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If you are a professional looking for a versatile pair of binoculars, Merger Duo NXP50 by Pulsar is the one device that should draw your attention. **PAGE 34**



Streamlight®, Inc. has selected its best-selling products for law enforcement professionals after feedback from police divisions and tactical law enforcement units. **PAGE 48**



BIS IMPLEMENTS STRINGENT US EXPORT CONTROLS, IMPACTING FIREARM INDUSTRY'S GLOBAL COMPETITIVENESS

The US Department of Commerce's Bureau of Industry and Security (BIS) has released an Interim Final Rule that marks a significant shift in firearm export policies, transitioning what was initially a 90-day review period into a permanent set of restrictive measures.

This move, part of the Biden administration's broader regulatory approach, has sparked significant controversy from within the firearm industry, as represented by criticism from the National Shooting Sports Foundation (NSSF).

The rule introduces several

major changes, including the reduction of the validity period for export licenses from four years to just one year, the establishment of three new Export Control Classification Numbers (ECCNs) for various categories of firearms, and a stringent case-by-case license approval process. This process will now consider a range of factors, including foreign policy objectives, national security risks, potential for government corruption, and the likelihood of firearm diversion or human rights abuses.

Particularly contentious

is the provision that sets a presumption of denial for firearm export licenses to a list of 36 countries, identified by the State Department as posing heightened risks. This list predominantly includes nations in Latin America, the Caribbean, and Southeast Asia, raising concerns about the potential racial and geographic biases in policy application. Additionally, all previously granted firearm export licenses to these "high-risk" countries will be revoked within 60 days after the rule takes effect on May 30, 2024, necessitating that U.S. companies reapply under the new, more stringent

criteria.

The economic ramifications of these changes are significant. The NSSF argues that the total economic impact of the new rule could exceed \$250 million for US manufacturers and exporters – a figure starkly higher than the estimates provided by the BIS. This figure underlines the rule's potential to not only reshape the landscape of international arms trade but also to substantially affect the bottom line of US businesses engaged in these exports.

The NSSF, representing the interests and concerns

• *Continued on page 8*

SENT TO MORE THAN 30,000 SHOOTING INDUSTRY PROFESSIONALS IN OVER 120 COUNTRIES EVERY MONTH

GunTrade World

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RESILIENCE IS NEEDED, NOW MORE THAN EVER...

Here at *Gun Trade World*, we look to encourage positivity and inspire the global trade community, even in the face of adversity. However, this month has presented us with significant challenges, particularly upon learning of The Bureau of Industry and Security (BIS)'s implementation of sweeping changes to export regulations, which carry immediate and far-reaching implications for the firearm industry.

What was initially conceived as a temporary measure, the so-called "90-day" pause, has since evolved into a more permanent regulatory framework with the release of the interim final rule on Friday, April 26, subsequently published in the Federal Register on April 30. These regulations are stated to take effect on May 30, 2024, with a public comment period extending until July 1, 2024.

In response to these developments, the National Shooting Sports Foundation (NSSF) has taken decisive action, rallying its members and the broader industry to vocalise their concerns and delineate the economic repercussions of these regulations through public comments. Notably,

the new rule significantly truncates the validity of export licenses from four years to just one year, albeit with exceptions for intra-company or government contract exports.

In the face of these challenges, it is imperative that our industry remains resilient and unified. Together, we must confront decisions that threaten to undermine the integrity and prosperity of our trade.

While the road ahead may be fraught with uncertainty, we hold onto hope, knowing that the concerted efforts of organisations like the NSSF may yet yield positive outcomes. As we navigate these turbulent waters, let us remain steadfast in our commitment to upholding the values and principles that define our industry.

Wishing you a fruitful trading month ahead.

Rob Smith
Editor

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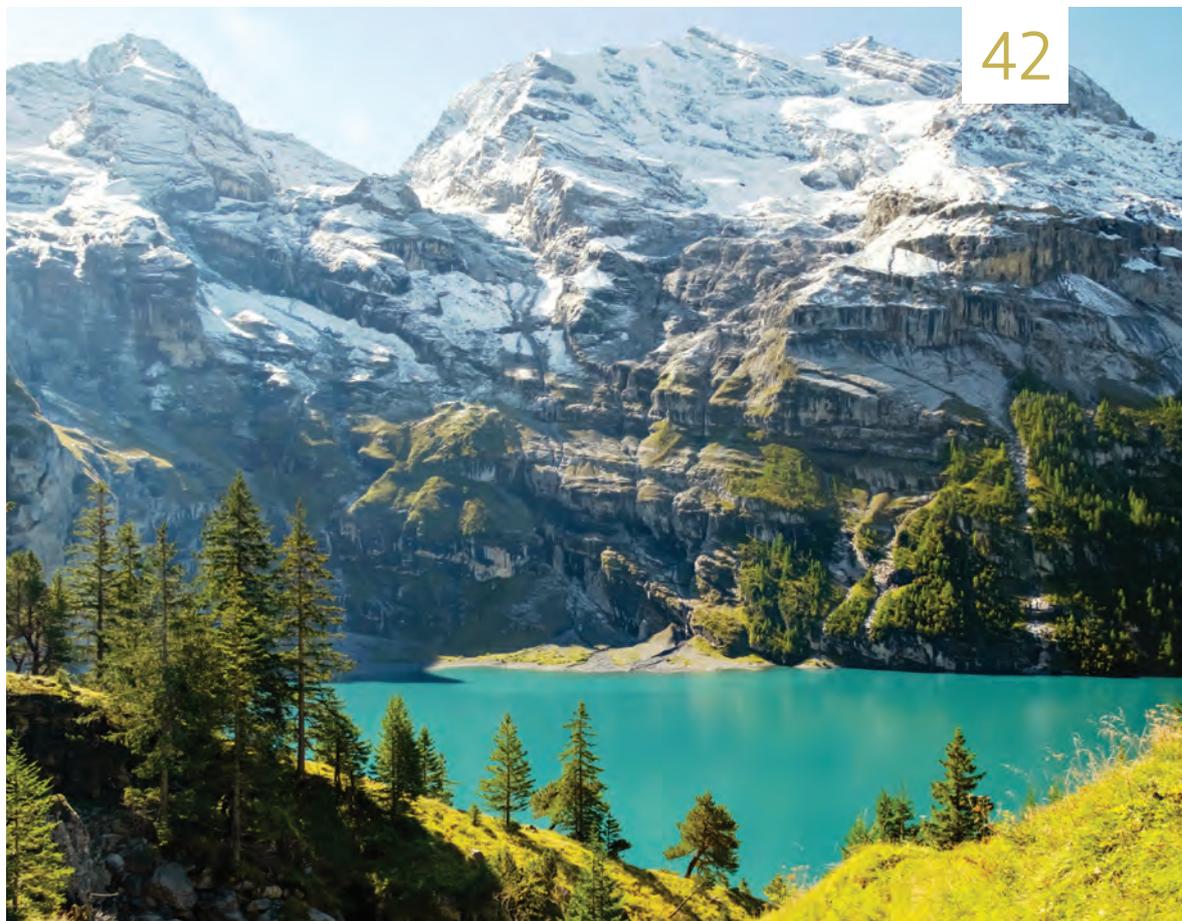
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MAKING CONTACT

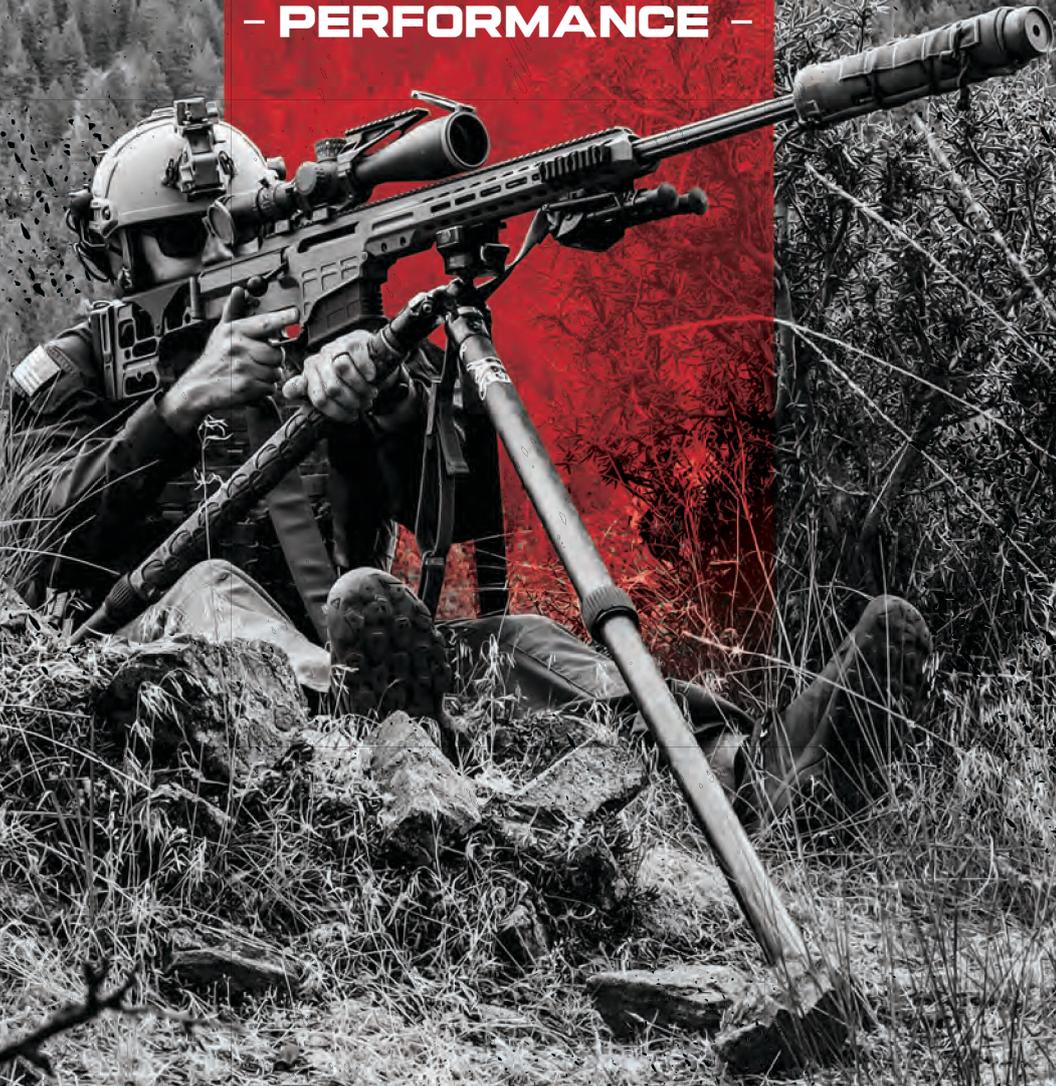
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AUSTRALIA'S SHOOTING COMMUNITY LAMENTS LOST COMMONWEALTH GAMES OPPORTUNITY

The recent cancellation of the Victoria 2026 Commonwealth Games has sent ripples of disappointment through Australia's shooting sports community.

This sentiment was strongly voiced during the public hearings held by the Select Committee on the 2026 Commonwealth Games Bid Inquiry, where key stakeholders from the shooting sports sector presented their concerns.

Barry Howlett, Communications Manager of the Sporting Shooters' Association of Australia Victoria (SSAA Vic), articulated the dual losses his sport faces: the missed opportunity for infrastructure improvements and the broader impact of diminished exposure on both domestic and international stages. These facilities, expected to be upgraded as part of the Games' legacy, now remain untouched, leaving the sport without the anticipated state-of-the-art venues.

The significance of shooting's inclusion

in the Commonwealth Games cannot be overstated. Unlike some sports, shooting is not a mainstay in the Games' core roster, making its inclusion in the 2026 Games—a result of persistent efforts by Shooting Australia and its affiliates including SSAA Vic – a notable victory. This achievement was poised to bring considerable attention and likely an influx of new enthusiasts to the sport, an effect now unrealized due to the event's cancellation.

The 2022 exclusion of shooting from the Birmingham Commonwealth Games had already stirred discontent and concern among the global shooting community, fearing the exclusion could signal a waning interest in the sport within the Commonwealth sports tradition. The reinstatement in the now-cancelled 2026 Games had briefly rekindled hopes among athletes, volunteers, and officials, particularly with the prospect of competing on home soil.

Victoria's withdrawal as the host – citing spiralling costs exceeding initial estimates – was a decision made in July 2023. Adam Sachs, Chief Executive Officer of Shooting Australia, expressed profound disappointment over the cancellation, acknowledging the extensive efforts poured into the reinstatement of shooting in the Games. Despite this setback, Sachs reaffirmed the organisation's commitment to preparing athletes for upcoming international competitions, including the Paris 2024 Olympic and Paralympic Games, and future events in Los Angeles and Brisbane.

The fallout from Victoria's decision has prompted a broader inquiry into the cancellation's repercussions. This inquiry is set to examine not only the financial and planning aspects but also the potential governance failures and the broader impact on regional development and various sporting communities.

HSE delays UK decision on lead in ammunition

The Health and Safety Executive (HSE) has announced an extension in the timeline for evaluating potential restrictions on the use of lead in ammunition under UK REACH regulations.

The final opinion on the proposed restrictions is now expected by September 2024, with subsequent publication following review by the appropriate authorities, including the Defra Secretary of State and the devolved governments of Scotland and Wales.

This delay comes as HSE needs additional time to thoroughly process and analyse the substantial feedback received during its recent public consultation, which garnered 8,159 responses concerning the draft socioeconomic analysis opinion. The extended timeline will also provide the REACH Independent Scientific Expert Panel (RISEP) the necessary period to scrutinise and

challenge the final opinion adequately.

The decision to implement any further regulatory measures under a UK REACH restriction will be made by the appropriate authorities after they have received and reviewed the final opinion from HSE.

Simon West OBE, who heads up the Gun Trade Association, commented: "This latest in a series of delays from HSE provides continuing uncertainty for the industry and the shooting community. We are committed to the transition away from lead where the evidence demands it, but with global shortages of nitro-cellulose and other propellants and a need to make long-term investment decisions, this delay only makes transition more difficult. The Government must realise that the time it will take for the industry to adapt will only lengthen if we are unable to make informed plans."

MTM CASE-GARD HIRES MAYNARD AS NATIONAL SALES MANAGER

MTM Case-Gard, the first name in innovative polymer-based solutions for shooting and hunting enthusiasts, has hired outdoor industry veteran Klay Maynard as its new National Sales Manager.

Maynard comes to MTM Case-Gard with an impressive resume in outdoor product sales – a history that began before he was out of high school.

"My dad worked for Berkley when it was just Berkley back in the 1980s," said Maynard. "As a kid, I would go to dealer events and distributor shows with him, and that is how I started forming relationships in the industry."

After completing college, Maynard worked international sales for an OEM car manufacturer supplier for a few years, but he never left the outdoor segment.

"During this time,"



Maynard continued, "I was still helping my father as an Ambassador for, then, Pure Fishing."

Maynard eventually went to work for Pure Fishing in 1998 as a District Sales Manager. This position was followed by a stint as a Sales Representative for Beretta, co-owner of Maynard Outdoors, and, most recently, a Sales Representative for Sportco Marketing.

