The Journal
Volume 7, No. 3

Welcome Back Weaver
Weaver Optics Returns to ATK

It is with great pride that we announce the return of Weaver® Optics to the ATK family. Our company has a long history with Weaver Optics and we are excited to add this quality glass back into our winning lineup of well-known and respected brands. With this acquisition, Weaver Optics is also reunited with the Weaver Rings & Bases division; making it a complete package for serving the avid shooter and hunter. Now retailers need to consider just one source when deciding on the most trusted rings, bases and optics in the outdoor industry. Simply contact ATK, place your Weaver order and rest easy knowing you are offering your customers one of the most successful and proven ways in which to securely mount optics—the Weaver way.

If you have been a Weaver customer—stocking either rings and bases or optics—we thank you for your support over the years. Your understanding of the Weaver tradition, and the loyalty consumers have for this brand, has been a large part of Weaver’s continued success and we hope part of your success as well. We look forward to maintaining and growing your relationship with Weaver products.

If you have yet to find a place in your store for the Weaver brand, we encourage you to do so and believe you’ll discover what hundreds of other retailers already know: that for more than 75 years, Weaver has produced quality, affordable optics and quality glass, all backed by remarkable customer service. That’s the Weaver way.

Contact your sales rep or dealers services for information on how to get these products in your store.

NEW PRODUCT SHOWCASE
HOT PRODUCTS TO SELL IN YOUR STORE

Get the Attention of Waterfowlers Early

It won’t be too long before waterfowl seasons start to open across the country. Waterfowlers are a passionate bunch, so make sure your ammo and accessories are on the floor plenty early. Keeping a passionate bunch, so make sure your ammo and accessories are on the floor plenty early. Keeping a timeless classic in mind, keep Ultra-Shok™ HEAVYWEIGHT® or its offering high-quality, hard-hitting steel loads. They boast heavy payloads and don’t just hit more targets.

Don’t forget about accessories. Champion’s new Blindknots are ideal for those looking for high-quality steel loads. They boast heavy payloads and blistering velocities. And for those searching for a unique advantage, stock up on Black Cloud®. In its debut last year, Black Cloud proved to be the hottest waterfowl ammo out there. Its combination of differentiating components and performance in the field took the market by storm.

Get the Advantage of Waterfowlers Early

The first thing to realize is that there are the many needs of different hunters. Be sure you’ve got some Ultra-Shok™ HEAVYWEIGHT® or High Density® for those looking for tungsten-based products. These non-tox alternatives give hunters impressive downrange energy and hit duks and geese hard. Ultra-Shok™ Heavy High Velocity offerings are ideal for those looking for high-quality steel loads. They boast heavy payloads and blistering velocities. And for those searching for a unique advantage, stock up on Black Cloud®. In its debut last year, Black Cloud proved to be the hottest waterfowl ammo out there. Its combination of differentiating components and performance in the field took the market by storm.

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QuickShots
ATK delivers.

committed to our brands and work to promote
Partners Merchandise Program went online. This
experience. The trailer will be equipped with HD
and another 15 years with Bill Hicks Co. as a senior buyer. Bart is
joined Dealer Services earlier this spring, and has spent the past
us. We hope you’ve been able to get out and enjoy some of the
The trailer was created to help give ATK a presence
at more venues each year. The sales and marketing
to supplement his job at DOW Corning and began
and we’re thrilled to have him aboard. Prior to his arrival, he worked
also help draw traffic to stores and events.
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In America, many great things have had their
turn into a stable source of revenue. He

...to the shooting range. It is vital to visit a

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For more information on ATK promotions due to their high follow-through
the new ATK Dealer Trailer in October. JJ has seen

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Federal Premium® introduces the new Barnes Tipped Triple-Shock® today’s big game hunter. Numerous manufacturers offer high-quality ammunition to improve tremendously over the years. No one has ever had more quality bullet and load combinations than Federal Premium®—a national effort by Nitrex™ Optics to help your staff discover the unique advantages of this new line of riflescopes and binoculars and become more comfortable in the language of optics.

Advancements in technology have allowed factory-loaded ammunition to improve tremendously over the years. The brand new Tipped TSX and drove it to impressive speeds when it comes to velocity. This year, Federal Premium took great lengths and taken several different routes to up the ante with pure engineering.

However, one thing that has continued to enthral hunters, whether they shoulder a shotgun or a rifle, is speed. Muzzle velocity has become a focal point of hunters young and old. If it flies faster than their other load, they want to try it. Ammo manufacturers and bullet makers have gone to great lengths and taken several different routes to up the ante when it comes to velocity. This year, Federal Premium took the brand new Tipped TSX and drove it to impressive speeds with pure engineering.

