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INSIGHTS: WINNING THE BIG GAME

REVIEWED: MEPROLIGHT MVO RIFLESCOPES

COUNTER TECH: THE BASICS OF BULLET DESIGN



GX4™ STRIKE BRAVO

COMPACT FIREPOWER MEETS TACTICAL STABILITY

SEE PAGE 4 FOR MORE DETAILS

MUCK DELIVERS **WARMTH AND COMFORT**

10 COOL THINGS **FROM SHOT**

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Based on extensive customer feedback, Ruger has upgraded the 10/22 rifle line with enhanced features previously found only in select configurations. These improvements are designed to deliver even greater performance. Select models now feature a BX-Trigger®, lightweight stock, match bolt release and a receiver that incorporates a rear cleaning port. With more than 10 million produced over the past 61 years, the 10/22 has inspired a loyal following and remains the benchmark for rimfire excellence.

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

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THIS ISSUE'S COVER
BROUGHT TO YOU BY:
GX4™ STRIKE BRAVO



COMPACT FIREPOWER MEETS TACTICAL STABILITY

Versatility and accuracy come standard: your exclusive look at the Taurus GX4™ Strike Bravo.

With the recent release of the Taurus GX4™ Strike Bravo, we've taken the proven GX4 Carry 9mm platform and added a bold new edge.

Developed in partnership with Strike Industries, the GX4 Strike Bravo combines compact carry performance with enhanced tactical stability to deliver accuracy and confidence at longer ranges.

Outfitted with the Strike Industries FSA Single Stabilizer, this innovative setup delivers enhanced stability, control and accuracy — giving shooters more confidence at extended distances without sacrificing the GX4's compact footprint.

Boasting a generous 15-round capacity, the GX4 Strike Bravo features a new chassis and modular grip system co-developed with Strike Industries, specifically engineered to accept the Strike Industries FSA Single Stabilizer.

This folding brace system provides increased stability, improved length of pull and greater surface contact for shooters.

"The GX4 Strike Bravo is Taurus stepping in a bold new direction," said Laura Prieto, Taurus marketing manager. "By teaming up with Strike Industries, we didn't just add a brace — we co-engineered a dedicated chassis and modular grip system to support it. That collaboration created an affordable, compact pistol that offers shooters extra stability, control and versatility — expanding what they can expect from our best-selling GX4 family!"

The GX4 Strike Bravo offers shooters an affordable, compact pistol with tactical stability and modern versatility, making it an ideal choice for enthusiasts looking for something new in the GX4 family.

The Taurus GX4 Strike Bravo is currently available at authorized Taurus dealers nationwide.

To learn even more about the latest addition to our popular GX4 Carry platform, talk to your local dealer or visit *TaurusUSA.com* today.



TaurusUSA.com



KEY FEATURES

- Collaborative Chassis & Modular Grip Design: Engineered with Strike Industries for seamless brace integration.
- Optic-Ready TORO (Taurus Optic Ready Option) Slide for red-dot compatibility.
- ½ x 28 Threaded Barrel ready to accept suppressors or aftermarket muzzle devices.
- Reversible Charging Handle for a customizable setup.
- MIL-STD-1913 Picatinny Rail for lights, lasers and other accessories.
- Full GX4 Platform Compatibility with existing magazines, basepads, barrels and accessories.
- Two 15-round magazines included (also available with two 10-round magazines)



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← Bullet design matters. Flat-base bullets are often very accurate at short to medium distances and can be more forgiving in some rifles.

THE BASICS OF BULLET DESIGN

Explaining bullet construction and matching customers with the right ammo.

By William Starnes

Spend enough time behind a gun counter and you'll notice a pattern. Customers ask why one box of ammo costs more than another, why one is recommended for elk instead of deer, or why a competition shooter insists on a bullet that "won't even expand."

They are sensing that bullet design matters, even if they don't yet have the language for it. At the gun counter, that language is part of your job.