In his new role as National Sales Manager, Maynard will manage all sales efforts and initiatives for the MTM Case-Gard brand.

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EUROPEAN PARLIAMENT ADVANCES REVISED “FIREARMS” REGULATION

Recently, the European Parliament cast a decisive vote in favour of revising the EU “Firearms” Regulation, formally known as Regulation 258/2012, which pertains to the import, export, and transit of firearms, their essential parts, and ammunition.

This decision follows an agreement reached during the trilogue inter-institutional negotiations involving negotiating teams from both the European Parliament and the Council (representing member state governments). The Council is anticipated to endorse the revised text in the coming weeks.

The updated regulation aims to streamline the process for EU hunters, sport shooters, and historical reenactors

(collectors) when traveling outside the EU with their firearms and ammunition, maintaining similar provisions to the current Regulation 258/2012. A notable addition in the revised regulation is the introduction of a single import authorisation, simplifying the process for these individuals when entering the EU with their firearms and ammunition, as outlined in Article 11 of the regulation.

This single import authorisation marks a significant advancement in simplifying firearms regulations for specific groups, though it also highlights a missed opportunity for broader simplification. The requirements for individuals traveling into the EU with

firearms remain substantial. They include providing information on the intended exit point and date for the firearms, along with evidence or a declaration of no criminal record related to serious offenses.

Moreover, the revised text allows member states the option to issue a national general import authorisation under specific circumstances, such as when hunters, collectors, or sport shooters are invited by an organiser to participate in an event. This flexibility means individuals can choose between applying for an EU import authorisation, adhering to its detailed requirements, or opting for a national import authorisation.

Additionally, Article 11.6 empowers the European Commission to define the minimum requirements for national general authorisations through implementing acts, aiming to harmonise these processes across member states. This provision is particularly relevant for member states that currently have simplified procedures for non-EU hunters and sport shooters traveling with firearms and ammunition.

The impact of these changes on EU member states that already have simplified procedures in place remains to be seen, as the new regulation seeks to balance individual freedoms with security concerns.

 www.face.eu

About

Established in 1998, AirForce Airguns was the first company to mass-produce high-quality PCP air rifles in the United States. AirForce rifle features German-made Lothar Walther match grade barrels with other components being manufactured and assembled in their Ft. Worth, Texas-based manufacturing facility. AirForce Airguns, a founding member of the Airgun Sporting Association, continues to work to educate legislators and regulators about airguns on a local, state, and national level. In 2018 AirForce Airguns acquired Rapid Air Worx (RAW) and works toward improving performance while maintaining RAW's exceptional reputation for accuracy.

Firearms licensing delays impact UK gun trade

The UK gun trade has faced significant challenges over the last three years due to prolonged delays in firearms licensing services across police forces in England and Wales. Currently, only half of the forces are meeting the expected turnaround times for processing licenses, according to recent evaluations.

In advance of the Police and Crime Commissioner elections, the Gun Trade Association (GTA) sought clarity and data from the National Police Chiefs' Council through a Freedom of Information request, only to have it rejected on the grounds of a planned future release. This has sparked concerns over transparency and accountability in police operations. Simon West OBE, speaking to Gun Trade Insider, questioned the withholding of such critical performance data, saying, “What is the real reason for their secrecy? Performance excuses have been based on the pandemic and introduction of

statutory guidance in 2021. So long after those events, there appears to be a far bigger problem. Like all businesses, RFDs depend on cash flow. The failure of licensing departments to provide timely statutory services prevent potential customers from entering the sport and directly affecting trade jobs and livelihoods.”

This issue has been compounded by new procedural demands that lack a clear legal basis, such as requests from RFDs in the Metropolitan Police area to collect medical data on employees, a practice that has been questioned for its legality and impact on privacy.

Illustrating the situation, Sussex Police acknowledged their own shortcomings in a recent public meeting. The joint Surrey and Sussex Firearms and Explosives Licensing Unit admitted via email to an applicant that the service provided was substandard. Compared to neighbouring regions like Thames

Valley and Hampshire, which process similar renewals much faster, Sussex averages a protracted 76 days for license renewals.

Assistant Chief Constable Simon Dobinson attributed these delays to a series of statutory changes instigated by the 2021 Plymouth shooting incident. Dobinson assured that efforts were underway to improve the situation, highlighting a slight reduction in the average waiting time and the initiation of a review aimed at refining the process.

Amidst these operational challenges, Commissioner Katy Bourne, alongside Chief Constable Jo Shiner, are considering options to better resource the licensing unit to enhance its efficiency and responsiveness. As the gun trade and prospective firearms owners watch closely, the outcome of these efforts and the upcoming elections could signal significant changes in how firearms licensing is managed in the UK.

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HODGDON POWDER COMPANY ACQUIRES RCBS RELOADING



Hodgdon Powder Company, a renowned supplier of smokeless and black powder substitutes, has successfully completed its acquisition of RCBS Reloading from Revelyst, a segment of Vista Outdoor (NYSE: VSTO).

This transaction, which took effect on May 2, 2024, marks a strategic expansion for Hodgdon, which is set to continue the distribution of RCBS products to both wholesale and retail customers without interruption.

Steve Kehrwald, President and CEO of Hodgdon Powder Company, emphasised the synergy between the two companies, stating, "This

acquisition of RCBS, the leading brand in metallic reloading tools, is a perfect complement to our portfolio of smokeless powder brands for our handloading customers." Kehrwald also highlighted the benefits of integrating RCBS with Hodgdon's advanced ballistics laboratories, which will enhance the provision of load data to RCBS's customer base.

The acquisition brings the RCBS facility in Oroville, California, under the Hodgdon umbrella, joining the company's existing facilities in Shawnee and Herington, Kansas, and Miles City, Montana. This expansion

not only doubles Hodgdon's workforce but significantly enhances its manufacturing capabilities.

J.B. Hodgdon, co-owner of Hodgdon Powder Company along with his late brother Bob, shared a personal note on the acquisition's historical significance. He recalled the collaborative efforts of their father, Bruce Hodgdon, with Fred Huntington, the founder of RCBS, during the Reloading Roadshow events in the 1950s and 1960s. "Our dad Bruce partnered with Fred Huntington from RCBS to conduct Reloading Roadshow events in the 1950s and 1960s. I believe they both are looking

down today, proud to have our two great brands together in 2024," he remarked.

Eric Nyman, Co-CEO of Vista Outdoor and CEO of Revelyst, also commented on the transition, praising RCBS's longstanding commitment to manufacturing excellence and innovation. "We are thrilled for RCBS and their new ownership with Hodgdon Powder. This transaction joins two iconic brands, and it ensures that RCBS is positioned for success in the next chapter of its history," Nyman stated.

✉ www.hodgdonpowderco.com
 🌐 www.rcbs.com

About Hodgdon

Founded in 1947 by Bruce and Amy Hodgdon, Hodgdon Powder Company has grown under the stewardship of their sons J.B. and Bob into the largest US supplier of propellants used in reloading. The company boasts a wide range of products under brands such as Hodgdon®, IMR®, Winchester®, and now RCBS®.

About RCBS

RCBS itself was established in 1943 by Fred Huntington and has become a leader in the reloading equipment sector, producing a comprehensive array of tools and accessories for ammunition handloading.

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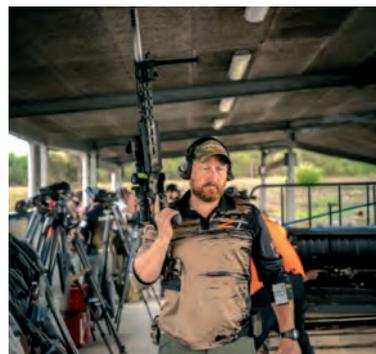


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JAMES HEAD APPOINTED AS HEAD OF INTERNATIONAL SALES AT ZEROTECH OPTICS



ZeroTech, a leading innovator in precision optical technology, has announced the appointment of James Head as Head of International Sales.

This strategic move comes as part of ZeroTech's ongoing efforts to expand its global market presence and enhance customer engagement across its international operations.

James brings to ZeroTech a wealth of experience and a proven track record of success in the optics and outdoor industry. Prior to joining ZeroTech, James played a pivotal role at Lightforce Group, the premier

distributors of Nightforce in Australia, where he significantly contributed to the expansion and success of the brand's market reach.

In his new role at ZeroTech, James will be responsible for overseeing the global sales strategy, fostering key relationships, and leading international sales initiatives that align with ZeroTech's mission to deliver exceptional quality and innovative optical solutions to customers worldwide.

"I'm genuinely thrilled to join a team that places such a strong emphasis on product development. It's exciting to

bring my background in optics to the table, helping to enhance ZeroTech's market presence further and drive growth across both new and existing markets," said James Head.

Chris Watkins, CEO of ZeroTech, commented, "Bringing James into our team underscores our commitment to attracting top talent within the industry. His extensive expertise and proven ability to enhance sales and development are crucial as we continue to innovate and extend our reach on a global scale. James is a perfect fit, not just in capability but

also in embodying the spirit and values of ZeroTech. His arrival is a significant step forward in our ongoing pursuit of excellence and leadership within the optics industry."

James Head's appointment has been effective as of 19 July 2023, and he will be based out of Queensland, Australia.

✉ sales@zerotechoptics.com
 🌐 www.zerotechoptics.com

About

ZeroTech International is pioneering new grounds in the development of cutting-edge optical solutions tailored to the needs of the most demanding users. This innovative direction is establishing its reputation as one of the world's leading optical manufacturers dedicated to providing hunters, shooters, and outdoors enthusiasts with elite optical performance in all-weather scenarios. ZeroTech Optics prides itself on delivering a promise of unmatched user experience, unbeatable value for money, and a dedicated customer-centered focus. The company supplies optics that not only meet but exceed users' expectations. ZeroTech has made a significant mark on the global stage, stemming from its roots as a third-generation optical distributor and manufacturer in the USA, specialising in performance optics designed for the most challenging environments on Earth. This expertise has seen ZeroTech Optics undergo rigorous testing across diverse and demanding terrains – from the vast arid floodplains of Australia and Africa to the treacherous snow-capped peaks of the southern fjords in New Zealand, and providing repeatable reliability in the challenging conditions of Alaska.

German Precision Optics hires Pestilli Group LLC to handle northeast sales

German Precision Optics (GPO) USA, a leading provider of premium binoculars, riflescopes, and rangefinders, has revealed its partnership with Pestilli Group, LLC, a renowned sales representative firm, to handle the sales of GPO's premium optics in the Northeast region. The territory includes Ohio, Pennsylvania, Maryland, and northern New England.

With over 150 years of experience, Pestilli Group has established a distinguished reputation for its exceptional service, leadership, and commitment

to professionalism. As a family-owned business, Pestilli Group shares GPO's values and dedication to providing top-notch sales and service.

"We are thrilled to have Pestilli Group represent GPO in the field," said Mike Jensen, owner and CEO of GPO USA. "Their outstanding track record and expertise make them an ideal partner for us. We have full confidence in their ability to effectively promote and support our premium brand of optics."

Headquartered in Lebanon, Pa., and

Voluntown, Ct., Pestilli Group comprises a team of 11 experienced sales representatives who have been serving the Northeast territory with unparalleled dedication. Their extensive knowledge of the market and strong relationships with customers make them a valuable asset to GPO's expansion efforts.

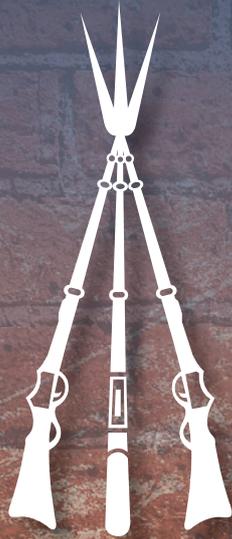
Vince Pestilli, representative of Pestilli Group, expressed his enthusiasm for the partnership, stating, "GPO's optics are truly exceptional, and we are proud to stand behind such a premium

brand. We are excited about the opportunities this collaboration will bring and look forward to a mutually beneficial relationship."

This strategic partnership with Pestilli Group marks another significant milestone in GPO's growth journey in the United States. By joining forces, GPO and Pestilli Group aim to further enhance their presence in the Northeast region and provide customers with unparalleled support and access to GPO's cutting-edge optics.

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Anderson Manufacturing appoints Jeff Stawiarski as new CEO

Anderson Manufacturing has appointed Jeff Stawiarski as the new Chief Executive Officer of the esteemed family-owned company, effective April 29, 2024. This strategic move reinforces Anderson Manufacturing's commitment to innovation and growth.

"As we embark on this exciting new chapter, we are thrilled to welcome Jeff as our CEO," said Charles and Carl Anderson, owners of Anderson Manufacturing. "His proven track record of success, combined with his deep understanding of the industry, make him the ideal leader to guide our company into the future."

With a wealth of experience, expertise, and thoughtful leadership, Stawiarski has demonstrated exceptional vision and stewardship throughout his career. He has held positions at Xtreme Scents, W.L. Gore, Vista Outdoor, and EOTECH. His appointment is pivotal as Anderson Manufacturing continues expanding its market presence and drives forward its legacy of quality and

precision craftsmanship.

As CEO, Stawiarski will lead Anderson Manufacturing's strategic direction, fostering innovation and driving sustainable growth. His leadership will build upon the strong foundation established by the Anderson family, ensuring continued success and prosperity.

"I am honoured to join Anderson Manufacturing as CEO and to work alongside the talented team that has made this company a recognised leader in the industry," said Stawiarski. "I am committed to building upon Anderson Manufacturing's legacy of excellence, driving innovation, and delivering unparalleled value to our customers."

Charles and Carl Anderson will continue to lead through their roles on the company's board of directors, providing valuable guidance and insight as Anderson Manufacturing enters this new leadership chapter.

www.andersonmanufacturing.com



About

Excellence in manufacturing is something many aspire to achieve, yet few attain.

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Sportsmatch innovates with new barcoding system

In an important move, aimed at streamlining inventory management for dealers, Sportsmatch has announced the introduction of barcodes on all their products. This development comes in response to longstanding requests from dealers who utilise Point of Sale (POS) systems, enhancing efficiency and ease of use.

Matthew Ford-James of Sportsmatch commented on the update, saying, "For some time, dealers have been asking for this, and we have finally cracked it. We waited until our new resealable packaging



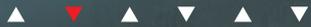
was ready, which took some time to perfect." The new packaging not only meets the practical needs of dealers but also addresses environmental concerns with its plastic-free, resealable design that now includes barcoding.

This update is expected to significantly enhance the operational efficiency of dealers and stresses Sportsmatch's commitment to innovation and customer service.