This new bullet features a Delrin tip for flatter trajectories and deeper penetration. With sticker speeds of up to 3500 fps, your customers are sure to note. Like the original TSX, the tipped version is an all-copper bullet that gives great weight retention and impressive accuracy. These light, fast bullets are perfect for thin-skinned game such as antelope and deer. Be sure your customers can get in on the hyper-velocity loads by stocking your store with one of the initial offerings of .270 Win., .270 WSM, .300 Win Mag and .300 WSM.

The X-Bullet™. Available in four centerfire options, these loads feature a tremendous amount of insight into the optics world.

Filming was done on the famous Tejon Ranch—the largest contiguous piece of private property (772,000 acres) in California. Located just 2 hours north of Los Angeles, the Tejon Ranch is a favorite among film studios and Hollywood.

Educating and Inspiring Your Customers

When it comes to effective marketing techniques, nothing grabs a consumer’s attention faster than an action-packed video. Whether it’s a hard-driving 30-second commercial, informative product demonstration or the non-stop action of an in-store loop, video is a great way to promote the features and benefits of a product while generating excitement among your customers. That’s why this past spring, ATK’s marketing team spent a week on the mountains of California, at the famous Tygun Ranch, videotaping several of our hot, new products for 2008. This 270,000 acre, privately owned ranch was the ideal location in which to film a wide array of accessories that can better sell to your customers—giving educated answers to just about any optics question. Fast is in the food and fun, not to mention some Nitrex prizes… and your sales staff will gain a deal of insight into the optics world.

Some of the new products featured included Champion’s Varmint Wheel, EasyFeed™ Auto-Feed Doubles trap; Shooters DuraSeal™ Spinner Targets and Deluxe Bi-pod; and accessories for the award-winning RCS® R.A.S.S. Bench™. This time-consuming, labor intensive and expensive marketing effort was done to help create awareness for ATK’s new products, generate excitement in the shooting sports and drive customers to your retail location. Look for these new videos to appear on TV, at tradeshows, on the respective brand websites and… by your request… in your very own store.

We hope you find these video efforts a great way to educate your customers and increase your sales.

www.nitrexoptics.com

ALWAYS IN THE HUNT™

Filming was performed by Ken Buttein an award-winning, San Francisco based videographer.
From the Wire:

RifleShooter Magazine

“What's in a Name?”

By Wayne van Zwoll, RifleShooter Magazine, July/August 2008

Good-looking, well-built and optically superior, Nitrex is an optics brand to be reckoned with.

Not that many years ago, I fell in love with a cardboard box. She was slender, had a sunny complexion and struggled nicely where other boxes felt awkward. As has often followed my infatuations, this box left me. I got over it eventually, but the name stayed with me. Nitrex.

Made to fit the pocket, the slim yellow-and-gray Nitrex boxes held five bright,nickel-plated cartridges at the ready. A while back, Speer dropped the Nitrex brand of big game ammunition because, I'm guessing, the Federal brand made rifle ammunition from Speer redundant as both are now owned by ATK.

Details

This year ATK has resurrected the Nitrex name, but not in ammunition. It's now the call sign for a line of imported riflescopes and binoculars. All models feature fully multicoated lenses to deliver the brightest images allowed by their exit pupils.

ATK offers four Nitrex scopes: 1.5-5x32, 3-9x42, 3-10x50 and 6-20x50 AO. The AO scope's dial is the traditional front-end ring, not a turret-mounted knob. Parallax for the front-end ring is set at 100 yards.

“Promotions in the summer are very important. We run them almost non-stop and sometimes will overlap two at the same time. We have run promos ranging from Kayak Days to Safe Days to Hiking and backpacking. One of the most creative and effective is targeting the economic relief checks. If a customer spends $600 dollars or more during a week we have a weekly drawing for $600. This has brought $600 dollars or more during a week we have a weekly drawing for $600. This has brought the average ring of the hit up and created good traffic. Merchandising is also very important. We like to keep it fresh for our repeat customers and cater to the seasonal events.”

This excerpt from RifleShooter Magazine was reprinted with the permission of the publication and is a great example of how effective marketing, product placement and media relations can translate into success at the retail level. By generating interest, and supplying third-party credibility, this editorial coverage has the power to drive customers to your store and demonstrates the value of having quality partners in the media industry.

To read the full article, see the July/August 2008 issue of RifleShooter Magazine. For more information regarding RifleShooter Magazine, and to learn how to stock this publication in your store, visit www.rifleshootermag.com.

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