few key attributes.

"There's a list of things people really need and a list of things that are nice to have," Raff noted. "You really need great glass, something with really high resolution. Our ATACR 7-35x56 has a ton of magnification, but at mid-power you're going to see it resolve like nothing else out there. It has a huge field of view and a great big exit pupil for the eye.

"The other thing you absolutely need is perfect elevation and windage adjustments and the ability to return to zero after engagements," he added.

The tube must be strong enough to protect the internal components. These attributes enable scopes like the ATACR to sustain impact without affecting zero, Raff said.

"The body tube is the first line of defense," he continued. "If it can't



Recoil-taming muzzle brakes help shooters stay on target, as pointed out by Josh Hunter, digital optics specialist at Fort Thompson Sporting Goods in Sherwood, Ark.

stand hard use, it really does put everything else at risk.”

Hunters and shooters are fiercely brand loyal when it comes to scopes, he acknowledged. Excellent choices abound among brands like Leupold, Trijicon, Vortex, Leica and Bushnell.

SPOTTING & RANGING

A spotting scope gives real-time feedback on shot placement, but spotting scopes have inherent limitations that waste time at the range, like vulnerability to vibration and mirage.

The Longshot Hawk Spotting Scope Camera eliminates these annoyances. The Longshot clamps over a spotting scope eyepiece. The Longshot app allows the user to see the video from the camera spotting scope on a smartphone or tablet. It tracks and numbers shots. It reviews sessions, and records video and still shots.

Jason Chancey, sales representative for H&G



In locales with avid target-shooting communities, providing the necessary tools can make savvy retailers a hit among a clientele willing to spend big to hit small targets.



Outdoors, contends the Longshot Hawk Spotting Scope Camera maximizes a spotting scope's potential.

“A giant benefit is not looking through mirage to shoot distance,” he said. “You can measure your group with it. If you need to come up two minutes and a half-minute right, it will tell you in MOA and mils. It is a very useful tool. And it's so clear; it's like standing right beside the target.”

For multiple shooters, it distinguishes shots by color. Also, the Longshot transmits clear pictures of targets as far as two miles away.

“I have not personally shot one at two miles, but it is guaranteed from 0' to two miles,” Chancey said.

Determining a firing solution also requires knowing the exact distance of your target. Modern rangefinders are more precise than ever.

“It wasn't long ago rangefinders might say they had plus or minus 3% accuracy at 1,000 yards,” Morgan recalled. “That's 30 yards and a 60-yard window — wildly unacceptable for precision shooting.”

He prefers the SIG SAUER Kilo 8K, which has an internal plot ballistics feature and weather meter integrated into the unit. An external wind meter records wind speed and direction.

Its maximum reflective range is 8,000 yards, but it will range a deer out to 2,500 yards. SIG's 10K binoculars have the same features in a binocular package. Leupold, Nikon, Vortex, Burris and Bushnell also make excellent rangefinders.

VELOCITY & STABILITY

Knowing your bullet speed is also crucial to plotting a firing solution, which requires

an accurate chronograph. Modern Doppler radar chronographs rule the precision world, with Garmin's Xero series setting the standard. Magneto Speed is a popular brand that attaches to barrels. They're compact units without screens or cords. They set up quickly and are ready to use in seconds.

Finally, you need a solid rest to hold your rifle steady and keep it on target. Caldwell, the most prominent brand for shooting rests, makes a variety of affordable styles, but there is a high demand for more specialized designs.



SIG SAUER KILO8K-ABS RANGEFINDER

"You can easily spend \$1,000 on a bipod," Morgan said. "At the bare minimum, you need a bipod that at least pivots left to right. The worst thing you can get is a fixed bipod with no pivot."

Morgan said another necessity is a squeeze bag to support the rear of the rifle.

"The old 100-yard rifle rests seen at every sporting goods store are not really suited for this type of shooting," he explained. "You need more flexibility. You don't have to reach up and adjust bipods every time you change targets. You just squeeze it to get the aim point you need."

In locales with avid target-shooting communities, providing the necessary tools can make savvy retailers a hit among a clientele willing to spend big to hit small targets. **SI**



WATCHTOWER FIREARMS TYPE 10

Sports South

One Focus • Distribution

Over **46,000 products**, represented by more than **700 industry leading brands**.

PROUDLY DISTRIBUTING AND CELEBRATING



75 YEARS
Of Rugged, Reliable Firearms®

RUGER®

75

1949-2024

1.800.388.3845 • www.TheShootingWarehouse.com

Firearms • Ammunition & Reloading • Optics • Accessories • Bulk Orders • Range Programs



Avoiding Pitfalls In E-Commerce

BY NANCY KEATON

There's no question: e-commerce (online shopping) is here to stay — according to Kathleen Owen, VP of marketing for Bravo Store Systems.

Although sales at the counter are a storefront dealer's bread and butter, what advantages present themselves to those retailers with an e-commerce presence?

"E-commerce is an economical way to reach entirely new audiences and customer bases, to promote your brand and then, obviously, sell your product," Owen explains. "It's also a fantastic way for retailers to expand their reach into new markets, promote their brand and products and really compete with the big-box retailers."

Owen says not only are larger retailers using e-commerce, individuals who run a business out of their homes are, too. Business owners need a place to put their inventory online, promote it via social channels and drive traffic to their marketplace so customers can browse and buy online.

Image: PureSolution / Adobe Stock

Bravo Store Systems is an all-in-one software provider for specialty retailers including pawnshops, gun stores, buy/sell stores and secondhand retailers. It recently released a 2023 ROI report, which has significant implications.

Comparing Bravo customers who don't use e-commerce to those who do, the report revealed e-commerce customers experienced:

- 288 more firearm transactions throughout the year;
- Nearly \$100,000 in online sales throughout the year;
- An average e-commerce sale of \$195;
- Decrease in inventory balance (customers not using e-commerce saw a \$71,000 increase in inventory carrying cost).

"The bottom line is, if you don't offer e-commerce and your competitors do, you're going to lose out. That's all there is to it," Owen states.