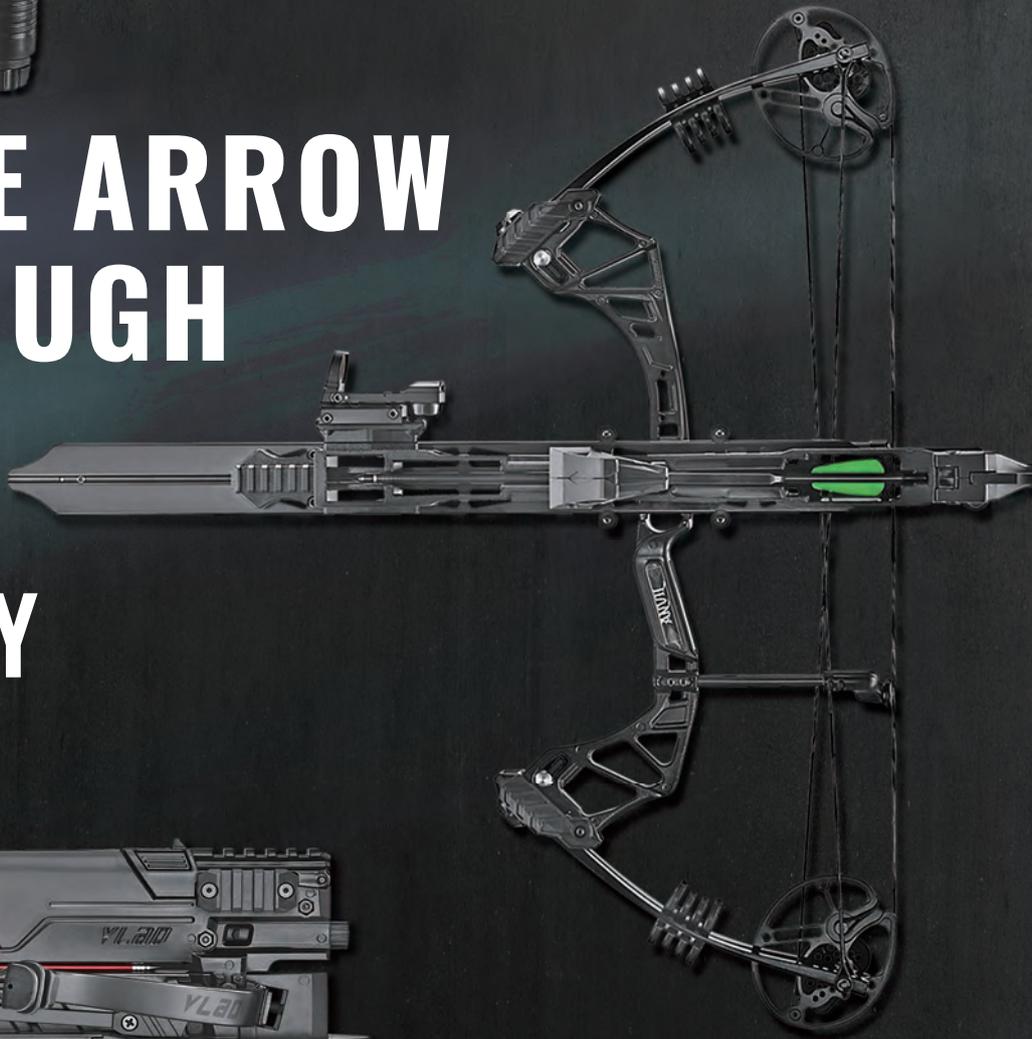
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GREGG RITZ ACQUIRES THOMPSON/CENTER ARMS

Gregg Ritz, a prominent figure in the outdoor industry, has announced the acquisition of Thompson/Center Arms, a move poised to reinvigorate the brand and its legacy in the firearms market.

Thompson/Center Arms, renowned for its innovation and craftsmanship, has been a staple in the firearms community for decades, with a rich heritage deeply rooted in pioneering designs and exceptional quality. With the acquisition led by Gregg Ritz, Thompson/Center Arms is positioned to continue its reputation of performance as the family-owned company enters an exciting new chapter under fresh leadership.

Gregg Ritz brings a wealth of experience and knowledge to this acquisition that has come full circle. As former



owner of Thompson/Center Arms, a seasoned media & manufacturing entrepreneur and television host of the top-rated, award-winning Hunt Masters series on Outdoor Channel, Ritz has an intimate understanding of the needs and desires of outdoor enthusiasts. His vision for Thompson/Center Arms is

clear – to build upon its rich heritage while introducing new technologies that meet the evolving demands of the market.

Ritz's ownership partners add to the depth of the team, bringing vast outdoor retail knowledge focusing on customer service and an unparalleled user experience, along with two decades of global manufacturing expertise delivering the highest quality precision parts that serve the aerospace, automotive, agriculture and defense market segments.

Four USA based plants, which are ISO 9001 and IATF 16949 certified and ITAR registered, span over 155,000 square feet which operate 200 state-of-the-art production machines.

"Thompson/Center Arms

holds a special place in the hearts of hunters and shooters worldwide, and we are committed to honouring the past while driving inventiveness and growth," said Gregg Ritz.

"With the support of our dedicated team and loyal customers, I am confident that Thompson/Center Arms will continue to thrive in the years to come."

The announcement marks a strategic move for Gregg Ritz and underscores his commitment to the firearms industry. With a focus on quality and Made in the USA manufacturing, Thompson/Center Arms is set to captivate a new generation of shooters and outdoor enthusiasts alike.

 www.tcarms.com

Wiley X expands US sales team

Wiley X, a global leader and pioneer in premium protective eyewear, has restructured and expanded its sales team to enhance the brand's relationships and support across retail partners and customers.

Completed in unison with its recent brand refresh, Wiley X has expanded its sales team to add more than 100 representatives across the US and has welcomed seasoned industry executive Aaron Quigley as its Senior Vice President of Sales. Quigley joins the brand with over 20 years of experience as a sales executive for companies such as Oakley, Stussy, and VonZipper.

"I've admired Wiley X for years and the more time I spend with the wonderful people and professionals here, the more I realise how special the brand is," Quigley said. "I'm truly humbled, excited and motivated to join such an outstanding company."

Alongside Wiley X Co-Owners Myles and Dan Freeman, Quigley is leading the company's efforts to enhance support for its retail partners and develop a more impactful brand presentation across sales channels. As part of this initiative, Wiley X

has expanded the teams of both its Outdoor and Optical Divisions with the addition of over 100 industry professionals and agency representatives across the US.

"This strategic and aggressive expansion of our sales team will help us better serve our partners and customers with more regionally specific knowledge, expertise and relationships," said Quigley.

Carl Stout, Director of Outdoor Sales for Wiley X, joined the Outdoor Division in 2023 after holding senior sales positions with Sellmark and Meproflight. During his time with the company, Stout and his team have strategically expanded the brand's dealer network while boosting alignment with new and existing retail partners.

In the Optical Division, long-time leader of the Optical Business at Wiley X, Karen Wilkerson, partnered with Quigley to welcome Alana Clarke as the Regional Sales Manager for Optical. Clarke joined the brand with a strong track record of results during her time with Luxottica and Safilo. Clarke is now spearheading efforts to

supercharge business with independent and large-scale eyecare professionals.

"We're very confident and excited about the team of leaders, representatives and agency partners we've put in place," said Quigley. "Wiley X is moving toward a bright future and our fortified sales team will ensure we continue to provide exceptional service to all of our local, regional and national partners."

For more information, or for dealer enquiries, please contact Wiley X Customer Service.

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CZECH INVESTMENT GROUP ACQUIRES STEYR ARMS

The Czech investment group RSBC, has acquired Austria-based firearms manufacturer Steyr Arms.

The transaction places Steyr Arms entirely under the ownership of RSBC, which purchased the company from its previous owner, SMH Holding GmbH. The financial terms of the deal have not been disclosed.

The acquisition comes as part of RSBC's strategy to bolster its footprint in the defence sector. Previously in 2017, RSBC expanded its defence portfolio by acquiring Slovenian arms producer AREX. With the addition of Steyr Arms, RSBC plans to form a new holding company that will spearhead the strategic development of both companies under the leadership of Tim Castagne, the current CEO of AREX.

Robert Schönfeld, founder of RSBC, expressed confidence in the acquisition, stating, "Steyr Arms has

an excellent reputation and tradition in the world. It stands for trust and quality. Its products are among the best in the hunting, civilian, and defence sectors. We firmly believe that the range, resources, and deep expertise of RSBC will contribute to the successful growth of Steyr Arms."

Milan Šlapák, CEO of RSBC Group, also highlighted the significance of this acquisition, describing it as a "once-in-a-generation opportunity" to advance the legacy of a major player in the long guns sector for military and law enforcement.

The new partnership is expected to drive innovation and growth for Steyr Arms by leveraging collaborations in product portfolios, research and development capabilities, and strengthened sales and service channels.

This strategic acquisition signals RSBC's commitment to expanding its influence



in the defence industry, aligning with its broader investment strategy aimed at securing long-term value and tapping into unique market opportunities. As Steyr Arms integrates into RSBC's portfolio, industry observers will be closely watching the potential enhancements to its hunting product offerings and market strategies under this new ownership.

Founded in 1864, Steyr Arms is recognised for its

long-standing tradition in firearm manufacturing, with a substantial presence in the markets for hunting rifles, military and police firearms. Employing over 200 staff across its operations in Austria and the USA, the company reported a turnover exceeding EUR 45 million in 2023.

www.steyr-arms.com
www.rsbcgroup.com

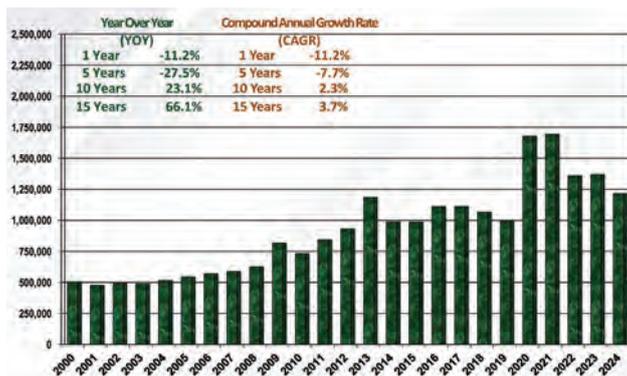
NSSF-adjusted NICS background checks for April 2024

The April 2024 NSSF-adjusted National Instant Criminal Background Check System (NICS) figure of 1,216,116 is a decrease of 11.2 percent compared to the April 2023 NSSF-adjusted NICS figure of 1,369,296. For comparison, the unadjusted April 2024 FBI NICS figure of 2,240,434 reflects a 14.4 percent decrease from the unadjusted FBI NICS figure of 2,616,729 in April 2023.

April 2024 marks the 57th month in a row that has exceeded 1 million adjusted background checks in a single month.

The adjusted NICS data were derived by subtracting out NICS purpose code permit checks and permit rechecks used by states for CCW permit application checks as well as checks on active CCW permit databases. NSSF started subtracting permit rechecks in February 2016.

Though not a direct correlation to firearms sales, the NSSF-adjusted NICS data provide an additional picture of current market conditions. In addition to



other purposes, NICS is used to check transactions for sales or transfers of new or used firearms.

It should be noted that these statistics represent the number of firearm background checks initiated through the NICS. They do not represent the number of firearms sold or sales dollars. Based on varying state laws, local market conditions and purchase scenarios, a one-to-one correlation cannot be made between a firearm background check and a firearm sale.

Please note: Twenty-four states currently

have at least one qualified alternative permit, which under the Brady Act allows the permit-holder, who has undergone a background check to obtain the permit, to purchase a firearm from a licensed dealer without a separate additional background check for that transfer. The number of NICS checks in these states does not include these legal transfers based on qualifying permits and NSSF does not adjust for these transfers.

For additional information on NICS or to view a complete set of the current monthly reports, please visit the NICS website.

Questions concerning NSSF-adjusted NICS data should be directed to NSSF. Members are able to access historical monthly NICS data by logging in and clicking on "Industry Research" then "NICS data."

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CSG APPOINTS PAUL LEMKE AS CEO OF CSG USA

Czechoslovak Group (CSG), a leading global industrial holding company, has appointed Paul Lemke to serve as Chief Executive Officer of CSG USA, the company's Virginia-based US division.

As part of his new role, Mr. Lemke will be responsible for identifying opportunities for growth and innovation and for developing strategic trade relationships with key business segments, including the U.S. Armed Forces, law enforcement and other government agencies.

Mr. Lemke has nearly three decades of military and business experience in the firearms and ammunition industries. He served for 20 years in the US Army, working in military diplomacy and security assistance, retiring with the rank of lieutenant colonel.

CSG USA plays a key role in serving the US market and growing global trade opportunities on behalf of CSG. The company recently supplied handheld POLR-1 through-wall imaging systems to the US Army, Federal Bureau of Investigation, and Phoenix and San Antonio police departments. It has also facilitated the delivery of "Straight Flush" missile guidance radars refurbished by CSG's RETIA a.s. to the US Armed Forces.

CSG USA also serves as point of contact for the US partners of the CSG Group, which owns Fiocchi Munizioni, a



manufacturer of small calibre ammunition with production sites in Missouri and Arkansas, employing over 300 employees.

"Paul brings significant experience and knowledge of the US market and our industry and we are pleased to welcome him as CEO of CSG USA," said David Štěpán, Member of the Board of Directors of CSG and CEO of the CSG Ammo+ division. "The US is an extremely important market for CSG, and we plan to significantly expand our presence here, including through our planned acquisition

of Kinetic Group, which we are purchasing from Vista Outdoor."

"I am thrilled to join CSG and look forward to helping drive our growth and relationships in the US, which is a strategically important market for the company," said Mr. Lemke. "CSG brings a long-term vision of contributing to the US economy by creating jobs, serving our customers with world-class quality, and being responsible members of the communities in which we operate."

Professional biography of Paul Lemke

Paul Lemke served for 20 years in the US Army, where he rose to the rank of lieutenant colonel. He served in combat arms and intelligence units and completed the US Army's airborne and Ranger courses. He later served as a political-military advisor, security assistance officer, and military attaché, serving for over 10 years in Latin America. After retiring to civilian life, he founded and led PolyCase Ammunition, a company that came to market with innovative ammunition using polymer materials. He later joined the European ammunition manufacturer Ammotec as CEO of their US manufacturing and distribution operations. In March 2024, he joined CSG USA as CEO.

www.czechoslovakgroup-usa.com

About CSG

The global industrial and technology group CSG, owned by Czech entrepreneur Michal Strnad, has key production facilities in the Czech Republic, Slovakia, Spain, Italy, India, the UK, and the U.S. and exports its products worldwide. CSG is continuously investing into the development of its companies while expanding in its core business areas. The Group includes, for example, the Czech truck manufacturer Tatra Trucks, the world's leading manufacturer of small calibre ammunition Fiocchi, and the Czech radar manufacturer Eldis. More than 10,000 employees work in the companies included in the CSG group and in their associated companies. In 2023, the Group's consolidated sales reached \$1.73 billion USD. CSG's main fields of activity are the engineering,

automotive, rail, aerospace, and defence industries and small calibre ammunition production. CSG's products can be found on all continents thanks to its strong export orientation.

CSG's USA-Related Activities

CSG's United States headquarters is located in Reston, Virginia. CSG has been developing long-term relationships with leading American corporations and government agencies. In 2015, CSG obtained a license for the production of Pandur II wheeled armoured personnel carriers from General Dynamics European Land Systems, the European subsidiary of General Dynamics. In 2021, CSG acquired Fábrica de Municiones de Granada, the Spanish producer of high calibre ammunition, from the same company.

Liberty Ammo supplies the Hollywood, Florida Police Dept.