From the outside, ammunition looks standardized. Same caliber. Same bullet weight. Similar velocities printed on the box. To a customer, it can appear that the only meaningful difference is price. The reality is that bullet design is where most functional differences live. Construction determines how a bullet survives firing, how it flies, and what it does when it reaches the target. Those three phases place conflicting demands on the projectile, and every bullet design is a compromise.

Discussion of brands and product-of-the-month recommendations will only cloud the vision of customers who haven't first gained an understanding of bullet design. Instead, the objective is to help them understand why different bullet designs exist and what problems they are intended to solve. If you can do that, you'll be able to recommend the right bullet and the rest of the conversation will likely take care of itself.

Baseline Structure

Most rifle bullets used for hunting and competition share a common foundation: a lead core enclosed by a copper or gilding-metal jacket. What varies is how that jacket is made and how it interacts with the core.

Traditional cup-and-core bullets are the simplest example. A copper jacket is drawn into a cup and filled with lead. These bullets are economical, widely available, and expand readily at typical hunting velocities. For deer-sized game, they have a long and successful track record.

Their limitation is structural. Because the core and jacket are not bonded, high impact velocity or heavy bone can cause the bullet to shed weight or fragment. Sometimes that is acceptable. Sometimes it is not.

Bonded bullets address this by chemically or mechanically attaching the lead core to the jacket. Expansion still occurs, but it happens more gradually, and the bullet tends to retain more of its mass. This improves penetration and

"Construction determines how a bullet survives firing, how it flies, and what it does when it reaches the target."

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consistency, especially on larger animals or at closer ranges where velocity is high.

Monolithic bullets eliminate the lead core entirely. They are machined or swaged from a single piece of copper or copper alloy. With no core to separate, weight retention is extremely high and penetration is deep and straight. The tradeoff is that copper is less dense than lead, so these bullets are longer for a given weight and generally require higher impact velocity to expand reliably.

At the counter, the important distinction is not how they are made, but what they do. Does the bullet open easily? Does it hold together? Does it penetrate deeply? Those are the questions customers actually care about.

Shape and Flight

Terminal performance matters to hunters, but flight behavior determines whether the bullet gets where it needs to go.

Ballistic coefficient is the shorthand used to describe how efficiently a bullet moves through the air. Higher BC bullets retain velocity better, drift less in the wind, and drop less at long range.

Flat-base bullets are often very accurate at short to medium distances and can be more forgiving in some rifles. Boat-tail bullets reduce drag and perform better at longer distances, though they can be slightly more sensitive to seating depth and rifle setup.

Polymer tips are a practical hybrid solution. They streamline the bullet for better aerodynamics while also aiding expansion on impact. For many hunters, this balances flight performance with terminal reliability.

One point that frequently needs clarification involves open tips versus hollow points. In rifle bullets, an open tip is usually a byproduct of manufacturing, not a feature intended to cause expansion. This distinction matters, especially when customers cross-shop hunting and match ammunition.



↑ A copper jacket is drawn into a cup and filled with lead to form a traditional cup-and-core bullet. These bullets expand readily at typical hunting velocities.

