



MASTERS RAISES \$25,000 FOR FIRST SHOTS!

SHOOTING INDUSTRY®

SINCE 1955 - THE INDUSTRY'S BUSINESS MAGAZINE

SEPTEMBER 2009



**Honoring Service,
Integrity, Innovation**



**Sell Everything
For The
Hunter**



**HIGH-TECH
Sales**

**Hot
Knives**

How To Sell!

**EXTRA!
CATALOG SHOWCASE**

www.shootingindustry.com

**INTRODUCING THE NEWEST
DESERT EAGLE**

NEVER WALK ALONE.



**6-SHOT, .380 AUTO
MICRO DESERT EAGLE**

From
Magnum Research, Inc.

Sharing all the family traits of the world-famous Magnum Desert Eagle, Magnum's Micro Desert Eagle pistol, chambered in .380 ACP, is the ultimate in compact personal protection. Small enough to nest comfortably at home, in a pocket or in a purse, the double action only Micro Eagle is proudly made in the U.S. and

weighs less than 14 oz. But don't let its size fool you. The Micro Eagle provides big-time protection with a gas-assisted blowback system for ultimate reliability and hammer-forged barrels for amazing accuracy. Which only goes to prove that good things do indeed come in small packages.

www.magnumresearch.com

CLICK HERE TO REQUEST THE NEXT DIGITAL EDITION.



CASH IN ON HIGH-TECH SALES

Too Complex To Sell? Think Again!

In researching sales of high-tech gear, *SI* staff initially contacted 19 retailers selected at random across the country. Not a single one of those surveyed stocked or sold *any* products more technologically complex than a simple, straightforward tactical flashlight or a traditional, liquid-damped compass.

Several retailers said they didn't have time to learn about complicated electronics like GPS devices or night-vision equipment — and, said some, "It's already tough enough just keeping up with all the new guns and ammo." But, when asked how that end of the business was going, the usual answer was, "Slow! Lots of backorders, but there's not much stock coming in, so sales are down."

Our final realization? Too many dealers aren't cashing in on the bounty of high-tech sales, believing those products are too difficult to learn about, and too complex to show and demonstrate confidently. Market analyses show the target audience — shooting sportsmen and

women — are keenly interested in new technology, especially when it makes their hunts or competition easier and more efficient, and they are willing to spend the money.

Higher-dollar items may be beyond many dealers' means, but there are still lots of opportunities to "pluck the low-hanging fruit" and reap a cash harvest. High-tech items are rapidly being designed for simpler, more intuitive use, which translates to lower learning curves for dealers, easier, more impressive in-shop demonstrations and less costly items, reflecting the natural payoff of R&D costs against more sales volume — and as a result, creating more opportunities for *you* to pluck that low-hanging fruit!



The palm-sized Trophy Cam trail camera from Bushnell has true night vision with 24 illuminating infrared LEDs.

Bold Example From Bushnell

A half-dozen surveyed dealers stock Bushnell's more conventional products like riflescopes and binoculars, but not their electronics. Bushnell is a terrific example of a company producing exciting, innovative and affordable technology.

Bushnell's BackTrack is "GPS made easy." Having the appearance of a large, but lightweight, pocket watch, this extraordinary device offers a digital compass

showing north and the direction in degrees the user is facing. Using only two push-buttons, a backcountry hunter, boater or hiker can designate a start point plus up to two other locations, then receive clear compass bearings back to their last checkpoint or home — with a digital readout of distances in their choice of feet, yards and miles, or meters and kilometers.

The Shooting Industry Academy of

Excellence voted the BackTrack the 2009 Hunting Product of the Year (*see page 24*).

At an MSRP of only \$77.49, the BackTrack is quickly learnable — and also quickly sold as a time-saver, foot-saver and, potentially, as a lifesaver.

The HD (High Definition) Torch looks like a conventional flashlight, but with surprising features. Half of its 9" waterproof length is packed with sophisticated yet

rugged electronics, producing a startlingly clear, 165-lumen, ultra-bright, perfectly square beam.

HD light, which is even in intensity from edge to edge and corner to corner with no blobs, coronas or weak spots, just has to be seen — and shown. Depth perception outdoors is tremendously enhanced, making it ideal for blood trailing and finding lost objects, while a glowing “B” in the tailcap assures the flashlight won’t become lost.

A rescue/distress signal strobe feature completes this \$86.49 package.

Comparing older trail cameras to Bushnell’s new Trophy Cam is like comparing an antique wall-mounted crank telephone to the latest cell phone.

The palm-sized unit sports true night vision with 24 illuminating infrared LEDs that will not spook game. A sensor picks up movement out to 45 feet, triggering a high-resolution camera recording images or video.

The Trophy Cam comes in a standard model, listing for \$207.99, plus a model

equipped with an onboard color viewer, listed at \$269.99. This product can be tough to demo in your store — but the size, weight and technical abilities will help out considerably!

Any outdoor sportsman — and just busy people — can appreciate the wireless, “plug-and-play” Internet-based WeatherFXi. It delivers a constantly updated seven-day forecast by AccuWeather, tracking conditions at up to five user-selected locations around the world. No sensors or subscriptions are necessary.