Liberty Ammunition supports law enforcement with duty and training ammo.

The Hollywood, Florida Police Dept is one of the latest departments to include Liberty Ammunition for training needs. Liberty is assisting with their Steel Plate/Range frangible ammunition for training in .223.

Gary Ramey, CEO of Liberty Ammunition, said "The Hollywood Police Department is one of the premier departments in the nation. They are a fully accredited agency with a special focus on community programs. It's an honour and privilege to support their ongoing training programs to keep their community safe".

www.libertyammo.com

About

Liberty Ammunition is the leader in frangible and self-defence ammunition.

Liberty Ammunition frangible has reduced ricochet benefits. The duty ammunition is the most effective ammunition available today. It is lighter to carry, hits harder and transfers all the energy into the target.



AMMO, Inc. announces acquisition of tooling manufacturer



AMMO, Inc. the owner of GunBroker.com, has announced that it has acquired a tooling manufacturer that provides key resources toward the production of ammunition in its Manitowoc, Wisc. factory. The company expects that this acquisition will result in both streamlined operation of the factory and an annualised cost savings of over \$1 million.

“This acquisition was an essential step towards streamlining our plant operations by insourcing over 90 per cent of our tooling manufacturing.

We believe it will provide significant benefit as we continue to optimise the plant’s management,” said Jared Smith, Ammo, Inc. chief executive officer. “By strengthening our vertical capabilities, we enhance our speed to market, reduce lead times and better control costs. We expect these benefits will generate considerable cost savings and strengthen our strategic position as market leaders.”

www.ammoinc.com
www.gunbroker.com

About AMMO, Inc.

With its corporate offices headquartered in Scottsdale, Arizona, AMMO designs and manufactures products for a variety of aptitudes, including law enforcement, military, sport shooting and self-defense. The Company was founded in 2016 with a vision to change, innovate and invigorate the complacent munitions industry. AMMO promotes branded munitions as well as its patented STREAK™ Visual Ammunition, / stElTH/™subsonic munitions, and specialty rounds for military and law enforcement use via government programs.

About GunBroker.com

GunBroker.com is the largest online marketplace dedicated to firearms, hunting, shooting and related products. Aside from merchandise bearing its logo, GunBroker.com currently sells none of the items listed on its website. Third-party sellers list items on the site and Federal and state laws govern the sale of firearms and other restricted items. Ownership policies and regulations are followed using licensed firearms dealers as transfer agents. Launched in 1999, GunBroker.com is an informative, secure and safe way to buy and sell firearms, ammunition, air guns, archery equipment, knives and swords, firearms accessories and hunting/shooting gear online. GunBroker.com promotes responsible ownership of guns and firearms.

WATCHTOWER FIREARMS SELECTS OUTTECH FOR SALES & MARKETING PARTNERSHIP

Outtech Sales Services has announced a partnership with Watchtower Firearms, a veteran-owned firearm manufacturing company.

Through this collaboration, the Outtech Team will serve as the sales force for Watchtower’s complete range of firearms and accessories

across the United States, excluding the TALO states.

Outtech Sales Services President, John Seliga, conveyed his excitement about the partnership, stating: “Watchtower’s renowned reputation for delivering premium-quality firearms seamlessly aligns with our

dedication to offering top-tier opportunities to our retail partners. We are thrilled to join forces with them.”

Jordan Davis, Chief Growth Officer for Watchtower Firearms, commented: “When looking for the right sales team to partner with, Outtech was at

the top of my shortlist. Their reputation for growing brands via their unique holistic approach to sales was exactly what I was looking for. I am very excited to work with them in the years to come.”

www.teamouttech.com
www.watchtowerfirearms.com

About Outtech

Established in 1989, Outtech is one of the outdoor industry’s leaders in sales & marketing, maintaining a portfolio of brand leaders across hunt, camp, fish, shooting sports and outdoor lifestyle categories. Outtech is staffed with a group of over 80 industry specialists spread across multiple divisions, with over 1,500 combined years of experience in the outdoor industry.

About Watchtower Firearms

Watchtower Firearms, The Next Great American Firearms Company, is a veteran-owned firearm manufacturing company headquartered in Spring, Texas. Watchtower is dedicated to redefining the firearms manufacturing landscape through innovation, precision, and unwavering customer satisfaction. Its diverse range of products, crafted in the USA, includes military, civilian, and precision firearms, along with suppressors and accessories. In addition to consumer markets, Watchtower supplies superior firearms to global military and law enforcement markets. All Watchtower Firearms are backed by a lifetime guarantee, underscoring the commitment to quality and reliability. Embodying the spirit of American craftsmanship, Watchtower Firearms continues to honour the nation’s legacy in gun making.



PRESIDENT RONALD REAGAN GAVE US THE ANSWER FOR REJECTING GUN CONTROL

President Joe Biden said it again. Given another term, he'll do gun control. This time, he's grotesquely dismissive of the high price of freedom that has been paid with the lives of those who fought and died to preserve American independence.

By MARK OLIVA,
MANAGING DIRECTOR OF PUBLIC AFFAIRS AT NATIONAL SHOOTING SPORTS FOUNDATION

Thomas Jefferson, the author of the Bill of Rights, famously wrote “The tree of liberty must be refreshed from time to time with the blood of patriots and tyrants.”

President Biden told the “Smartless” podcast, according to Breitbart, that he will “make sure that we do something about gun violence in this country” should he be elected for a second term, adding, “this – the [tree of] liberty is watered with the blood of patriots, I mean, that’s a bunch of crap.”

President Biden specifically took aim at re-enacting the failed 1994 Assault Weapons Ban, that even the Centres for Disease Control and Prevention admitted had no effect on crime reduction. He reiterated his disproven claims about “cannon control” and again placed himself as the pre-eminent Second Amendment authority, despite the US Supreme Court clearly establishing the Second Amendment as a right of individual Americans.

It’s a mantra that would be easy to dismiss if it weren’t for all the gun control he’s already implemented by bypassing Congress and abusing his executive authority to attack the firearm industry.

Punishing Second Amendment Freedom

He targets “rogue” gun dealers, when even his own Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) officials published data showing they’re not the problem. The Bureau of Alcohol, Tobacco, Firearms and Explosives’ Volume Three of the National Firearms Commerce and Trafficking Assessment show just 0.1 percent of all federal firearms licensees were implicated in allegedly illegal firearm trafficking between 2017 and 2021.

President Biden’s Commerce Department published a punishing Interim Final Rule through the Bureau of Industry and Security (BIS) and slapped on new firearm export restrictions that have the intent of hobbling U.S. firearm manufacturers and exporters. The administration grasped at straws to justify it for national security reasons, but it also belies ATF data. The ATF’s National Firearm Commerce and Trafficking Assessment shows less than one percent of legally exported firearms

are ever traced in connection with a crime taking place in a foreign country.

Recently, Everytown for Gun Safety’s President John Feinblatt boasted of his gun control organization’s collusion with the White House’s office of Gun Violence Prevention, staffed by his former employee Rob Wilcox, and the City of Chicago to bring a frivolous and harassing lawsuit against Glock. The handgun maker is renowned for their product’s reliability and Feinblatt and others are upset because Glock refuses to change their handgun designs because criminals illegally alter them by affixing auto-sears – what ATF calls “machinegun conversion devices (MCD) – that are illegal to import, make, possess and install on a firearm. A dozen Democrat state attorneys general are threatening to sue, as is Hawaii.

The goal is to overturn the Protection of Lawful Commerce in Arms Act (PLCAA), the law that prohibits frivolous lawsuits against the firearm industry for the harm caused by remote third parties. To more easily understand that “remote third parties” is legal-speak for criminals. Feinblatt, President Biden and the Congressional gun control cabal want to return to the days of the late 1990’s and early 2000’s when unscrupulous trial lawyers in shiny suits in concert with gun control groups paraded a series of failing lawsuits to drain firearm manufacturers of funds with claims that were never successful.

That wasn’t the point, though. Disgraced former New York Gov. Andrew Cuomo served as the Housing and Urban Development Secretary under President Bill Clinton and infamously threatened the firearm industry with “death by a thousand cuts.” The objective was to bring the industry to its knees and force through court-ordered settlements gun control measures rejected by Congress or ratchet up the cost of litigation and shutter the industry through bankruptcy. Nothing changed.

Look to Another American President

It’s time to reject this mentality. There was a time in this nation when Americans shrugged off the collective blame that society shoulders responsibility for the ills that plague us and focused instead

on holding criminals accountable. Instead of listening to the 46th President of the United States, America should recall the words of the 40th President.

“We must reject the idea that every time a law’s broken, society is guilty rather than the lawbreaker,” President Ronald Reagan said. “It is time to restore the American precept that each individual is accountable for his actions.”

President Reagan delivered those remarks to the Republican National Convention in Miami in 1968.

Those words are as fitting today as they were over a half century ago.

President Biden, with the help of gun control cronies, wants to shift the blame for criminals misusing firearms to snatch that Constitutionally protected right from every American. Together, they’re doing it through executive fiat, judicial abuse, and regulatory overreach. They’ve gone so far as to create an office within The White House that is structured to do that, staffed by former gun control lobbyists.

The notion that others are to blame for an individual’s failings and crimes is as juvenile as the toddler’s “the devil made me do it” excuse. Laws are enacted to protect society. They give society the tools by which to hold individuals accountable when they don’t respect the rights of others or the consequences of their actions. When President Biden and his gun control factions talk of repealing PLCAA, enacting unconstitutional restrictions through the rulemaking process instead of working through Congress – the representatives of “We, the People,” they are abrogating their responsibility to protect the very people they’ve been entrusted to govern. They break the social contract with Americans to shift the blame for crime from the criminal to those who had no part or responsibility for that crime.

This isn’t how Americans want to be governed. Weaponizing government – including the courts to cast the blame for criminal misbehaviour on an industry or the rest of society – is anything but accountability. It gives the criminal a free pass. It punishes the innocent and negates rights that belong to law-abiding Americans.

 www.nssf.org

THE DEA SHOTGUN FROM FAUSTI

*A Blend of tradition
and innovation*

Fausti, a renowned name in Italian gun making, has long been synonymous with quality and craftsmanship. Among its prestigious offerings, the DEA range of side-by-side shotguns stands out as a compelling product for global dealers to consider. Here's an in-depth look at why the DEA shotgun represents a valuable addition to any firearms inventory.



At the heart of Fausti's DEA shotgun is the modified Anson & Deeley type mechanism, a design that has been a benchmark of reliability and simplicity since 1875. This mechanism is not only an indication to the enduring quality of classical gun making but also exemplifies robustness and operational reliability. Fausti's commitment to maintaining these traditional qualities, while integrating modern manufacturing techniques, makes the DEA a unique blend of old and new.

The individual components of each DEA shotgun are crafted using numerical control machines, ensuring precision and quality. However, it is the human touch that sets these shotguns apart—the final verification and assembly are conducted by experienced personnel, ensuring that each shotgun meets the high standards expected of a premium firearm.

The choice is yours

Fausti offers its customers the option of different gauges, from 12 to .410 GA, reflecting the brand's dedication to catering to the specific preferences of shooters. Dealers can provide customers with a choice between coin or colour case finishes, which emphasises the luxury aspect of the firearm.

Moreover, the DEA shotgun is tailored for optimal performance with its weight and balance meticulously adjusted according to the calibre. This attention to detail

guarantees a shotgun that is not only beautiful but also perfectly balanced for an excellent shooting experience. Fausti offers interchangeable chokes for all gauges, except the .410 ga which is a fixed choke (mod/full), various barrel lengths and the DEA is offered in a single trigger variation.

Versatility and design

The design of the DEA shotgun is thoughtfully considered to enhance usability and comfort. The forend varies by gauge – English-style for the 12, 16, and 20 gauges, and semi-beavertail for the smaller 28 and .410 gauges, ensuring a better grip with thinner barrels. Such considerations show Fausti's understanding of the practical needs of shooters.

The anti-reflective Guilloché rib and classic brass pearl at the rib's end not only add to the shotgun's aesthetic appeal but also improve its functionality by reducing glare and enhancing sight alignment.

Market appeal and investment worthiness

For dealers, the DEA by Fausti is more than just a product – it's a piece of Italian craftsmanship that appeals to discerning customers who value heritage, performance, and artistry in their firearms. The DEA range's combination of high-performance features, historical significance, and modern engineering makes it an appealing investment for both new and experienced shooters.

Stocking the DEA shotgun from Fausti allows dealers to offer something exceptional: a firearm that embodies the tradition of Italian gun making with the adaptability to meet contemporary needs. It represents an opportunity to attract a wide range of customers, from those who appreciate the artistry of a finely crafted shotgun to those who demand performance and precision in their shooting sports. For dealers looking to elevate their offerings, the Fausti DEA is an exemplary choice.

Overview of DEA Shotgun Specifications

Coin finish and colour case options: The DEA range includes multiple gauges and different length of barrels.

Gauge varieties: The shotguns are available in multiple gauges, including 12, 16, 20, 28, and .410, which allows for a wide range of applications, from game hunting to clay shooting.

Barrel lengths: Options vary from 26-inches to 30-inches depending on the model, which affects the balance and swing of the shotgun during use.

Chamber size: Most models feature a 3-inch chamber, with the exception of some 16-gauge models having a 2¾-inch chamber, allowing for the use of different ammunition types and sizes.

Stock: All shotguns come with an AA+ Walnut stock with an oil finish, emphasising luxury and durability. The stock is designed to provide comfort and enhance the shooting experience.

Average weight: The weight ranges from 4.95lb for lighter 28-gauge models to 6.80lb for some 12-gauge models, balancing heft and ease of handling.

Common specifications

Chokes: Multichokes for 12-16-20-28, fixed mod/full for .410

Sights: Metallic bead sights for precision aiming.

Length of pull: 14.49in (36.8cm)

Drop at heel: 2.25in (5.71cm)

Drop at comb: 1.50in (3.81cm)

Stock style: English

Forend: Splinter for the 12-16-20, semi beavertail for 28-.410

Trigger: Single non-selectable trigger

Ejector: Automatic

Frame: Scaled for 12-16-20-28-.410

Gun case: VL110

www.faustiarms.com

www.faustiusa.com



WHY YOUR STORE NEEDS VORTEX OPTICS' FRESH EYEWEAR

Vortex Optics, well-known for its precision optical products, has now stepped into the eyewear market. This move isn't just an expansion – it's a significant enhancement of the brand, and a great opportunity for retailer's ad distributors.

The new line of performance sunglasses is designed to offer a mix of tactical utility and everyday comfort, all while keeping style in mind.

Why this matters for retailers

Joe Hamilton, the CEO of Vortex Optics, puts it this way: "We've always been in the business of helping our customers see the world better, and now we're taking that vision to a whole new level."

Vortex are known for quality and affordability in sport optics, and the company is bringing that same ethos to its eyewear. Plus, with its legendary VIP® Warranty, these products are guaranteed for life, which is a big selling point.

A closer look at the sunglasses

Let's talk about the two main models Vortex has launched: Banshee and Jackal. Both models are tough enough for the unexpected and stylish enough for everyday wear. They come with a host of features:

Ballistic-rated materials: These sunglasses can take a hit, whether it's from flying debris or accidental drops.