OMNI-COMMERCE SOLUTION

One of the unique things Bravo does is its point of sale enables omni-commerce — meaning you can operate a brick-and-mortar, an online store and mobile commerce all through one centralized system. This allows retailers to offer a seamless customer and employee experience across all channels. Consumers can download mobile apps for free and shop a store's inventory on the app, rather than going online on their mobile phone to browse.

Bravo's point-of-sale software offers automatic e-commerce for the retailer. With one click of a button, all inventory is listed on four online marketplaces simultaneously — including pictures, pricing, description, condition rating and shipping details. This is done with no duplicate or manual entry. If an item sells online, employees are

immediately notified and can take the item off the showroom floor. If an item sells in-store, Bravo automatically removes the online listing so someone cannot buy the same product.

"We make it very easy to sell online so there's no manual work, duplicate entry or double selling. It makes it easy for a mom-and-pop store to start e-commerce tomorrow," contends Owen.



The bottom line is, if you don't offer e-commerce and your competitors do, you're going to lose out. That's all there is to it.

Kathleen Owen • VP of Marketing
Bravo Store Systems

"Bravo Store Systems isn't the only provider that does this, but retailers need to be looking for software providers who can help manage e-commerce automatically so they're not taking on the burden of manual work," Owen continued. "This is what makes e-commerce scalable for small businesses and allows them to do it well."

LESSONS FROM AN ONLINE-ONLY MERCHANT

Michael Forcier, owner of Midnightsunguns.com in Wasilla,

Alaska, runs a solely online store. He's been in business for a little over a year and uses WooCommerce.

"It works with WordPress; it's a very easy e-commerce platform to work with. There are plenty of different plug-ins to help you do just about anything you want with your e-commerce site," he shared.

Forcier likes the ability to easily customize his theme and says it is designed around the firearms industry store, so it works very well.

When asked how business is going for him since he's all online, he paused.

"Well, I'll tell you it was slow in the beginning, for sure. There are a lot of things people don't realize about an online business, and SEO is one of them," he said. "If you don't have a strong SEO base you're not going to go anywhere or do anything because you're an online business. If someone searches for 'gun stores near me' they won't find you if you don't have the right information included."

Forcier has heard about issues in the e-commerce world.

"There are a couple of companies out there that offer turnkey websites for firearms sellers, and they have limited SEO — so you see a lot of people complaining about those. Sellers start with them, and they quickly switch after a short time because, as I said, if a customer can't find you through an online search, then you're not going to go anywhere," he said. "So, it's a long process to build SEO, especially when you're doing it yourself and you don't have a company doing it for you."

His advice to others thinking about adding e-commerce is to use the WordPress theme, do your research and don't pick the first thing you see.

"Check out what options you have and do what you can afford



(From left) Free State Gun Company's John Hutchison, Jake Johnson and Joshua Johnson during SHOT Show 2024 at the Typhoon Defense booth. Hutchison recommends partnering with an e-commerce provider capable of providing user-friendly support.

and what you think is going to be best for your business," he concluded.

INSIGHTS FROM A STOREFRONT DEALER

John Hutchison, owner of Free State Gun Company in Basehor, Kan., currently uses a couple of different e-commerce providers.

"I can certainly tell people what not to do," he half-jokes.

One e-commerce system is through their website builder, Wix (which he does not recommend as he says it is not 2A-friendly), while the other is more of a drop-ship service that connects to distributors such as Davidson's.

When asked how both systems are working for him, Hutchison responded, "Not very well. We're actually swapping over to Bravo Store Systems and will be going live with them shortly."

Hutchison goes on to

“
By the time it
was done, we
ended up
having
several
software
programs we
had to
pay for
individually,
and half
of them didn't
incorporate
very well into
the system.
So, we had to
ditch that.

John Hutchison • Owner
Free State Gun Company

detail issues with previous companies he has used. The first one they dropped within the first month of use. They didn't get the services they were sold, and felt misled about the integration of the system.

"By the time it was done, we ended up having several software programs we had to pay for individually, and half of them didn't incorporate very well into the system. So, we had to ditch that," he recalled.

According to Hutchison, the other system wasn't any better.

"It was just as bad. There are a lot of bad ones out there. They probably work for other companies just fine, but for our needs what we were told versus what the reality was were two different things and it didn't fit our platforms and how we wanted everything to work."

When asked if the e-commerce aspect

brings in much business, Hutchison's response mirrored Forcier's perspective.

"You still have to push out a massive amount of money in marketing and social media to even drive people to your website in general. A lot of companies will tell you they're going to get customers and contacts and views on your website, but they don't," he said. "So, you're basically only paying them for service to integrate the distributors into your website for drop shipping. Other than that, there's nothing else going to help you grow your business."

Hutchison decided to switch to Bravo Systems after learning about them and talking to other dealers utilizing them.

"What a lot of the other providers lacked was the training and ease of use for our employees. Bravo Systems has a YouTube channel of around 300 videos with little clips of how to do normal day-to-day operations. The training on it is very user-friendly," he stated. "We haven't gone live yet with Bravo, but so far, the confidence level is very high."

BOTTOM LINE

Whether your business is small, large, online-only or a combination, the best way to know what to do (or what not to do) is to talk to others in the industry. This will get you started on the right track to grow your business through a productive e-commerce experience. **SI**

Dealer Advantage Monday Business Jump Start

MAKE SURE YOU HAVE THE ADVANTAGE

- Industry Updates
- Confronting Political Attacks
- New Product Launches
- Stocking Dealer Programs
- Exclusive Online-Only Content
- Early Previews Of Upcoming Issues

**STAY INFORMED,
BE MORE PROFITABLE!**

Visit shootingindustry.com/dealer-advantage
to sign up for weekly updates.



**SHOOTING
INDUSTRY**

11 EYE-CATCHING

By Jade Moldae

PRODUCT LAUNCHES

The first quarter of the calendar year is a significant period for the industry. SHOT Show, key distributor shows and other smaller regional events set the stage for the remaining months ahead. Historically, the first quarter also brings an avalanche of new product announcements — and this year was no different. While it's impossible to highlight every major launch, we've identified 11 that are primed to make an impact for storefront dealers and range operators this year.