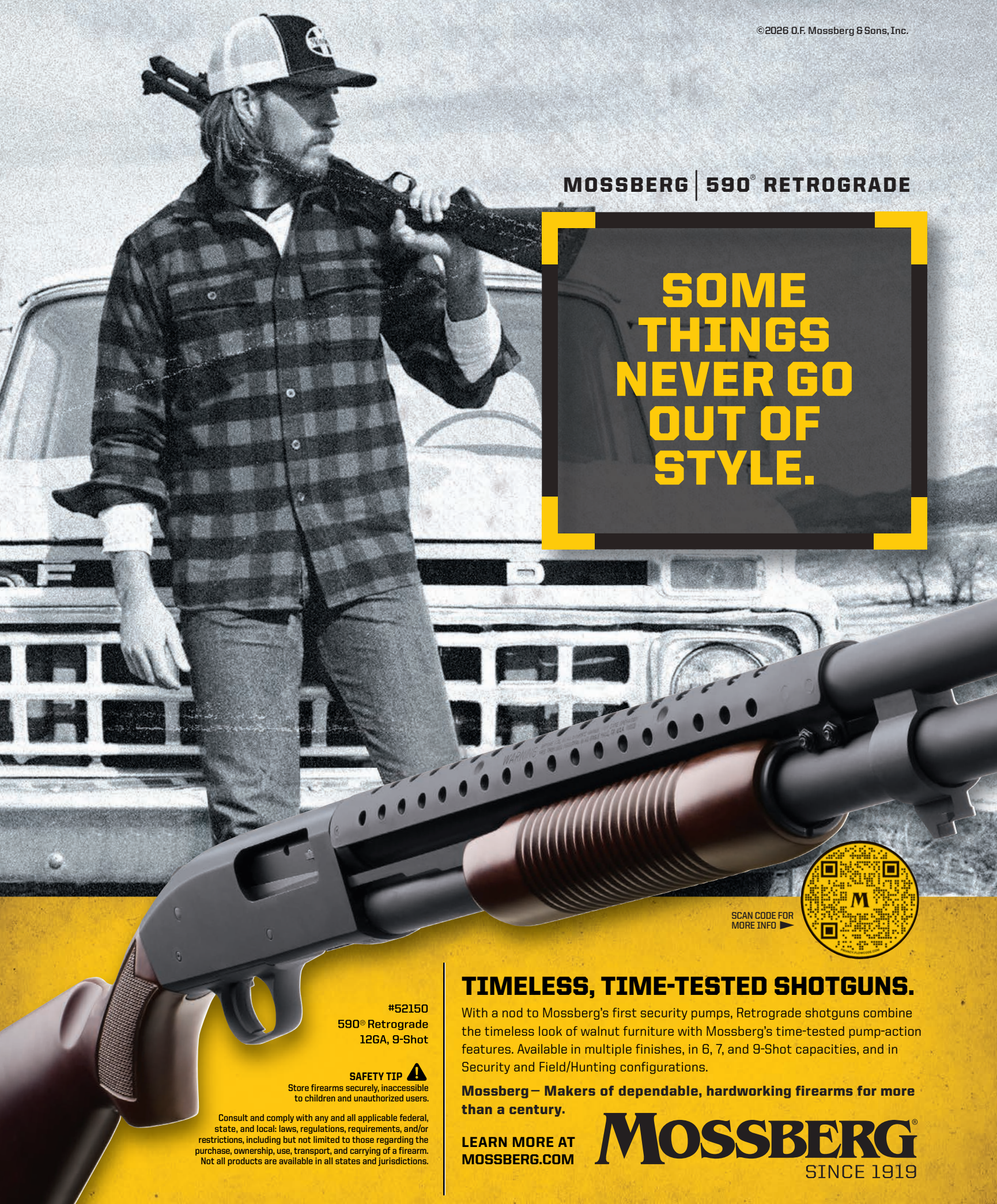
Specific Needs

A productive counter conversation usually starts with three questions:

- What is the target or game?
- At what distance is the shot most likely?
- Is penetration, expansion, or accuracy the priority?



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COMMON BULLET DESIGNS

Soft-point bullets expose lead at the nose to initiate expansion. They expand easily across a wide range of velocities and are forgiving in typical hunting cartridges. They remain one of the most practical choices for deer-size game. Where they struggle is at extremes. Very close shots or very high velocities can cause rapid expansion that limits penetration.
How to explain it: This bullet opens easily and works well for standard hunting distances without added complexity or cost.

Bonded and controlled-expansion bullets slow expansion and retain more weight by bonding the core to the jacket. They are intended for larger game, tougher shot angles, or cartridges that produce high impact velocities.
How to explain it: The bullet still expands, but it stays together longer and penetrates more reliably.