Lightweight and flexible: You can wear them all day without discomfort.

Polarised lenses: They reduce glare, making it easier on the eyes, whether you're on a hike or driving.

Shatter-resistant: Safety first—these lenses can handle life's bumps and shocks.

100 per cent UV protection: Essential for protecting eyes from the sun's harmful rays.

Retailers carrying these sunglasses can tap into a market that values both form and function – a versatile product line that appeals to active individuals and style-conscious customers alike.

A smart choice for retailers

The Vortex Optics sunglasses are more than just practical; they're backed by a warranty that promises lifetime protection. That's a powerful incentive for customers and a great selling point for retailers. The sunglasses are not only made to last but also designed to meet the needs of consumers who demand

durability and style.

Their price points, at \$179.99 MSRP and \$129.99 MAP, place them in a sweet spot – affordable enough for a wide audience yet premium enough to promise quality.

Wrapping up

Vortex Optics entering the eyewear market is big news for industry. It's a chance to offer something new and exciting from a brand that's already trusted for its high standards. These sunglasses are not just another product; they're a blend of protection, comfort, and style, backed by a commitment to satisfaction and quality.

For more information on how these sunglasses can fit into your retail line-up, visit Vortex Optics' website, or check out their social media updates.

About

Vortex® is an employee-owned and operated business rooted in the heart of Barneveld, Wisconsin, staffed by a dedicated team of over 400 American employees. Founded by the Hamilton



“We’ve always been in the business of helping our customers see the world better, and now we’re taking that vision to a whole new level.”



family, Vortex® has revolutionised its approach by placing customers at the centre of everything it does. From supporting hunters in tagging their first buck to providing the right optics for nature enthusiasts, the company thrives on the successes of its users.

The commitment of Vortex® to excellence is evident not only in its products but also in its exceptional service standards, which set a new benchmark in the optics industry and beyond. Every piece of equipment, from optics to apparel, is backed by Vortex’s legendary VIP® Warranty. This unlimited, lifetime guarantee ensures that if a customer ever encounters an issue, Vortex® will resolve it, reinforcing the company’s dedication to exceeding expectations and nurturing customer loyalty. In essence, Vortex® does not just sell products; it offers a lifelong commitment to its community, showcasing an unmatched level of care and support for its customers.

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EK ARCHERY'S CEO MATT LIU:

THE NEW AGE OF CROSSBOW DESIGN

Over the past six years, Ek's advanced multi-shot crossbows and compound bows have created a new product category and opened the market for compact crossbows. As a bowhunter and fan of all things Ek, Bill Puccio, owner of FASTNACHT USA, a tactical archery wholesaler in Texas, had the opportunity to pick the innovative brain of Ek Archery Research's CEO, Matt Liu, for this exclusive *Gun Trade World* article.

Bill Puccio: *Can you walk us through Ek Archery Research's approach to "iterative design" and how it shaped the development of compact crossbows?*

Matt Liu: After over thirty years on the OEM end of the archery equipment industry, our mother company Poelang, commissioned Ek as a product development workshop. Since we are directly integrated

into the MPS of the factory's workshops, we are able to produce small batches of industrial prototypes, practically at will. This allows us to rapidly explore a lot of variations of product concepts and accelerate manufacturing solutions in parallel.

Conceptually, our early design streams were addressing the limitations of the typical compound hunting crossbow. Those initial compact crossbow

prototypes were solutions to issues of portability, ease of use and component modularity. We had designs featuring quick assembly/disassembly to enable compact transport. We experimented with a variety of integral cocking levers to facilitate the cycling of the crossbow. A separate team developed quick-change recurve limb sets in incremental poundages to allow the end-user to

easily adjust the power of the crossbow without tools. These design threads eventually came together in our ground-breaking carbine crossbow, the Cobra System R-9.

Bill Puccio: *How does Ek incorporate customer feedback into the design iterations of its crossbows?*

Matt Liu: We use the rather unexciting frameworks of focus



groups and after-sales data collection to capture the bulk of the data. The first wave of feedback informs us of any adjustment that is needed in our manufacturing processes and provides us with an initial look at the durability of the crossbow's components in the field. Less than a year after we roll out a new product, we can already build a clear picture of the product's actual usage. Our customer's usage of the product is an important metric by which we consider the evolution of the design. Even though we do get a lot of wild anecdotal feedback from our product's enthusiasts pushing the platform past its design parameters, we still consider it useful information. We started by designing these moderately powered sports crossbows for fun shooting; but many are repurposed by our customers as tactical platforms or part of their emergency kit build.

Bill Puccio: *Are there any collaborations or partnerships that Ek has formed with other industry players to drive innovation?*

Matt Liu: As an OEM factory that was promoting its own brand and competing for a market share; we had to tread lightly in the beginning. Our decades of existing partnerships throughout

the archery industry precluded a lot of interesting collaborations with our OEM clients. Additionally, since we had eschewed focusing on hunting crossbows, our initial direction of research and development was not very appealing to most archery companies. So, we looked elsewhere, finding support from parallel industries like Airsoft, outdoor sporting goods, knives and the survivalist market. Along the way we have enjoyed a number of important collaborations; for example, our early relationship with the concept visionary and inventor Jorg Sprave was one of the primary inspirations in resolving the poor rate-of-fire issue that plagues the traditional crossbow. In a modern take on the ancient Chinese "chu-ko-nu", adding a magazine to our Cobra System RX crossbow radically transformed the platform's function; creating the first modern "tactical crossbow".

Bill Puccio: *How are Ek Archery products like the Adder crossbow related to "tactical archery"?*

Matt Liu: Throughout our product development phase, the historical role of the crossbow in warfare was often revisited, but not with the purpose of weaponizing

our designs. Most of our compact crossbows have a variety of applications; the R-Series crossbows can be fitted for bow-fishing, small game hunting, survival, or backyard target crossbows and compound bows were not developed as offensive weapons; but, when set-up in a defensive configuration, our Adder and Whipshot, transform into very potent deterrents. We understand from our end-users that several of our crossbows can be accessorised and upgraded to perform as an effective ranged weapon. More importantly they can be operated without the extensive practice that a recurve or compound bow would demand to perform in the same role. In countries that permit crossbow ownership, these products can serve as a "non-firearm solution" for personal defence.

Bill Puccio: *What market trends are you currently observing in the archery industry, and how is Ek positioning itself to capitalise on these trends?*

Matt Liu: The market trends in the archery industry are not very inspiring. The excellent sales that many companies enjoyed during the pandemic have dissipated and are unlikely to return. The

demand in the bow hunting industry has plateaued as youth are less interested in taking up the sport. Since our compact crossbow product line is not tied to these trends, Ek has only been marginally impacted. A few of the leading crossbow brands are taking note and starting to field their own versions of compact, repeating crossbows to shore up their flagging sales. However, in this new market, the disconnect between mainstream companies and their offshore manufacturers creates a lag that clearly hampers innovation. One of the trends that we do follow with interest is the rising importance of the home 3D printing and product modification community; it abounds with clever refinements of the repeating crossbow. Seeing the writing on the wall, Ek has refined its focus to the development of reliable and robust base platforms that can be enhanced by the end-users.

About Bill Puccio

Bill Puccio is an Asian bow enthusiast, Off-Grid Homesteader, Bushcraft sustenance hunter and owner of FASTNACHT USA, a tactical archery wholesaler in Texas.

 www.ek-archery.com

FIND OUT MORE



SCAN ME

MERGER DUO NXP50: VERSATILE CHOICE FOR PROFESSIONALS

If you are a professional looking for a versatile pair of binoculars, Merger Duo NXP50 by Pulsar is the one device that should draw your attention. These thermal and digital night vision binoculars are suitable for professionals in various fields allowing for both covert observation and night-time identification.

The benefits of two channels

Two channels in a single device: extreme thermal sensitivity combined with outstanding low light performance. That makes the Merger a trusty problem solver in a row of different fields of application, observation scenarios and distances. Overall, it is handy for professionals who need a high-class device for both detection and identification.

Starting with professional hunting. Now you do not have to choose between thermal and digital. Merger Duo NXP50 offers both. Detecting animals from afar with thermal, evaluating the terrain with Full-HD night vision and clearly identifying the smallest features and details with combined viewing modes.

The extremely sensitive European-made thermal sensor offers stunning thermal

image quality and uncovers the invisible even under the harshest weather conditions, like rain, fog or severe cold.

While the image generated by the extra low-light digital channel delivers all the necessary information in HD resolution: trophy qualities of the animal, anatomical differences, and behavioural peculiarities will be clearly visible and useful for making the right decision.

Where eagle eye sharpness is needed

It is not only hunting where the Merger Duo NXP50 becomes irreplaceable. Help and rescue teams across Europe have been using Pulsar binoculars for years. With Merger Duo NXP50 the search for lost people in the mountains or on water becomes even more efficient. Detecting the ones in need of help in raw nature conditions requires eagle eye sharpness. And that is where



the thermal channel of the Merger plays a vital role any time of the day.

Similarly, multispectral binoculars might become a life saver in the maritime / boating industry. With their classic binocular design and ergonomics Merger Duo NXP50 fits comfortably in the hands and does not tire the eyes during a longer observation period. With the combo of thermal and digital it is easy to detect other ships, ice sheets or people overboard.

Plus, due to high-quality optics and a sensitive sensor, the binoculars have an outstanding capability for the observation range. An object can be detected at 1800 meters in complete darkness.

Detection and recognition in a fraction of time

The versatile qualities of the Pulsar Merger Duo NXP50 benefit various security purposes where perimeter control, intruder detection and evidence gathering is essential. Be it law enforcement, personal security, or border control.

With the possibility of switching between the two channels detection and recognition becomes possible in a fraction of time. And time matters when security is the main topic.

Enhancing farming and pest control

Other sectors where thermal and night vision are widely applicable

are farming and pest control. Controlling the numbers of livestock, searching for lost cattle, and helping those survive against the predators. That is where farming and pest control comes hand in hand.

The evolution of thermal and night vision has made a meaningful change in this sector. The range of possibilities that the Merger Duo NXP50 offers encompasses the best of both technologies. With two powerful sensors, the smallest predators will not pass unnoticed.

Discovering nature from a unique perspective

On the note of nature conservation, multispectral binoculars are perfect for observing wildlife from a scientific point of view. Be it bird watching, studying the behaviour of rare animal species, or simply exploring the beauty of natural life, all those wonders can open in front of our eyes from a unique perspective with the help of modern technology.

The possibility to record those precious moments is a button click away with the built-in photo and video recorder. The internal memory of Merger Duo NXP50 can store hours of video and thousands of photos. Thus, none of the memories will be left forgotten.

www.pulsar-nv.com

Application fields of Merger Duo NXP50:

- Professional hunting • Help and rescue • Law enforcement
- Maritime / boating • Personal security
- Nature conservation • Birdwatching • Research
- Border patrol • Farming and pest control • Pest control

PICKING THE RIGHT FOLDING KNIFE

A folding knife is one of the most versatile tools one can own. It's a trusted companion, always at the ready, and one of those essential items you never leave home without. Compact by design and safe to carry, having a folding knife around makes life a lot easier, whether it is around the house, at work, or out and about. The task of picking the right folding knife can be quite daunting as there are literally thousands of different models on the market today.



Always at hand

Items carried on a daily basis often include a folding knife, but this is generally much more than just a cutting tool. These items are purposeful and carried on person day in, day out. The main reasons for having such items are utility and preparedness. They help overcome daily tasks and problems, yet also prepare for unexpected situations. Some of the most common items carried every day are wallets, keys, mobile phones, and pens... yet also knives. What a daily toolkit looks like, and by extension, what a folding knife more specifically looks like, depends on your daily jobs to be done. A paramedic might require a completely different knife design than a hunter, a soldier, an office manager, or a logistics worker. The best folding knife for one person might be nearly useless for the next. People's

lives as well as needs are probably very different, so they require different things from the tools we carry.

Number of blades

Folding knives come in all sorts of flavours, from single blade to multi-blade while not forgetting intricate types such as Swiss army knives and multi-tools. Obviously single-blade knives are best liked for their simplicity and compact size, although most lack the ability to tackle multiple purposes. Multi-blade knives tend to have two or more similarly sized blades, each with a specific task in mind. For example, a knife with a plain edged blade for all-purpose work, a serrated edge for slicing and a saw blade for working through wood and bone. When you like having more in your pocket than just a sharp blade, Swiss army knives and multitools might

be just the ticket. These knives come in many shapes and sizes with a variety of tools within easy grasp day in, day out. Although multi-blade and multi-tool pocketknives can be really handy, not to mention cool, they are also a lot bulkier and heavier to carry around than a single-blade knife.

Blade length

As with the number of blades, the same goes for blade length. Although a big folding knife with an awe-inspiring 8-inch blade might seem impressive, just maybe a compact folder with a small two inch blade to put on your keychain might do more for you in your daily life. Folding knives with medium sized blades of up to four inches are ideal all-round companions at home, or in the hunting camp. Compact enough to still be handy compared to bigger blades yet big enough



Folding knives come in all sorts of flavours, from single blade to multi-blade while not forgetting intricate types such as Swiss army knives and multi-tools.

to handle a wider variety of chores than a small blade. Do not forget to check local laws about the blade length that is allowed.

Blade material

In the knife world blade materials are always hotly debated as there is no such thing as the perfect blade steel. Which is why opinions tend to differ. Most knife blades are made of carbon steel or stainless steel. As the name implies, stainless steel is really corrosion resistant, much more than carbon steel that is prone to rust fairly quickly when it's not well cared for. Stainless steel however is less tough than carbon steel and more difficult to sharpen. When looking at robustness, ease of use and sharpness, carbon steel wins hands down. Keep in mind though, that when you are not of the caring type, stainless steel might be the better option for you.

On the edge

Folding knife blades come with a variety of edges: plain, partially, or fully serrated. For all-round use, a straight edge is preferable for push cutting (as in peeling a pear), skinning, carving, and chopping. It is also far easier to sharpen a plain edge than to sharpen a serrated edge. When specific tasks such as cutting fibrous materials such as rope, netting or slicing bread (which are all pull cuts actually)

come into play, a serrated edge is your better bet. The best of both worlds is available as well. Partially serrated edges with a combination of both a plain and a serrated edge is also possible.

Locking

Apart from some basic designs, most folding knives feature one of a variety of locking mechanisms to ensure the opened blade does not incidentally snap back on to your fingers when in use. Without being exhaustive, the first locking mechanism is the 'ring lock'. You turn a ring wrapped around the pivot of the knife to a position where a break in the ring allows the knife to be opened. Once the blade is out, you turn the ring again, so that the space through which the blade was folded out is blocked. The 'back lock' mechanism is partially visible on top of the knife. The 'liner lock' secures the blade through a tensioned metal liner inside the handle. As with a 'back lock' opening the blade activates the lock. A 'frame lock' meanwhile is very similar to a 'liner lock'. The locking part however is a section of the handle frame on the side of the knife.

Opening

An aspect worth considering when choosing a folding knife is the opening mechanism. Since the inception of folding knives, our hands have been

the foremost means of opening a knife. Either with two hands, featuring a nail nick in the blade, or with one hand using a thumb stud on or hole in the blade. The assisted-opening mechanism is relatively new. This type features an internal mechanism opening the knife once a certain amount of pressure is applied to the blade with one hand. Switchblades meanwhile automatically open the knife with the push of a button or the flick of a switch. Be sure to research your local legislation on knives since some countries have restrictions or even ban some of these opening mechanisms.