STACCATO

Staccato C & Ammunition Line

Innovators of the 2011 platform, Staccato further expanded its horizons in 2024. This year, it debuted the Staccato C — which will begin shipping this summer — and an ammunition line, Staccato Range and Staccato Match (both in 9mm). The Staccato C is a 4" pistol adept for concealed carry, as well as home defense and duty use.

According to Staccato CEO Nathan Horvath, the Staccato C has all the enhancements found in the company's V3 lineup, which debuted last year in the Staccato CS: "The V3 product line [introduced] platform innovations such as a thinner grip designed around dedicated Staccato magazines, an external extractor and frame rails designed to retain lubrication and prevent excess carbon buildup."

RANGE SYSTEMS

Powered Adjustable Bench

All too often, companies take a "one-size-fits-all" approach to product development. With the Powered Adjustable Bench, Range Systems has provided a solution for range operators to make their ranges more versatile. At the touch of a button, the adjustable-height shooting bench elevates from 30" to 48" — providing a tailored experience for range visitors. Another positive, it's also ADA compliant.

"All shooters aren't the same height, so why should their benches be? Range Systems' motorized bench adjusts for ADA compliance and shooters up to standing rifle height with the push of a button make it inclusive for all," informed Doug VanderWoude, Range Systems managing director, commercial.



ROST MARTIN

RM1C

Every year brings a fresh wave of new firearm introductions — but new gun companies are far less common. Rost Martin's entrance into the market has brought both credibility — its owners Chris and Stefany Toomer previously worked at Springfield Armory in marketing and production capacities — and enthusiasm from those

who have handled the striker-fired RM1C. A feature-rich option for concealed carry at a competitive price (and made in Dallas), the RM1C's trigger and ergonomics have stood out to end users. Backed by a lifetime warranty, Rost Martin CEO Chris Toomer highlights the RM1C's durability and reliability.

"Our preproduction stress test and validation included testing the limits of our pistol up to 50,000 rounds, submersion in sand, water, ice, mud, and extensive drop testing without failure," he explained.



EOTECH

Vudu X Series

Whether it's for 3-Gun, hunting or recreational shooting, the Vudu X Series of riflescopes delivers EOTECH's vaunted toughness and crystal clear clarity for those users on a budget. Available in 1-6x24 and 2-12x40 models, each offers 30mm tube diameter, illuminated reticles powered by a CR2032 battery and a removable throw lever for quick transitions across the magnification range.

"We developed the X Series line of Vudu scopes to address the shooter [who] wants all of the accuracy, precision and durability of our legacy Vudu scopes, but with features and a price that better match their needs," shared Mark Miller, EOTECH director of product management.



SIG SAUER

1911-XSERIES

SIG SAUER's 1911-XSERIES combines the highly regarded features of the 1911 platform with the modern necessities the enthusiast desires.

"America has a love affair with the 1911; the platform has a rich history that has withstood the test of time," said Tom Taylor, SIG SAUER CMO and EVP, commercial sales. "The 1911-XSERIES honors the standard and delivers XSERIES innovation and ingenuity to the platform."

The SIG SAUER 1911 X-SERIES are stainless steel, .45 ACP hammer-fired pistols with an optics-ready XSERIES slide, X-RAY3 Day/Night sights, a serrated flat trigger, custom engraved and checkered G10 grips, extended slide release and ambidextrous safety levers, and each ships with two, eight-round steel magazines. Two sizes are available — 1911-XCARRY (available this summer) and 1911-XFULL (now shipping) — in either black or coyote tan; both offer the option of a factory-installed ROMEO-X red dot optic.



MAGPUL INDUSTRIES

AMAG

For years, Magpul has been synonymous with reliable, robust polymer magazines across an array of firearms platforms. However, today's slimmer pistols with more narrow magazine wells perform better with steel magazines. Step forward, Magpul's first-ever metal magazine: the AMAG 17 SG9 for SIG SAUER P320 and M17 pistols. Featuring a body made from a low-friction steel alloy, the AMAG 17 SG9 represents the first in what will be a family of AMAG options for end users. (Based on forums and reviews of the AMAG line online, you can probably guess the wide variety of suggestions that are coming from end users since this was announced.)

"Magpul AMAGs come with many of our proven features, including a high-visibility, controlled-tilt follower, stainless-steel spring, flared floorplate that's easily removable for cleaning and routine maintenance, paint-pen dot matrix for magazine marking and capacity-indicator windows which begin at five rounds and continue along the spine of the magazine in one-round increments," the company said.

HOLOSUN TECHNOLOGIES

SCS Carry

To say the Holosun booth was bustling during SHOT Show 2024 would be an understatement — interested buyers were shoulder to shoulder, often lines deep, to get their hands on the company's newest offerings.

One of Holosun's show-stopping options was the SCS Carry (Solar Charging Sight), featuring 20,000-hour power reserve. The SCS Carry stands out with its Multiple Reticle System (MRS), offering versatile reticle options, including a 32 MOA Circle and 2 MOA Dot or a standalone 2 MOA Dot or 32 MOA Circle. The inclusion of an RMSc-to-K adapter plate enhances compatibility, making it an adaptable choice for a wide range of firearms. Additionally, its slim design facilitates a variety of carry options, from appendix to OWB.



VIKTOS

Operatus XP Glove

Specifically designed for use with firearms, the Viktos Operatus XP glove is ready for range day or duty scenarios. It has a wicking four-way stretch polyester mesh backhand and an AX Suede microfiber palm that provides excellent grip. The one-piece palm pattern allows for precise firearm manipulation with the absolute minimum of trigger housing interference. The AX Suede thumb provides coverage from slide bites and the inner finger is reinforced against stippled trigger guards. In addition, the gloves are touchscreen-compatible for easy phone or tablet use, while the adjustable TPR wrist closure ensures a snug fit.