Weather data downloads automatically to your PC and is transmitted wirelessly to the FXi, including temperature ranges, chance of precipitation, wind direction and speed and much more.

For technology that wasn’t available at any price a short time ago, an MSRP of only \$98.99 is sure to please.

Now those were just four lower-priced offerings from one company — albeit a stellar one — but you can see the appeal high-tech gear can have to a broad range of your customers. These items may not



Bushnell’s BackTrack is “GPS made easy.”

burn gunpowder and throw lead down-range, but their margins can beat those of high-priced handguns.

Visit www.bushnell.com for more information.

The Law Enforcement Connection

Feeding High-Tech Hunger

Cops are notorious techno-freaks, especially those in the 25- to 35-year-age bracket. That’s good news for you, because they’re also the ones with the highest level of discretionary spending money — that’s to say, money willingly spent on job-related technology.



And there’s a world of it to sell.

SIG SAUER’s new STOPLITE, for example, is the multi-mission, 700-lumen light-blaster officers have been waiting for. This tool provides “light as a weapon”-level blinding power, and range that will reach down long alleys and into deep canyons. It’s a light behind which an officer can stand virtually unseen by suspects trying to peer around that blazing light source. It is so bright you can easily display its power in daylight, in a well-lit shop. A good sales tactic is to just shine a typical 80-lumen tactical light beside it — the beam will be swallowed with the STOPLITE.

Designed for both handheld use or mounted on a rail as a vertical rifle foregrip, the STOPLITE features ergonomic touch control of momentary, constant-on and disorienting strobe modes, plus a powerful aiming laser. There’s even a “hot” connection to power up additional accessories, like an IR illuminator or IR laser for use with night vision.

Priced at \$215 retail, it costs the same as some tactical lights that have one-fifth the power and half the mission flexibility.

Visit www.sigsauer.com.

The STOPLITE from SIG SAUER is a blinding 700-lumen light-cannon and aiming-laser combo with disorienting strobe.

5.11 Tactical’s Light For Life tactical flashlight looks high-tech — and it is. In only 90 seconds, the Light for Life UC3.400 goes from zero charge to fully charged! Runtime is 120 continuous minutes, and cycles down so the user will never be suddenly left in the dark.

The unit is rated for 50,000 charge/discharge cycles. That’s a charge per day for over 135 years!

Additionally, pressing and holding the “on” button instantly delivers 270 lumens of brilliant light for close-in shock effect and long-range illumination, and clicking the button twice blasts it into strobe mode — extremely effective on hostile suspects.

If your customer hesitates at the \$169.99 MSRP, remind him of the 135-year life of the charging circuitry and add that the three high-intensity LEDs are rated for 50,000 hours each — that’s 24/7 for over 24 years.

Visit www.511tactical.com.

We’ve only mentioned two items here, just to kick your imagination into over-drive. High-tech products are everywhere, and eminently salable. You have only to search them out, make a few phone calls for retailer information, and then plan how you’re going to knock customers’ eyes out with your user-friendly, simple but stunning, affordable high-tech products!

Higher Tech With Lower Prices, Bigger Profits

Night-vision equipment is another area in which products are becoming more user-friendly and budget-friendly on an almost monthly basis. Capability levels, which cost thousands less than a decade ago, literally run about \$100 per past thousand, putting many models well within range of typical consumers.

Also, thanks to better optics and more efficient intensifier tubes, even the lowest-ranking category of night-vision devices — Gen-1 — can deliver crisper images at longer ranges than in the past, which is plenty of performance for most sportsmen.

An excellent example is the new Night Cougar binocular-goggle system from ATN — American Technologies Network Corp.

The Night Cougar, weighing only 1.2 lbs., is the smallest, lightest night-vision binocular commercially available. It offers a hands-free, flip-up head mount, in addition to handheld use. A built-in, wide-angle infrared illuminator offers vision in total darkness, and detection and

recognition range is about triple the performance of original Gen-1 gear.

Digital controls and a runtime of 10 to 20 hours on a single Lithium CR123A battery make the Night Cougar ideal for hunters, campers, boaters, security users — and also for dealers new to the world of night-vision gear. The Night Cougar retails for \$569.

Check it out at www.atncorp.com, where you'll find a wide array of night-vision gear.

From night-vision gear to programmable flashlights, digital chronographs and laser rangefinding systems, the world of high-tech outdoor equipment is booming — and your sales can be too. We've only presented a CAT-scan slice of the countless products available, and one of the best sources of info in the in-



ATN's lightweight Night Cougar delivers crisp IR-illuminated night vision at a surprisingly affordable price.

dustry? It's right here, in the pages of *Shooting Industry*. ©

HIGH-TECH MARKET

See Reader Service, page 56, for a listing of high-tech manufacturers.

RELIABILITY

Developed in Israel for the world's military and special services. The combat proven Fobus Concealed Carry Holster is a revolutionary step forward in holster design and technology with a 100% Lifetime Warranty. Fobus is the first manufacturer of injection molded polymer holsters, with this experience Fobus is the leader in high-density polymer, with more models and the most fits in the marketplace.

Fobus Holster • Bensalem, PA 19020 • Phone: 267-803-1517 • Toll Free: 866-611-9576

FOBUS
holsters
& pouches

www.fobusholster.com