Wrapping up

Choosing the perfect folding knife involves considering many factors, from the number of blades and blade length to materials and locking mechanisms. Each feature contributes to the knife's overall utility, making it essential to understand your specific needs and preferences. Whether you prioritise a robust, multi-blade tool for diverse tasks or a sleek, single-blade design for daily use, the market offers an array of options to suit everyone. The final decision often comes down to style and function, ensuring your folding knife not only meets your practical requirements but also reflects your personal taste and lifestyle. **ETW**



THE ESSENTIAL KNIFE GUIDE

Knives and the great outdoors go hand in hand. It's always wise to have a few knives ready for everyday carry and outdoor use. A quality blade makes a significant difference, whether you're a hunter, fisherman, in the law enforcement, military or just doing work around the house or garden. Almost everyone can benefit from a sturdy cutting tool to make even the most challenging tasks easier. For many gun shops, offering a well-balanced knife range is a natural and profitable addition to their product line-up.

PRODUCT CATEGORIES

Knives come in many forms, shapes, and sizes. There are folding knives with various locking mechanisms, multiple blades, and integrated tools, as well as fixed-blade knives in various sizes and numerous blade shapes and materials. A knife suitable for use as a box cutter may not be ideal for gutting or butchering. General use knives, multi-tools, hunting and fishing knives, gun tools, tactical knives, and larger cutting tools such as hatchets, axes, and machetes each have specific properties tailored to their intended uses.

GENERAL USE

Everyday carry knives fall into this category. The humble folding knife, whether it has a lockable blade or not, is the most basic form, yet it handles a variety of tasks, from opening boxes and cutting string to peeling fruit and gutting small game. Their blades can be as short as 5 centimetres, small enough to hang on your key ring but still razor sharp. Multi-function knives, such as the well-known Swiss Army knives, offer versatility in a compact package. Combination tools, like those pioneered by Leatherman, take the multi-function

concept a step further. These are essentially compact foldable pliers with multiple built-in functions, including blades, scissors, screwdriver bits, and saws. These multi-functional knives and tools are the champions of the general use category.

HUNTING AND FISHING

Well-designed hunting knives are specialised for their tasks. While you can invest in separate blades – fixed or folding – for gutting, skinning, and sawing through bones, multi-functional hunting folders that combine these features are most popular. These versatile knives may include a sharp blade, a saw, and a skinning blade. Fixed-blade hunting knives with an incorporated gutting hook are also prevalent. Large Bowie-style knives designed to finish off wounded game are widely favoured as well. Knives specifically designed for fishermen form another distinct category. Filleting knives have blades optimised for this purpose, while gutting knives need to zip open fish smoothly and safely.

GUN TOOLS

Inspired by the multi-tool concept,

dedicated gun tools have emerged, featuring some of the most frequently used tools for rifles and shotguns. Examples include a magnetic 3/16-in bit driver with both Phillips and flathead drivers in a spring-loaded hatch, Torx and Allen wrenches, a scope turret windage and elevation tool, a universal choke tube wrench fitting .410, 28, 20, 16, 12, and 10 gauge, a stainless claw point blade, and a pin punch. These tools provide everything needed to service your gun in the field or at the shooting range.

BUSHCRAFT AND OUTDOORS

Outdoor knives for hiking and camping often share features with general-use knives. However, bushcraft knives are a different breed altogether. These are large, sturdy knives capable of chopping wood when necessary and sharp enough to skin game, while still carrying enough punch to defend you from animal or human assailants. Big and sturdy also means relatively heavy and cumbersome, making these knives less suited for everyday use.

CUTTING TOOLS

A trusted knife is invaluable in many

situations, but certain outdoor tasks require larger, more specialised cutting tools. Imagine hunting or camping without axes, machetes, and saws, and you'll quickly understand their importance. These tools are essential for chopping or cutting wood for clearing, burning, or building, making it easier to set up camp and construct a fire without scavenging for the perfect lumber. They are also handy for field dressing game animals, preparing food, and setting up a tree stand. Larger cutting tools offer the safety and efficiency needed for many outdoor tasks where a knife alone would be insufficient.

THE TACTICAL CATEGORY

As with firearms, tactical knives are highly desirable. Both folding and fixed blades, often with a matte black finish and a menacing look, are in great demand. Double-edged knives designed for combat fall into their own category. Where legal, additional types such as switchblades, spring-assisted knives, gravity knives, and butterfly knives add even more excitement to the tactical knife world.

BLADE MATERIAL

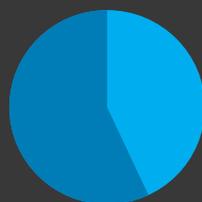
When considering blade materials, three basic choices come to mind: stainless steel, traditional high-carbon steels, and Damascus steel. Opinions vary because not all steel is equal. Stainless steel is highly corrosion-resistant, much more so than carbon steel, which can rust quickly if not



SURVEY: OVER THE LAST 12 MONTHS...

WHAT ARE YOUR BEST-SELLING BRANDS? (Alphabetical order)

Benchmade, Boker, Browning, Buck, CobraTec, Cold Steel, CRKT (Columbia River), EKA, Gerber, Helle, Leatherman, Martini Oy, Mora/Sweden, Muela, Opinel, Spyderco, Victorinox

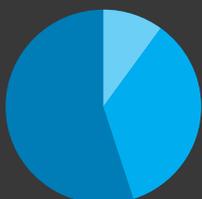
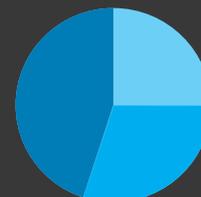


←← BEST-SELLING KNIFE TYPE

Folding & locking	57%
Fixed blade	43%

MAIN FEATURE BUYERS LOOK FOR >>

Material/build quality	45%
Style/design	30%
Cost	25%

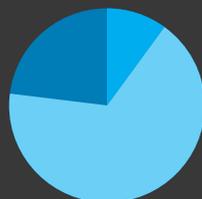
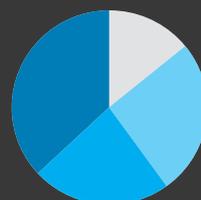


←← MOST POPULAR BLADE MATERIAL

Stainless steel	55%
Carbon steel	35%
Damascus/laminated steel	10%

PURPOSE OF PURCHASE >>

General/pocket knife	37%
Bushcraft/outdoor/camping	23%
Deer stalking/hunting	26%
Collecting	14%

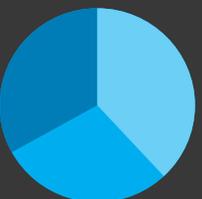
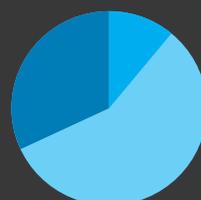


←← SALES OF FOLDING KNIVES

Up	23%
Down	10%
Same	67%

SALES OF FIXED KNIVES >>

Up	32%
Down	11%
Same	57%

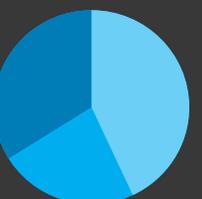
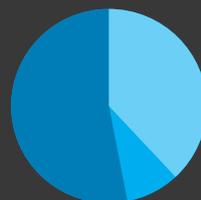


←← SALES OF COLLECTORS' KNIVES

Up	33%
Down	29%
Same	38%

SALES OF EVERYDAY CARRY KNIVES >>

Up	53%
Down	9%
Same	38%



←← SALES OF MULTITOOLS

Up	34%
Down	23%
Same	43%

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JAPAN
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properly cared for. Although stainless steel can be sharpened to a razor edge, it is generally less tough than carbon steel and more difficult to sharpen. Traditional Damascus and laminated steels are often hand-forged and feature exquisite designs, making them both functional knives and collectible items. Despite the appeal of Damascus and carbon steels, our survey indicates that stainless steel remains the overall best-selling blade material for the majority of retailers.

INTERNATIONALLY ORIENTED

The knife market is highly international, with brands and makers from all corners of the globe. This results in a vast range of products with varying quality and pricing. Many knife brands operate on a two or even three-tier model range,

including premium models produced in-house and other models made to their standards by overseas manufacturers. This segmentation allows brands to cater to international markets with different income levels while still offering quality products with the best price-performance ratio.

DIFFERING TASTES AND BOUNDARIES

Market preferences vary significantly by country and culture. For example, in the USA, Bowie knives, especially large fixed-blade types, are highly popular, as are tactical 'black' knives. In contrast, Continental Europe favours more traditional knives, such as the German 'Jagdnicker'. Local laws also influence knife popularity. For instance, in Luxembourg, knives with blades exceeding 9cm are

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BEAR & SON CUTLERY

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BEAR EDGE

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BEAR OPS

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OCASO KNIVES

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ONTARIO KNIFE COMPANY

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OUTDOOR EDGE

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SOG SPECIALITY KNIVES

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TRUE KNIVES

✉ via website
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UNITED CUTLERY

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UTICA CUTLERY

✉ via website
 🌐 www.uticausa.com

WR CASE

✉ via website
 🌐 www.wrcase.com

often restricted, causing brands to adapt their product lines accordingly.

KNIVES FOR EVERY BUDGET

The knife market caters to all budgets, from inexpensive Asian-made knives to high-end, limited-edition handmade examples. Knife collectors often pay premium prices for exceptional products. Retailers can potentially earn as much or more profit from selling a single collectible knife as from selling multiple entry-level knives.

STAYING SHARP

Modern blade materials are designed to maintain sharp edges longer, but savvy retailers can increase revenue by cross-selling

complementary items like sharpeners. Offering large sharpening tools in-store encourages repeat business, while pocket sharpeners provide convenient options for customers to use in the field or at home.

MORE THAN ONE

Owning and using multiple knives is common, even for non-collectors. Many people carry a folding pocketknife daily, keep a multi-tool in their car, and have a larger fixed-blade hunting knife ready for outdoor adventures. Since knife prices are relatively modest, people often treat themselves to new ones regularly. Retailers should stock the right blades for their region, regularly introduce new models, and engage customers by letting them handle and 'play' with the knives, creating a natural desire to buy. 

DOING BUSINESS WITH
SWITZERLAND

Nestled among the iconic Alps, Switzerland offers exceptional hunting opportunities and a robust business environment, blending natural beauty with economic stability.

Switzerland's gun enthusiasm is at an all-time high, reflecting a deep-seated cultural affinity for firearms among its citizens. This fervour is often attributed to traditions such as family hunting practices, influences from military service, or even the impact of

action cinema. The Lausanne gun fair, a prominent event in the gun community, saw a notable attendance of over 7,000 visitors across three days, indicating a 3 per cent increase from the previous year.

At the fair, several hundred permits to purchase firearms were issued, highlighting

the sustained interest in gun ownership. Data from the 26 cantonal police forces reveal that over 45,000 firearms acquisition permits were issued in 2022, marking the highest number since 2015. This trend highlights the ongoing fascination with firearms in Switzerland, which is both a historical

and contemporary cultural phenomenon.

Since the partial revision of the Weapons Act came into force on August 15, 2019, the acquisition of semi-automatic weapons with a large-capacity magazine is only permitted for collections or sport shooting and is subject to an exceptional authorisation.



Switzerland's approach to firearms is focused more on the acquisition rather than possession. For example, while bolt-action rifles can be acquired with just a background check and do not require a permit, most other firearms do. Interestingly, permits for concealed carrying are rarely

issued. The acquisition of fully automatic weapons, as well as suppressors and target lasers, requires special permits issued by cantonal firearms offices.

Swiss gun laws are encapsulated in the Federal Law on Weapons, Weapon Equipment, and Ammunition of 20 June 1997, and the

Ordinance on Weapons, Armament Accessories, and Ammunition of 2 July 2008. These laws affirm a qualified "right to acquire, possess, and carry arms," reflecting Switzerland's long-standing tradition of marksmanship and hunting, which are integral to its national identity.

The tradition of hunting is particularly robust in the alpine regions such as Grisons and Valais. Notably, the canton of Valais, which is the only region to allow trophy hunting, recently banned foreigners from obtaining permits to hunt the ibex. This decision came after public scrutiny >>



“The Swiss law enforcement system is characterised by its efficiency, professionalism, and a strong emphasis on community engagement and preventative measures.”

DOING BUSINESS WITH... SWITZERLAND

increased following media coverage of the practice. Despite the controversy, the regulation through hunting is seen as necessary for maintaining the health of the ibex population, which has significantly recovered since its extinction in Switzerland in the late 19th century.

The intricate relationship between Swiss culture and firearms is characterised by a blend of respect for tradition, regulatory compliance, and a proactive approach to ensuring public safety and wildlife conservation.

Law Enforcement

Switzerland’s law enforcement framework is a unique amalgamation of federal, cantonal, and

municipal responsibilities, reflecting the country’s decentralised political structure. This system ensures that law enforcement agencies operate with a high degree of autonomy, tailored to the specific needs of each region while adhering to national standards and legislation. The Swiss law enforcement system is characterised by its efficiency, professionalism, and a strong emphasis on community engagement and preventative measures.

Federal level

At the national level, the Federal Office of Police (Fedpol) is responsible for coordinating various aspects of policing across Switzerland, including the

fight against crime that transcends cantonal borders, such as organised crime, money laundering, and terrorism. Fedpol also handles international cooperation with other law enforcement agencies. Another critical federal agency is the Swiss Border Guard, which is tasked with securing Switzerland’s borders, enforcing customs and immigration laws, and preventing cross-border crime.

Cantonal police

Each of Switzerland’s 26 cantons has its own police force, which is the primary agency responsible for law enforcement within the canton. The size and structure of these forces vary

significantly depending on the canton’s size, population, and specific needs. Cantonal police handle a wide range of duties, from traffic control and accident responses to criminal investigations and public safety measures. They also play a vital role in community policing, working closely with local residents to address safety concerns and prevent crime.

Municipal police

Some larger cities and towns in Switzerland have their municipal police forces, which operate under the authority of the local government but in close coordination with cantonal police. These forces typically focus on local issues such as

traffic management, minor offenses, and public order tasks. They are often the most visible representatives of law enforcement to the public and are crucial in maintaining day-to-day safety and order.

Specialised units

Swiss law enforcement also includes several specialised units designed to address specific types of crime or emergencies. For example, each cantonal police force has a SWAT team, known in Switzerland as Special Intervention Units. These teams are trained to handle high-risk operations such as hostage situations, terrorist threats, and other major incidents requiring specialised skills and tactics. Additionally, there are units focused on cybercrime, economic crimes, and environmental offenses, reflecting the broad spectrum of challenges modern police forces face.

Community and preventative focus

A basis of Swiss law enforcement is its strong focus on community engagement and crime prevention. Swiss police forces are proactive in their approach, conducting regular community outreach programs and educational campaigns to foster public cooperation and trust. This strategy not only helps in immediate crime prevention but also builds a solid foundation for long-term public safety.