SAVAGE ARMS

AccuCan Suppressors & Bipods

Known for its high-performing rifles and shotguns, Savage Arms has ventured into two new categories with the launch of the AccuCan line of suppressors and polymer bipods. Initially available in three multi-caliber options (AC338, AC30 and AC22), AccuCan suppressors are lightweight, field-serviceable and feature a design that reduces not only sound, but also other disturbances like flash and recoil.

On the company's entry into the suppressor market, Savage VP of Sales and Marketing Rob Gates stated, "We're proud of the features, technology and true performance-enhancing qualities found in our initial suppressor offerings. We're excited to have the Savage name in another new and rapidly growing category."

In its new bipod line, Savage is offering two options in M-LOK and sling swivel mounts. The bipods feature cant and swivel capabilities and are designed for a no-slip footprint to maximize performance.

"We're building a lifestyle brand around the modern shooter and hunter," added Beth Shimanski, Savage director of marketing. "Bipods that make training, competition and hunting easier and more enjoyable are a great extension of our brand."



NEW PRODUCTS

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

SHOOTINGINDUSTRY.COM/CATEGORY/FIRST-LOOK

By Jenna Buckley



SPRINGFIELD ARMORY

(800) 860-6866
springfield-armory.com

Springfield Armory adds **SIX NEW MODELS TO ITS LINE OF TRP 1911s**: two Classic, two Rail and two Carry Contour (CC). The Classic pistols are offered in 5" and 4.25" versions and feature all-steel construction and two-piece magwells. Both Rail models are 5" all-steel guns with two-piece magwells and a Picatinny rail on the dust cover. The two CC models sport a 4.25" barrel and a bobbed, lightweight aluminum frame (they do not have extended magwells). All are outfitted with a tritium three-dot sight system. TRP pistols undergo meticulous hand fitting, and each pair is hand-selected for slide-to-frame fit and numbered to marry them with their matching components throughout the build process.



PYRAMEX

(800) 736-8673
pyramex.com

VGTG10

Pyramex launches its Venture Gear Tactical line of shooting gloves with three models. The **VGTG10** compression-fit glove is designed for a "barely there" feel. For medium-duty use, **VGTG20** has a durable synthetic leather palm and fingers, reinforced thumb and breathable stretch mesh on the back of the hand for comfort and ventilation. Designed for active-duty combat or tactical training, the **VGTG30** offers superior protection, functionality and low-profile design. The glove also includes synthetic leather palms and fingers, a reinforced thumb and shock absorbing padding on the palm. All three gloves have a hook and loop closure cuff and are touchscreen compatible.



BERGER BULLETS

(660) 460-2802
bergerbullets.com

BERGER 375 CALIBER 410-GRAIN HYBRID TARGET projectiles offer a long-range competitive advantage previously attainable only from a solid, lathe-turned projectile. The foundation for the 375-caliber 410-grain Hybrid Target bullet is the Berger J4 jacket, offering unprecedented concentricity of <0.0003" total indicated runout (TIR).



PRIMARY WEAPONS SYSTEMS

(208) 344-5217
primaryweapons.com

Available in 5.56 and 300 BLK variations, the UXR (User Xchange Rifle) platform from Primary Weapons Systems allows users to convert between alternate calibers on the same serialized platform by exchanging the mag well, barrel and bolt head. Customizable features include an adjustable buttstock that can fold left or right, an adjustable cheek plate and an ambidextrous selector switch, magazine release and charging handle. Its proprietary internal operation allows the rifle to adapt and perform with any UXR barrels regardless of caliber. The Bore Evacuator reduces backpressure, especially when a suppressor is being used.



REVISION

(802) 879-7002
revisionmilitary.com

Revision's **SLINGSHOT** ballistic sunglasses feature a browless design, anti-fog performance, adjustable and customizable fit and rapid lens swap capabilities in addition to exceeding military ballistic impact requirements. The SlingShot boasts innovative I-Vis lens technology, an advanced dye formulation process resulting in a series of lens tints that markedly enhance visual performance. I-Vis lenses are available in six tints, each optimized for use in different environments. Each tint is designed to increase contrast and elevate color recognition in specific geographic regions without the negative effects associated with traditional monochromatic lens tints. SlingShot I-Vis lenses have Revision's OcuMax anti-fog and scratch coating and are easily swappable.



HORNADY

(800) 338-3220
hornady.com

From Hornady, the **HIT TARGET IMPACT INDICATOR** is visible up to 1,000+ yards with the naked eye (weather dependent). The ultra-bright light indicates bullet impact on distant steel targets and blinks "H-I-T" in Morse code for impact distinction. It easily attaches to most target stands with the included elastic band and is rechargeable using micro-USB. An accelerometer detects bullet vibrations and activation.



SAR FIREARMS

(833) 727-4867
sarusa.com

The 9mm subcompact **SAR9 GEN2 SC** from SAR Firearms utilizes striker-fired, single-action technology. The flat-face aluminum trigger employs an integrated safety and the forged-steel alloy slide with its optics-ready cutout accommodates any Shield RMSc footprint. A 3.3" forged steel barrel with recessed crown aids accuracy. Enhanced mid-height night sights with halo facilitate quick target acquisition. One 12-round magazine and one 15-round magazine are included. The SAR9 GEN2 SC is offered in a choice of black, OD green, bronze and platinum finishes. OAL is 6.4", width is 1.1", and it weighs 22.2 oz.

Sports South

One Focus. Distribution

Over **46,000 products**, represented by more than **700 industry leading brands**.



CELEBRATING HORNADY'S 75TH YEAR



Hornady
Accurate. Deadly. Dependable.