Training and professionalism

Swiss police officers are renowned for their high level of professionalism and extensive training. Entry into the police force is competitive, and all recruits undergo rigorous training programs at police academies, which include physical conditioning, legal education, tactical training, and courses on ethical policing. Continuous professional development is emphasised, with officers regularly

Red deer.



Chamois.



undergoing further training to keep abreast of the latest law enforcement techniques and technologies.

Switzerland's law enforcement system reflects the country's structured approach to governance – highly decentralised yet united by common standards and practices. The Swiss model emphasises local autonomy, specialised skills, and community partnership, making it one of the most

respected law enforcement systems in the world. This system ensures the safety and security of the Swiss public and fosters a high level of trust and cooperation between the police and the communities they serve.

Hunting in Switzerland

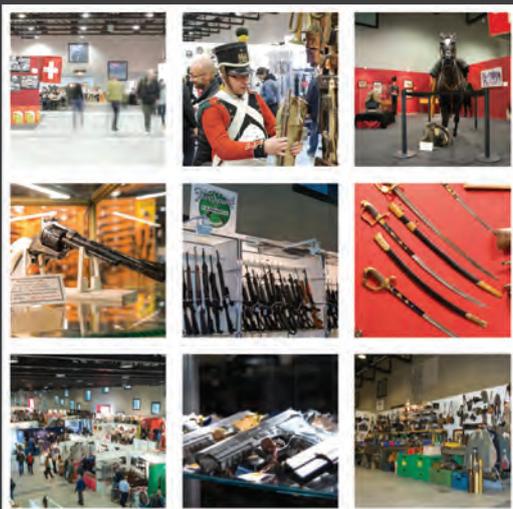
Switzerland offers a variety of game species, which are regulated meticulously to ensure sustainable wildlife management. The diversity

of species available for hunting reflects Switzerland's rich biodiversity and varied ecosystems.

Red deer

The red deer is one of the most sought-after game animals in Switzerland, particularly in the Alpine regions. Hunting this species is strictly regulated to maintain healthy populations and to prevent overgrazing, which can lead to environmental degradation. >>

SHOW BUSINESS



INTERNATIONAL ARMS FAIR LAUSANNE

WHERE: LAUSANNE, SWITZERLAND

WHEN: NOVEMBER 29 – DECEMBER 1, 2024

WEB: WWW.BOURSEAUXARMES.CH

What they say:

"The International Arms Fair in Lausanne, established in 1994, is an annual event specialising in hunting, sports, and firearms. It takes place every December at the Beaulieu Congress and Exhibition Centre, also known as the Palais de Beaulieu. This prestigious centre provides an ideal setting for showcasing a wide range of products and services.

The fair is organised by BIA Bourse Internationale aux armes Sàrl, a company specialising in the organisation of arms fairs. It attracts not only local but also international exhibitors and collectors who buy and sell modern and historical weapons. The product variety ranges from hunting and sports weapons to small arms and bladed weapons.

One of the fair's highlights is the presentation of unique exhibits and documents by various museums, some of which have never been shown to the public before. The fair also serves as a platform for networking and building business relationships. Visitors and participants also have the opportunity to learn about current developments and trends in the arms market.

The International Arms Fair in Lausanne is also a cultural and historical event, attracting a wide audience and uniting arms enthusiasts and professionals from around the world. With its extensive offerings and long-standing tradition, it is an indispensable meeting point for anyone interested in the world of weaponry."

The hunting season for red deer typically occurs in the autumn.

Roe deer

Roe deer are smaller than red deer and are widespread throughout Switzerland. They adapt well to varied habitats, including forested areas and agricultural lands. The hunting of roe deer is important for controlling their numbers, as they can rapidly increase under favourable conditions, potentially causing significant agricultural damage.

Chamois

Chamois hunting is a popular and traditional activity in the mountainous regions of Switzerland. These agile mountain goats are prized for their challenging hunt, given their preference for steep, rugged terrains. Chamois are also hunted for population control and to prevent overpopulation, which can lead to food scarcity and environmental stress.

Wild boar

Wild boar populations have been increasing in Switzerland, leading to more opportunities for hunters.



These animals are known for their destructiveness to crops and natural habitats due to their foraging behaviours. Controlling their numbers through hunting helps minimise agricultural damage and ecological impact.

Hares and rabbits

Small game hunting includes hares and rabbits, which are pursued mainly for sport and population control. These species are found in various environments across Switzerland and have seasons that are generally regulated at the cantonal level.

Foxes

Fox hunting is practiced primarily for population control and to reduce the spread of diseases like rabies. Foxes are abundant in Switzerland, and their hunting helps maintain a balance with other wildlife species, particularly ground-nesting birds.

Alpine ibex

The Alpine ibex, a species once near extinction, has made a remarkable recovery thanks to conservation efforts. Hunting the ibex is highly regulated, with specific quotas and strict guidelines to ensure that the population remains sustainable. This species is typically hunted in the higher altitudes of the Alps, and it holds a special place in Swiss hunting culture due to its majestic appearance and challenging hunt.

Marmots and other small game

Marmots and other small game species such as ptarmigans and capercaillies are also part of the hunting tradition in the Alpine regions. These species are usually hunted not only for sport but also as part of tradition and cultural practices.

ECONOMY FOCUS

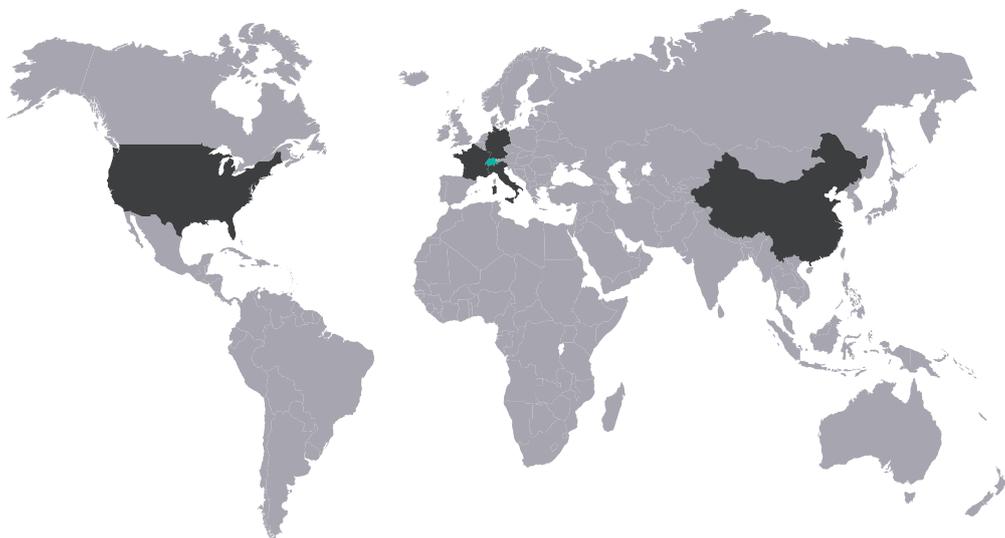
& FACT FILE

GDP (USD, nominal) **\$938.4 billion**

GDP per capita (USD, 2020) **\$105,669**

GDP growth rate (2024) **1.1%**

Unemployment rate (2024) **2.3%**



Top trade partners:

Germany, USA, Italy, France, China

Capital: Bern **Dialling code:** +41 **Population:** Approximately 8.6 million (as of mid-2023)

Currency: Swiss Franc (CHF) **Prime Minister:** Viola Amherd

Official languages: German, French, Italian, Romansh

Time zone: UTC +1 (CET), UTC +2 (CEST during daylight saving time)

Switzerland stands as one of the world's most competitive economies, largely due to its robust service sector. The country maintains a low level of public debt relative to international norms, supported by a debt brake mechanism that caps public spending—even during challenging times such as the COVID-19 pandemic. Additionally, Switzerland's federal structure is reflected in its tax system, which offers competitive corporate tax rates across various cantons, enhancing its appeal as a business hub.

The Swiss economy is anchored by small and medium-sized enterprises (SMEs), which are crucial to its export-

driven success, routinely contributing to the nation's trade surplus. These enterprises benefit from several national advantages including a highly skilled workforce, significant capacity for innovation, political stability, and a high standard of living. Switzerland's strategic location at the heart of Europe further bolsters its attractiveness to businesses.

These factors not only make Switzerland an ideal location for multinational corporations, many of which have established their bases here, but also underscore the critical role of SMEs in sustaining the Swiss economic model. 



LIGHTING THE WAY FOR LAW ENFORCEMENT

Streamlight®, Inc., a leading provider of high-performance lighting tools, has selected its best-selling products for law enforcement professionals around the world from feedback from police divisions and tactical law enforcement units.

These five lighting tools provide users with reliable illumination when it's needed most.

Each flashlight demonstrates the innovations Streamlight® has implemented throughout recent years such as USB rechargeability and multi-fuel systems, all to ensure that the user has illumination in times of need.

ProTac® HL-X

The 1,000-lumen tactical handheld flashlight is available two ways: as a complete rechargeable system with our SL-B26® protected Li-Ion USB rechargeable battery pack, or with two CR123A lithium batteries. The high-lumen, high-candela flashlight provides law enforcement personnel with powerful illumination in low-light situations, be it searching dark areas or disorienting suspects. The tactical design has police professionals in mind. The compact and ergonomic design makes it easy to handle and carry-on duty belts or in pockets.

High lumens: 1,000

Run time on high: 1.5 hours

Run time on low: 23 hours (with

SL-B26® battery pack)

Beam distance: 330 metres

Max candela: 27,100

Strion® LED

The Strion LED is a compact, professional light designed for the broadest lighting needs at the best value. It provides a bright, far-reaching beam, ample peripheral light, and long run times. The multiple lighting modes of the Strion® LED include high, medium, low, and strobe settings, allowing law enforcement officers to adjust the brightness and beam pattern of the flashlight depending on their specific tactical scenarios.

High lumens: 375

Run time on high: 2.5 hours

Run time on low: 9.5 hours

Beam distance: 219 metres

Max candela: 12,000

ProTac® 1L-1AA

Many law enforcement officers carry a flashlight as part of their everyday gear. The ProTac® 1L-1AA's compact size and versatility make it suitable for daily carry, ensuring officers have access to reliable illumination. This multi-fuel, ultra-compact flashlight accepts a single lithium or alkaline battery,

providing you with ultimate flexibility in the field to ensure you always have light when you need it.

With CR123A Lithium Battery:

High lumens: 350

Run time on high: 1.5 hours

Run time on low: 14 hours

Beam distance: 160 metres

Max candela: 6,400

MacroStream® USB

Law enforcement work can be physically demanding, and equipment needs to withstand rough handling and environmental conditions. The MacroStream® USB is constructed from durable and anodised aluminium with an impact-resistant tempered glass lens, a feature convenient for law enforcement officers who may need to use their flashlights frequently during long shifts.

High lumens: 500

Run time on high: 2 hours

Run time on low: 8 hours

Beam distance: 90 metres

Max candela: 2,000

MicroStream® USB

Law enforcement officers require reliable lighting tools for tactical operations, such as searching dark areas, conducting night-time

patrols, or during traffic stops. The MicroStream® USB is an ultra-compact, personal light that fits in the palm of your hand or comfortably in your pocket while providing unparalleled performance for its size.

High lumens: 250

Run time on high: 1.5 hours

Run time on low: 3.5 hours

Beam distance: 68 metres

Max candela: 1,150

About

For more than 50 years, Streamlight, Inc., based in Eagleville, PA, has designed, manufactured, and marketed high-quality, durable flashlights designed to serve the specialised needs of professionals and consumers alike. Today the company offers a broad array of lights, lanterns, weapon light/laser sighting devices, and scene lighting solutions for professional law enforcement, military, firefighting, industrial, automotive, and outdoor applications. Streamlight is an ISO 9001:2015 certified company.

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www.streamlight.com



ATN MARS 5 XD 2-20X DELIVERS THERMAL IMAGING PRECISION

The ATN MARS 5 XD 2-20X thermal scope offers solid improvements in thermal imaging technology, providing exceptional clarity and precision for both professional and recreational uses. This fifth-generation scope is designed to perform flawlessly in challenging environments – perfect for hunters in the wild or security teams monitoring areas at night.

High-resolution thermal sensor

At the heart of the MARS 5 XD lies an extreme definition sensor with a resolution of 1280x1024 pixels, operating at 60 frames per second with a 12µk pixel pitch. This high-end sensor captures detailed

thermal images, highlighting subtle differences in temperature that are crucial for accurate identification in both natural and urban landscapes.

Versatile magnification and field-of-view

The scope offers a variable

magnification range from 2-20x, providing optimal flexibility for varying distances. It features a field of view of 17.6°x13.2°, which is ideal for extensive area surveillance and precise targeting, enhancing the user's ability to spot and track objects effectively.

Built-in laser rangefinder and smart shooting solutions

An optional built-in laser rangefinder enhances the scope's utility by enabling quick and accurate distance measurements, which directly feed into a sophisticated ballistic calculator. This setup

simplifies adjustments for wind, angle, and distance, ensuring each shot is calculated with precision. The smart mil-dot reticle, which dynamically adjusts through the zoom range, provides an adaptive aiming tool that responds to changing conditions, enhancing the accuracy of long-range shots.

Dual stream video and Recoil Activated Video (RAV)

The dual video stream capability allows users to record their activities in high definition while simultaneously streaming live footage. This feature is especially useful for hunters who wish to share their experiences in real-time or review their actions post-event. Additionally, the Recoil Activated Video (RAV) feature captures critical moments automatically with the weapon's recoil, ensuring no pivotal moments are missed during the excitement of a hunt.

Connectivity and design durability

With seamless integration into home Wi-Fi networks, the scope offers easy video transfer to other devices and supports both iOS and Android platforms, enhancing its utility for a broad range of users. The robust design ensures it is weather-resistant and operational across a wide temperature range from -20°F to +120°F (-28°C to 48°C). An extended battery life of up to 10 hours guarantees reliability during prolonged field use.

ATN radar and social hunting

This innovative feature introduces a new dimension to hunting, allowing users to tag game with an ATN capable laser device. The tagged target's location then appears on a map overlay visible on connected devices, facilitating a coordinated approach among multiple hunters. This functionality turns hunting into a team sport, making it easier to plan and execute strategic moves in real time.

Technical Specifications

Sensor: 1280x1024, 60 fps, 12 μm

Magnification: 2-20x

Field-of-view: 17.6° x 13.2°

Eye relief: 90 mm

Video record resolution: 1280 @ 60 fps

Connectivity: Wi-Fi (iOS & Android), Bluetooth

Features: 3D Gyroscope, 3D Accelerometer, Electronic Compass, Smooth Zoom, Radar

Storage: MicroSD card (4 to 64 Gb)

Battery life: Up to 10 hours

Weather resistance: Yes

Dimensions: 316x56x54 mm

Weight: 1.93 lb / 0.88 kg

Warranty: Three years

The ATN MARS 5 XD 2-20X thermal scope is a transformative asset in the field of thermal imaging. Combining cutting-edge technology with user-friendly features, it promises to deliver performance that can transform ordinary endeavours into extraordinary achievements. Whether used for enhancing night-time security, navigating challenging outdoor environments, or achieving unprecedented success in hunting, this thermal scope is set to redefine standards in thermal imaging technology, offering users a powerful blend of precision and reliability.