1.800.388.3845 • www.TheShootingWarehouse.com

Firearms • Ammunition & Reloading • Optics • Accessories • Bulk Orders • Range Programs



DIAMONDBACK FIREARMS

(877) 997-6774
diamondbackfirearms.com

Diamondback Firearms adds to its lineup with the **DB9R TG-NINE** 9mm Luger rifle. Key features of the rifle include a 16" Diamondback barrel coupled with a blowback gas system, patented DB9R carbon lower, 15" M-LOK rail with full Picatinny and QD mounts, CFP walnut Tommy Gun-style AR-15 grip, MagPul PMag D-50 GL9-PCC magazine and 5-lb. mil-spec trigger. The DB15 Tommy Gun-style flash hider and the Savior Equipment Ultimate Guitar Case provide a finishing touch. OAL is 35.25".



MAXIM DEFENSE

(239) 580-7800
maximdefense.com

The Maxim Defense **PDX-SD** rifle with integrated suppressor is now offered in .300 BLK and 7.62x39mm chamberings. The built-in "soup can" silencer, with an outer diameter of 2.25" and length of 7.4", significantly reduces noise and gas emissions, making it stealthier and more comfortable to operate. The PDX-SD, also available in 5.56mm, has a 5.5" barrel and weighs 7.6 lbs. It is offered in black, Arid and Urban Grey.



AIRFORCE AIRGUNS

(877) 247-4867
airforceairguns.com

From AirForce Airguns, **TALONBOLT CARBINE** mini air rifle propels a 13" bolt weighing 350 grains at speeds exceeding 240 fps. It incorporates Airforce's Ring-Loc valve system, allowing hunters to adjust velocity according to their specific needs. Featuring a robust carbon fiber weave and dual shatter-resistant impact collars, the magnum bolts are equipped with high-visibility glow-in-the-dark vanes and a HitMarker band. The TalonBolt Carbine weighs 4 lbs., and has a 2,000 psi fill pressure.



FIX IT STICKS

(872) 802-3110
store.fixitsticks.com

The **FIELD PISTOL SIGHT TOOL** from Fix It Sticks saves pistol shooters time and ammunition when it comes to adjusting polymer dovetail-style rear sights. Weighing just over 4 oz., the Field Sight Pistol Tool is compact. Precise millimeter markings on the tool make it simple to adjust with precision and repeatability, eliminating the need to drift a sight back and forth with a punch to zero the pistol.



MINIMALIST NIGHT SIGHTS

XS SIGHTS

(888) 744-4880
xssights.com

MINIMALIST NIGHT SIGHTS are now available from XS Sights for S&W K-Frame and L-Frame revolvers. Featuring a self-illuminating tritium with orange or green Glow Dot front sight and serrated, anti-glare, non-tritium rear sight, this sight set is designed to be as minimalistic as possible while driving focus to the front sight. The dual-illuminated front sight has a self-luminous tritium vane surrounded by XS' proprietary photoluminescent Glow Dot that absorbs ambient light to glow in low light.

Tritium **STANDARD DOT** night sights are now available for Colt Cobra and King Cobra revolvers. The unique dual illuminated front sight is available with a green or orange Glow Dot and has a convex shape, maximizing light absorption and intensifies the brightness.

The **R3D 2.0** is available for the CZ P10 OR pistol with both standard height and suppressor height options offered. Featuring a notch-and-post design with two rear tritium dots and a high-contrast, orange or green dual-illuminated Glow Dot front sight, the R3D 2.0 is designed to improve speed and accuracy in any light. The self-luminous tritium vane glows in low or no light for 12 years and is surrounded by XS' proprietary photoluminescent Glow Dot.

GET YOUR **DIGITAL SUBSCRIPTION**

shootingindustry.com/digital-version





STRIKE INDUSTRIES

(714) 557-9831
strikeindustries.com

The **STRIKE ALUMINUM DUMMY ROUND FOR SIG 277 FURY** from Strike Industries is a precision-machined billet aluminum dummy round. Anodized in a bright blue to prevent confusion with live rounds, it serves as a realistic, but safe way to practice dry fire. It can also assist users in training to clear malfunctions. Its flexible polymer "primer" serves to protect the firing pin during high iterations of dry-fire practice and replicates the feeding and extraction characteristics of live rounds. The dummy round is compatible with the military's SIG M7 rifle, civilian SIG MCX Spear and SIG Cross chambered in .277.



FMG PUBLICATIONS

(760) 975-3831
fmgpsubs.com

The influence and intrigue of the American Old West lives on in the 2024 Special Edition issue of **GUNS MAGAZINE OLD WEST: HISTORY, GUNS & GEAR**. Features highlight iconic guns of the storied Frontier, such as the Springfield 1863 and Winchester 1885, tales of a soldier's lost gold and drinking with a dead man and some of the era's most notable characters, like "Bloody" Bill Longley. Classic *GUNS* articles from the '60s and '70s detail the guns of Pancho Villa and how Chuck Connors, star of TV's "Rifleman" series, learned to wield a Model 92 Winchester at machine-gun speed. *Old West* also examines Taylor's & Co.'s 1860, Henry's Big Boy, the Ruger Super Wrangler, British Bulldog, substitute cartridges for the .45 and more.



OUTDOOR SPORTS AND RECREATION
INSURANCE

Outdoor Sports and Recreation Insurance

firearmsins.com
877-451-0669

A complete insurance solution for insureds in the firearms industry.



MK11 MOD.1 CSASS

TROY INDUSTRIES

(866) 788-6412
worldoftroy.com

TROY Industries' **TROY LONG RIFLES (TLR) MK11 MOD. 1** features an 18" .308 barrel with 1:10 twist, 4.5-lb. two-stage trigger, TROY 15" M-LOK Battlerail and 45° offset sights. Additional features include a TROY Pneuma Ambi Charging Handle, ERGO aggressive texture pistol SureGrip and Condition 1 hard case with foam. The **MK11 MOD.1 CSASS** model is ideal for shooters of the PRS circuit or hunters with stringent accuracy and performance demands. It's fitted with a ZeroTech Vengeance 5-25x56mm RMG scope, Warne Precision Cantilever 34mm mount and Harris S-BRM M-LOK bipod.



ALPS OUTDOORZ

(800) 344-2577
alpsoutdoorz.com

Constructed of a waterproof 500D welded PVC outer shell, the ALPS OutdoorZ **WATERPROOF RIFLE CASE** integrates high-density closed-cell flotation foam to protect a rifle from the inevitable bumps and dings, but also ensures it stays dry during inclement weather. The dry bag-style roll-top closure system provides a tight seal to keep water out and offers an adjustable fit for rifles up to 53" long and up to 10.5" high. Three external compression straps on the side allow users to further secure the rifle and can also be used to secure a tripod or other shooting support system. The case comes with an integrated top carry handle and a padded and adjustable removable shoulder strap.

ADVERTISER INDEX

| ADVERTISER | PAGE | ADVERTISER | PAGE |
|--------------------------------|------|------------------------|--------|
| Black Hills Ammunition | 19 | Muzlstik | 25 |
| Camfour | 13 | Nighthawk Custom | 2 |
| Davidson's Inc. | 15 | North American Arms | 21 |
| European American Armory Corp. | 47 | North American Bancard | 29 |
| Great Southern Agency | 43 | Rost Martin | 1, 11 |
| HKS Products Inc. | 45 | Ruger | 7 |
| Joseph Chiarello & Co. Inc. | 17 | SDS Imports | 48 |
| Kinsey's Inc. | 3 | SIG SAUER | 5 |
| MGE Wholesale Inc. | 9 | Sports South | 33, 41 |



All advertisers are included in the all-digital edition of *Shooting Industry*. Visit ShootingIndustry.com to subscribe to *SI Digital*. **IT'S FREE!**

ARMS & THE WOMAN

Continued from p. 23

from UV rays while hunting, fishing, hiking or other outdoor adventures.

PERSONAL PROTECTION TOOLS

Rounding out our list of new products for women for 2024 are a host of personal protection tools from SABRE.

SABRE Pepper Projectile Launcher, SMART Pepper Spray & More

Intended for home security and personal safety, the SABRE Pepper Projectile Launcher can protect from a distance, with a range of up to 60' and a velocity range of up to 350 fps. It can release up to seven projectiles of maximum strength pepper powder, saturating the area up to 175' with a pepper cloud.

For on-the-go, SABRE's SMART Pepper Spray (\$29.99) uses Bluetooth technology to connect to the free SABRE Personal Safety App on an iOS or Android smartphone. A free text message containing a link to a map with your location is sent to trusted contacts

whenever the pepper spray is deployed. SABRE provides real-time GPS tracking, which continuously updates your location, keeping family and friends informed of your location until you've made it to safety. Unlike other smart pepper spray devices that can only be used once before needing to be replaced, the SABRE SMART Pepper Spray is refillable and rechargeable.

SABRE also introduced a 3-In-1 Mini Stun Gun (\$34.99). The stun gun features a 130 dB personal alarm to alert for help up to 1,475' and a 130-lumen LED flashlight with three different light modes (high, low and strobe). For maximum convenience, the rechargeable stun gun also includes a USB-B to USB-C charging cord and a hard case for safe storage and easy carry.

My personal favorite recent release from SABRE is the Portable Travel Door Lock (\$14.99). The metal door lock requires at least a 1/8" gap between the door and frame for use, but works on most hinged doors that swing inward. It's compact, easy to install within minutes and requires no additional tools or wiring.



SABRE SMART PEPPER SPRAY + BUNDLE

Though great for use when staying in a hotel room or shared vacation rental, it can also be used for added peace of mind in one's home, apartment or dorm room. **SI**

For more info:
eaacorp.com
waltherarms.com
syrenusa.com
marsupialgear.com
gtmoriginal.com

jessiejameshandbags.com
alexoathletica.com
51ltactical.com
dsgouterwear.com
sabrered.com

Footnotes

- nssf.org/articles/nssfs-firearm-ownership-sports-shooting-participation-survey-reveals-american-firearm-use
- cahss.org/our-research/2022-special-report-on-hunting-and-the-shooting-sports

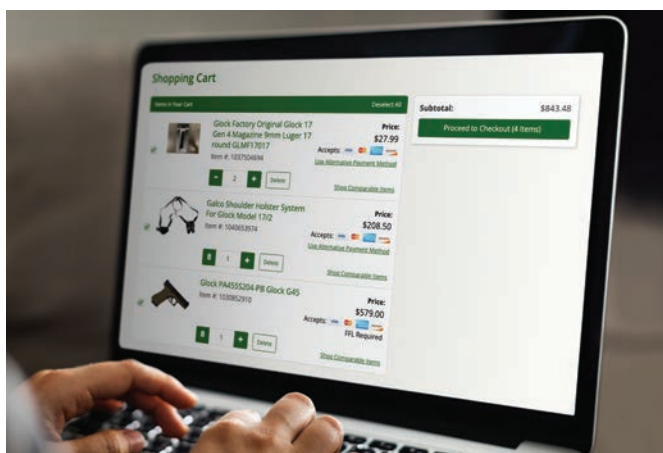
"New gun owners, and particularly women gun owners, may not conform to existing ideology and politics around gun ownership or gun control, and could reshape the identity of gun ownership in ways that aren't expected," Burkhardt noted.

I'm inclined to agree, and this will be one of the challenges facing the industry during a critical election year. While the number of gun owners has indeed ballooned, their political leanings may still influence them to vote in favor of anti-gun legislation and candidates.

It will be a unique opportunity for us, as an industry, to influence left-leaning and independent gun owners and get them mobilized in favor of pro-2A bills and candidates. Over the next few months, look for additional articles in *SI* that will highlight ways your store can get customers mobilized to support those who support firearms ownership.

Footnote:

1. Huff, A. D., Burkhardt, B. C., & Barnhart, M. (2024). Advertising Frames and the Legitimation of the Armed American Woman. *Journal of Macromarketing*, 44(1), 153-177. <https://doi.org/10.1177/02761467231221227>



◀ To mirror the online-buying experience of other sellers, GunBroker.com's new shopping cart feature condenses multi-item carts from different sellers into a single checkout.

GUNBROKER ADDS SHOPPING CART FEATURE

Celebrating its 25th year in business in 2024, GunBroker.com has enhanced the online buying experience for consumers and sellers alike with the addition of a shopping cart feature.