About

ATN Europe LTD has established itself as a frontrunner in the development and manufacture of precision Night Vision optics and Thermal Imaging solutions. Over the span of more than two decades since its inception, ATN has cultivated an extensive assortment of low-light optical devices aimed at a consumer market, showcasing its dedication to innovation and quality in this specialized field.

The company's commitment to innovation is evident in its consistent introduction of new and advanced technologies in low light optics and intelligent devices.

For enthusiasts of night vision and thermal imaging technology, ATN Europe LTD represents a source of reliable, cutting-edge products designed to enhance night-time visibility and precision for a variety of applications, including surveillance, hunting, and security.

 www.atneu.com





GRAND POWER: A TRIBUTE TO INNOVATION AND STRENGTH

Nestled in the picturesque landscape of Banská Bystrica – Slovenská Ľupča, Grand Power stands as an example of innovation in the global firearms industry.

What started as a humble endeavour by its visionary founder, Mr. Jaroslav Kuracina, has blossomed into a thriving enterprise employing over a hundred dedicated professionals.

Jaroslav Kuracina's journey into gun making was inspired by his grandfather, a WWII veteran and an avid hunter, who introduced him to the world of firearms. This early exposure sparked a passion that would eventually redefine his life's path. Despite facing scepticism and outright dismissal of his early designs

– memorably, one superior claimed that “Hell would freeze over” before his guns would be used – Jaroslav's resolve never wavered. His perseverance was rewarded when, in 1997, he crafted the first functional prototype, the Q200, setting the stage for Grand Power's future success.

As Grand Power continues to evolve, it remains steadfast

in its commitment to innovation, quality, and the meticulous craftsmanship that has defined its products from the very start. This unwavering dedication ensures that Grand Power will continue to stand at the forefront of the firearms industry, meeting the exacting standards of shooters around the world for years to come.

Navigating challenges and celebrating milestones

The road to establishing Grand Power was not smooth. Early setbacks, such as the bankruptcy of Kinex Grand – a critical partner – tested Jaroslav's resilience. Undeterred by the cynicism from Western neighbours and banks, Jaroslav's vision eventually



STRIBOG.

attracted the support of private investors, his friends, who believed in his dream. By 2012, these efforts culminated in the successful transformation of the initial K1 prototype into the widely recognised K100 model, showcasing the inventor's creativity in overcoming production challenges.

Technological innovations and expansions

Grand Power is renowned for its unique slide locking system that utilises a rotating barrel to significantly mitigate recoil. This technological innovation enhances shooting comfort and accuracy, setting Grand Power's offerings apart in a competitive market. The company's ability to innovate extends across its product line, which now includes the flagship X-Calibur and the versatile K series. These models have not only captured markets in the USA but have also garnered acclaim for their performance in international shooting sports.

Strategic development and global reach

In recent years, Grand Power has expanded its STRIBOG line, introducing models such as the SP9A3. This line features a semi-locked bolt with delayed action, improving the operational smoothness and overall shooting experience. The compact SP9A3S and the competition-ready RSR9A3 exemplify Grand Power's commitment to catering to diverse consumer needs, from concealability to precision shooting.

Craftsmanship and quality assurance

Each firearm from Grand Power is a product of high-quality CrMoV steel, ensuring durability and precise operation under various conditions. The meticulous production process involves state-of-the-art machinery and highly skilled technicians who adhere to stringent quality controls. This commitment is vividly illustrated in the endurance of the K100 model, which has withstood over 100,000 rounds in testing without significant wear – testament to the reliability and longevity of Grand Power's firearms.



X-Calibur.

Looking toward the future

As Grand Power continues to focus on expanding its global footprint, it remains committed to innovation and the refinement of its product offerings. With exports constituting 99 per cent of its production, mainly to the USA and EU, the company is a significant player on the international stage. Grand Power's strategic vision is geared towards not just maintaining but enhancing its position in the global market through continuous innovation and adaptation to changing market dynamics.



X-Calibur Match.

Product in focus

The X-Calibur Mk23 and its Match variant represent cutting-edge advancements in sport shooting firearms. Both models are chambered in the widely popular 9x19 calibre, ensuring accessibility and affordability of ammunition. They share an overall length of 215mm and a height of 134.5mm without the magazine, with a relatively slim width of 47.8mm and a barrel length of 121mm. These dimensions contribute to a comfortable and secure handling experience, making these models suitable for various hand sizes and shooting styles.

The standard X-Calibur Mk23 weighs 872g and is celebrated for its balanced design, which promotes accuracy and control. This model features a crisp trigger, short reset, and multiple sight options including a red dot. It includes four mounting plates that accommodate several popular sight patterns, enhancing its versatility and appeal to sport shooters who require precision and adaptability.

On the other hand, the X-Calibur Match Mk23 variant, weighing slightly more at 1,000g, is optimised for competitive use with its optics-ready design. It replaces the red dot mounting plate with a micrometric sight for finer sight adjustments, which is a significant advantage in competitive shooting scenarios. This variant also boasts an all-steel dust cover that reduces muzzle flip and enhances the speed and accuracy of subsequent shots. Enhanced with aggressive slide design, improved cocking serrations, and a textured grip, the Match model is designed for shooters seeking top performance and reliability in their sport shooting endeavours.



X-Calibur Mk23.

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Discover game-changing riflescopes from Noblex

Noblex, rooted in the historic region of Thuringia, Germany, is making waves in the hunting world with the launch of its latest riflescope models. This move expands the company's renowned product line and opens exciting opportunities for dealers looking to enhance their offerings.

Noblex is introducing two new models: the 1-6x24 and 2-12x50 riflescopes. These are crafted to cater to diverse hunting needs across the globe and are particularly effective in low-light conditions – a must for any serious hunter. Made in Germany, these scopes promise superior quality and great value for your money.

Exceptional features

1. Top-tier optics

Advanced optical clarity: Using cutting-edge software and high-refractive glass, these scopes offer vivid, true-to-life visuals, making them perfect for dusk and dawn hunts, especially when pursuing elusive wild boar.

Comfortable Viewing: With a generous 90 mm eye relief, these scopes are a boon for glasses wearers, ensuring a comfortable and full view without the need to remove spectacles.

2. Built to last

Sturdy construction: Each scope is encased in a robust 30 mm housing crafted from aerospace-grade aluminium alloy, finished with a matte black, hard-anodized coating that stands up to tough conditions.

Precision at your fingertips: The adjustment towers are engineered for clarity and ease, offering tactile clicks even in freezing temperatures and are fully functional underwater up to 1m.

3. Innovative features

Smart adjustments: Features like the quick reticle adjustment for swift elevation corrections and locking mechanisms for shot precision highlight the thoughtful design tailored for hunters.

Cutting-edge controls: The left-hand turret controls are intuitive, adjusting seamless even in the dark, with settings that accommodate both low light and bright conditions.

Dealership advantages

By stocking Noblex's new riflescopes, dealers can offer their customers cutting-edge technology combined with traditional German reliability. The inclusion of a 10-year guarantee underlines the quality and durability of these products, assuring both you and your customers of their long-term performance and reliability.

The advanced models are available now, promising a significant addition to any high-quality hunting gear line-up.

About

Noblex E-Optics GmbH upholds a distinguished legacy in optoelectronic product development, tracing its roots back to the renowned production facilities of Ernst Abbe and Carl Zeiss in Jena, and later in Thuringian Eisfeld. With a history spanning 150 years in optical devices, the company embodies a deep-seated expertise in optics, mechanics, electronics, and surface finishing. This rich heritage, shared with Zeiss, Docter, and Analytik Jena, drives Noblex E-Optics to passionately innovate and uphold these traditions. While passion and timing are beyond their control, the quality of their equipment is not. At Noblex E-Optics, they provide observation and targeting optics that meet the highest quality standards, combining optoelectronic sophistication with mechanical precision to create superior, high-performance products.

For more information on these exceptional scopes, prices, and how they can enhance your inventory, contact Noblex using the below details:

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Norica spearheads innovation in PCP rifles

For over a hundred years, Norica has crafted airguns with supreme precision and a deep respect for tradition. The leap into pre-charged pneumatic (PCP) rifles began with the 2019 launch of the Dark Bull, blending heritage and innovation. Following this, the Viriatus series further refined design and functionality. In 2024, Norica's introduction of the EVO regulator-valve unit in its PCP range showcases its continual drive for perfection and innovation.

Each Norica rifle is meticulously produced to meet the high standards of today's most demanding shooters. With a commitment to excellence that dates back to its founding, Norica remains at the forefront of the airgun industry.

In 2019, the Spanish company marked a significant transition into the domain of PCP rifles with the introduction of the Dark Bull, heralding a new era in its product offerings. This model is renowned for the exceptional precision of its choked barrel, crafted by the

esteemed Lothar Walther, complemented by a pressure gauge from Wika, and innovative regulation technology developed by Norica. Subsequent to this milestone, Norica's PCP range has seen continual development, enhancing and refining its designs to deliver a superior

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experience for hunters and shooting enthusiasts.

In 2020, the portfolio expanded with the addition of the Viriatus TG and Viriatus HT, models that significantly evolved from the Dark Bull whilst retaining the bullpup format. The Viriatus models featured a smoother operating lever replacing the traditional charging bolt, modifications to the tank to increase autonomy, and adjustments to the regulator and valve to ensure enhanced accuracy and consistency with each shot. Furthermore, the redesigned stock improved both the ergonomics and aesthetics of the rifles, making the Viriatus an attractive and reliable option for enthusiasts.



By 2022, Norica further broadened its PCP range with the introduction of the Viriatus 2.0, which introduced a new stock design and a forward side lever to enhance shooting ergonomics, alongside a longer rail weaver for exceptional scope adjustment. This model was meticulously tailored to meet the precise needs of shooters, incorporating new, lighter, and easier-to-use synthetic magazines that added increased comfort and versatility, whilst remaining compatible with previous models.

As of 2024, Norica continues its steadfast commitment to innovation by integrating the latest advancements in its proprietary regulation technology across its PCP range. The introduction of the EVO regulator-valve unit enables the most demanding shooters to achieve superlative performance. This innovation allows for the adjustment of the plenum size according to the calibre used, ensuring optimal functionality

under various conditions, and extends the range of valve adjustments for more precise control over airflow, thereby enhancing the overall shooting experience.

Each PCP airgun from Norica is produced in small series, with meticulous attention to detail and utilising only the finest materials such as anodised aluminium, high-strength steels, and vaporised beech wood. This unwavering dedication to craftsmanship and excellence ensures that each rifle leaving Norica's factory stands as a tribute to its longstanding tradition and dedication to customer satisfaction.

In its ongoing commitment to remain pioneers in the industry, Norica is poised to introduce further exciting innovations to its PCP rifle range. For those interested in becoming distributors, please contact the team.

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A shot of passion



Ultimate protection for bowhunters on the move

MTM Case-Gard, renowned for its innovative storage solutions tailored to the needs of shooting and hunting enthusiasts, has launched the Traveler Bow Case. This latest offering promises to resolve the common concerns of transporting high value bowhunting equipment during extended trips or air travel.

The Traveler Bow Case is designed to accommodate conventional bows up to 44-inches in length. Constructed from robust polypropylene with reinforced wall structures, the case ensures superior protection for your equipment. Whether the case is placed in the back of a truck, secured to an ATV, or checked in as airline luggage, it provides reliable security. The case features high-quality foam padding and adjustable hook-and-loop strapping, firmly securing the bow during transit. It is engineered to accommodate most bows with the quiver attached, incorporating multiple internal mounting points for the quiver. If needed, additional straps are provided for separately securing the quiver.

A notable inclusion with the Traveler Bow Case is the MTM Traveler Arrow Case. This accessory is purpose-designed

to safely transport up to six broadhead-tipped arrows and three practice arrows. The arrows are held in place by protective notched foam padding, ensuring they remain secure and undamaged throughout the journey.

The Traveler Bow Case meets the Transportation Security Administration (TSA) standards for airline transport, provided it is used with TSA-approved locks (which are not included). The security of the case is enhanced by two locking tabs positioned alongside robust, no-break snap latches, offering peace of mind about the safety of the contents.

The case is not only functional but also aesthetically pleasing, available in black with a striking red centre handle and matching red latches. Its dimensions are 47.08 x 19.33 x 8.44 inches, providing

ample space for essential bowhunting gear while maintaining a compact form factor.

About

MTM Case-Gard has been a family-owned and operated business since 1968, consistently striving to innovate within the shooting sports industry. All products from MTM are designed to offer practical solutions to the challenges faced by the shooting and hunting community, often inspired by direct feedback from users.

For more details or to make a purchase, please check with your local sporting goods dealer or contact MTM Molded Products.

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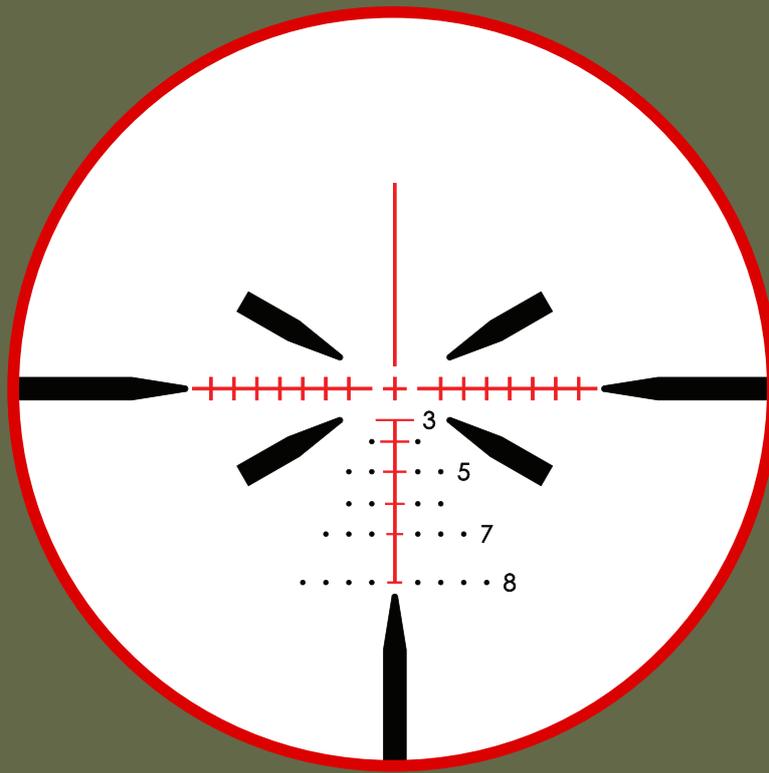
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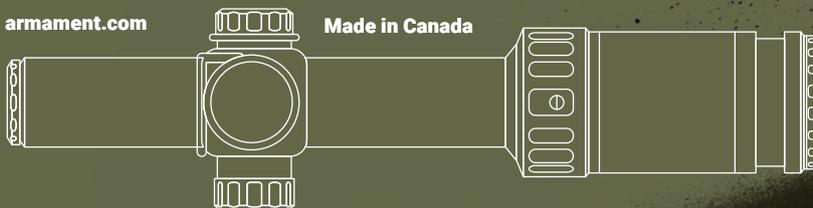
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