"The addition of this functionality will make the GunBroker.com experience much more familiar to the typical online shopper," said Jared Smith, AMMO Inc. CEO, the parent company of GunBroker.com. "While we got our start as an auction site, GunBroker.com has evolved over the past 25 years to include immediate purchase options. A multi-item cart makes it that much faster to shop in a more familiar manner for restricted and non-restricted items."

The multi-item cart allows customers to purchase multiple items from multiple sellers, with a single checkout and payment. Previously, buying more than one item meant having to repeat the checkout process for each individual

piece of gear.


Bidders who successfully win auctions will also be able to utilize the convenience of the cart checkout process. The cart will display orders requiring payment from auctions they won along with immediate purchase items the user added to the cart. All of these items can be checked out and paid for together.

While not every item on GunBroker.com will be eligible for multi-item shopping, the selection of items is vast, and the system will immediately show the user if the item can be put into a cart.

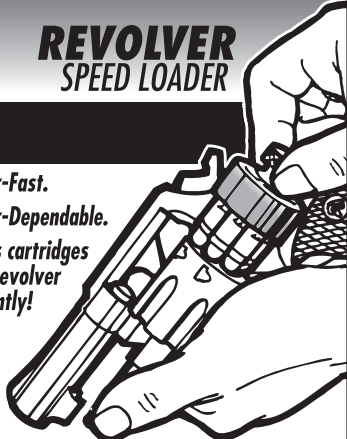
Once items are in the cart, the system will compare the payment methods accepted by the sellers and show what common methods exist. For example, when buying three items, only two of the sellers may accept Discover, but all three take Visa. This helps shoppers minimize the times they need to submit payment information.

For more information, email: support@gunbroker.com. **SI**

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




REVOLVER SPEED LOADER



**Super-Fast.
Super-Dependable.
Loads cartridges
into revolver
instantly!**

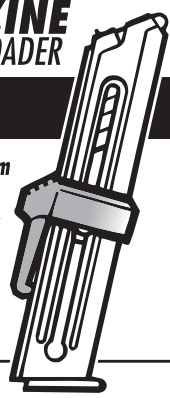
MAGAZINE SPEED LOADER



**10 models available.
Loads .380, 9mm, 40cal,
45cal., or 10mm single
and double stack mags.
Magazine slips into
loader and is held in by
hand. Depress thumb
lever to load.**

**Loads ammo. into magazines faster
and easier than ever!**

.22 Caliber MAGAZINE SPEED LOADER



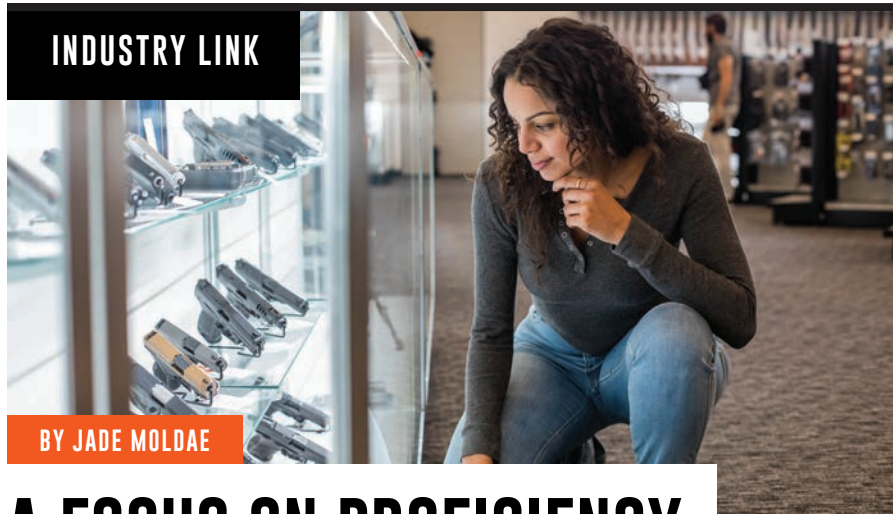
**Featuring: Flex brake arm
& lock down stop!**

**HKS .22 L.R. Cal. loads,
Browning, Ruger I & II,
Ruger 22/45, Colt, S&W,
Mitchell Arms (H.B.)**

**No more sore fingers
when loading .22 mags!**

HKS PRODUCTS, INC.
7841 FOUNDATION DR. FLORENCE, KY 41042
SEE YOUR LOCAL DEALER

www.HKSpeedLoaders.com



BY JADE MOLDAE

A FOCUS ON PROFICIENCY WINS BUSINESS

Our industry has been very vocal in recent years heralding the surge of women gun owners. And the academic community is taking notice.

LinkedIn provides a treasure trove of information — skimming through industry updates on this B2B platform has become a daily part of my routine over the years. Posts I find on LinkedIn are educational, humorous and, in some cases, will spark inspiration for content creation. A recent post falls into the third category.

NSSF Director of Public Affairs Mark Oliva reposted a story with a link to an Oregon State University (OSU) press release announcing the results of a study by three of its associate professors, “Advertising Frames and the Legitimation of the Armed American Woman,” published in the *Journal of Macromarketing*.¹

This study evaluated how firearms manufacturers’ print advertisements featuring women changed from 2001–2020 — and its subsequent impact on firearms ownership among women. (*Guns & Ammo* was the only publication evaluated in this study, but some of the ads presented in the published journal article also ran in *Shooting Industry*, as well as sister publications *American Handgunner* and *GUNS Magazine*.)

The study examined four distinct phases: 2001–2007, 2008–2012, 2013–2015 and 2016–2020 — tracking how ads progressed from focusing on sex appeal as a motivator, then to empowerment

and later, to great effect, competency and proficiency.

In her analysis of the study, OSU’s College of Business Associate Professor Michelle Barnhart pointed out a paradox: “Trends in gun ownership seem at odds with polling that indicates women much more strongly favor gun control than men. How can women who are typically more in favor of gun control than men be buying guns at these rates?”

She continued, “One thing that has changed during this period is gun manufacturers’ marketing strategy. These changes give us insights into how the industry has become more successful in attracting women in recent years.”

She’s right: The industry has grown by leaps and bounds over the past few years to attract customers from all backgrounds — especially in the past four years.

Reacting to this study, NSSF’s Oliva said: “[It’s a] sexist assumption women aren’t gun owners. Nearly half of all first-time gun buyers during the COVID shutdown were women. [The] fastest-growing demographic of gun owners today are Black women.”

FROM “SEXY” TO “EMPOWER YOURSELF”

In the not-too-distant past, ads featuring women focused more on sex appeal, rather than promoting empowerment. Interestingly, in what the researchers labeled “Phase 1” (2001–2007) there were no ads featuring armed women, while “Phase 2” (2008–2012) ads depicted women gun owners

sensually (frequently including “sexy” in advertising copy).

However, the authors of the study noticed a shift in 2013–2015 (“Phase 3”), with ads depicting women having a “conventional, professional aesthetic.” Tag lines such as “I CARRY” (Taurus) and “EMPOWER YOURSELF” (Walther) showcased emotional and psychological benefits of owning a firearm. More recently, examining ads placed in 2016–2020 (“Phase 4”), the authors of the study observed a more subtle approach to empowerment — focusing on feminine competence.

In this phase, the study identified four “frames” of the armed American woman: Serious Student, Capable Carrier, Domestic Defender and Action Hero. Of these four, “Serious Student” was the most common frame. The authors contend the Serious Student frame “enables women and men readers to understand women’s personal gun ownership as serious, responsible and safe.”

Nancy Keaton, *SI* contributing editor and the first female president of the Centralia (Wash.) Rifle Club & Junior Division range, has personal experience with erroneous assumptions — taking a positive view.



▲ This ad from Taurus, which ran in *Shooting Industry*’s Feb. 2014 issue, is representative of how ads featuring women have changed through the years.

“I’m often told I don’t look like I’d like guns,” she said. “I always wonder what that means but I think they still don’t expect women, especially older women, to like guns. I choose to take it as a compliment; I’m very happy if I can change someone’s preconceived notion of what the typical gun owner looks like. We’re just normal people.”

IMPACT OF DIVERSITY

With growing diversification among firearms owners, the researchers concluded gun owners, as a group, would be harder to predict moving forward.

Continued on p. 45

DEALERS DO THE MATH!

EUROPEAN AMERICAN ARMORY

EAA Corp has been delivering reasonably priced firearms since 1990 while preserving the **vital three-step margin** strategy, supporting distributors, dealers, and retailers amid an increasingly challenging economy, setting us apart from many competitors in the industry



Our competition says:

15% Gross margin is enough, the bank says 5.5% on your line of credit, you say I need 10% to run the business=

NEGATIVE -0.5%

Our competition says make it up in volume?

$$\begin{array}{r} 15\%- \\ 5.5\%- \\ 10\%- \\ \hline -0.5 \end{array}$$

Negative is negative no matter how many turns!

EAA Corp says:

Make 25% - 5.5% - 10% = **POSITIVE 9.5%**
And turn the volume up.

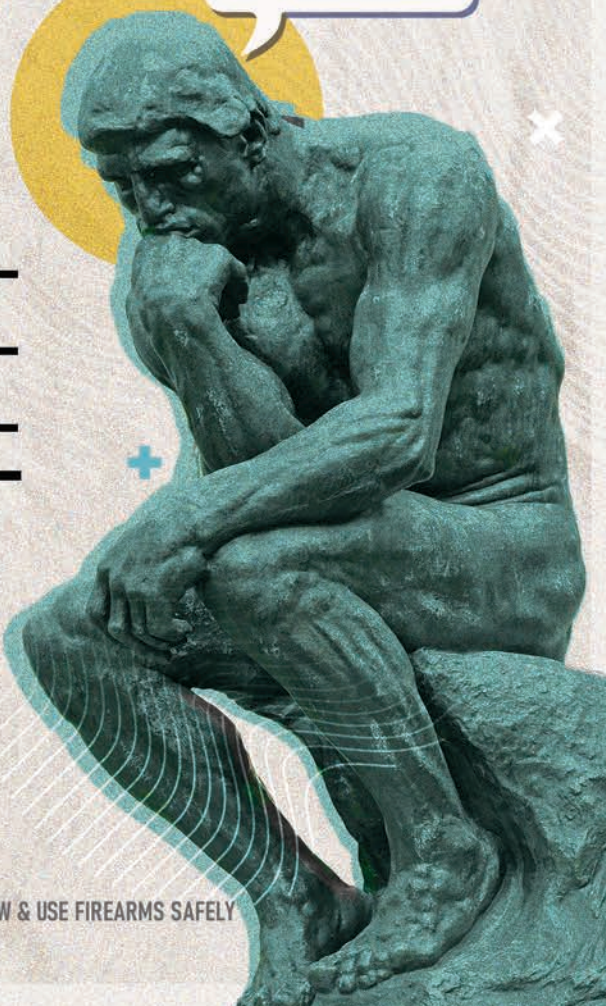
$$\begin{array}{r} 25\%- \\ 5.5\%- \\ 10\%- \\ \hline 9.5 \end{array}$$

It is time you did the math!
Concentrate on **EAA Corp** to increase your bottom line!



EAA CORP.COM

IT'S YOUR RIGHT TO BEAR ARMS. IT'S YOUR RESPONSIBILITY TO ABIDE BY THE LAW & USE FIREARMS SAFELY



PRESTIGE NEVER GOES OUT OF STYLE.



SPANDAU PREMIER

METICULOUSLY CRAFTED TO DEFY THE NORM AND IMPRESS THE SENSES,
THE PREMIER OVER/UNDER SHOTGUN DELIVERS A RARE COMBINATION
OF HAND-FINISHED ELEGANCE AND PREMIUM PERFORMANCE.



SPANDAU



SpandauArms.com