Partition-style bullets solve the same problem mechanically rather than chemically. A solid jacket wall separates the front and rear cores. The front core expands, while the rear core remains intact to ensure penetration.
How to explain it: The front half does the damage. The back half makes sure it gets deep enough.

Monolithic copper bullets expand by peeling petals instead of mushrooming lead. They typically retain nearly all their weight and penetrate deeply. Expansion depends on velocity, so distance matters.
How to explain it: Exceptional penetration and weight retention, but they need sufficient speed to open properly.

Open tip match bullets are formed from the base forward, leaving a small opening at the tip. This allows extremely consistent jacket thickness and a well-centered core. The result is excellent accuracy. Expansion is neither reliable nor intended.
How to explain it: The opening exists because it improves consistency, not because it's designed to expand.

Very low drag bullets push aerodynamic efficiency to the limit. Long ogives and boat tails produce high BCs, but these bullets often require careful seating depth adjustments and load development.
How to explain it: Outstanding flight characteristics, but they demand more tuning.

Hybrid ogive bullets blend high BC with greater tolerance for seating depth variation. They are popular in precision rifle competition because they are easier to work with.
How to explain it: Most of the aerodynamic benefit with fewer setup headaches.





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For hunters, ethical performance matters. The bullet must expand within its intended velocity window and penetrate deeply enough to reach vital organs.

For hunters, ethical performance matters. The bullet must expand within its intended velocity window and penetrate deeply enough to reach vital organs. For competition shooters, consistency and wind performance matter far more than terminal behavior.

Avoid equating price with suitability. A premium match bullet is not automatically appropriate for hunting. A controlled-expansion hunting bullet is not automatically ideal for long-range competition.

Explain tradeoffs plainly. Customers generally respond well to clear cause-and-effect explanations.

Common Misconceptions

Bullet weight alone does not determine penetration. Construction plays an equally important role.

"Match" does not mean "best for all purposes." Match bullets are optimized for accuracy, not controlled expansion.

Velocity only helps if it matches the bullet's design window. Too much or too little can both create problems.

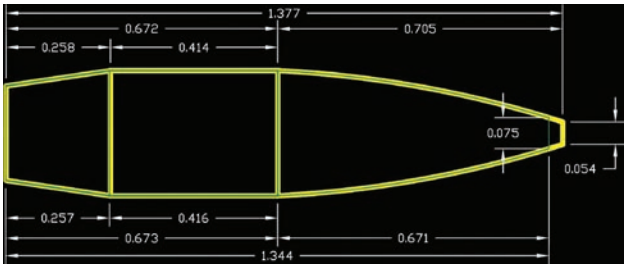
Correct these points without lecturing. The goal is understanding, not winning an argument.

Expectations

Bullet design is about applied physics and materials science, not marketing language. When you understand why a bullet behaves the way it does, the ammunition aisle stops being a wall of similar boxes and becomes a set of purpose-built tools.

For hunters, that knowledge supports ethical outcomes. For competitors, it supports consistency under pressure. For the salesman, it builds credibility and trust.

That is what customers expect when they step up to the counter. SSR



Velocity only helps if it matches the bullet's design window. Too much or too little can both create problems.



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MEPROLIGHT MOVES INTO MAGNIFIED OPTICS

The new MVO line brings the brand's renowned durability and operational excellence to the riflescope market.

By Brian McCombie

Once my Meprolight MVO 1-8X28 FFP scope was zeroed at 50 yards from a rest, I decided to shoot offhand. My rifle was a Palmetto State Armory AR-15 16-inch Mid-Length, and for ammunition I relied on American Eagle 5.56x45 launching a 55-grain full metal jacket bullet.

From my rest, the MVO, PSA and American Eagle put my last five rounds at 1.3 inches. Yet, shooting offhand my rounds hit all over my silhouette target and the white ellipses I sprayed painted to highlight the center mass area. I take some of the credit for that shooting, though the 20mph wind gusts and the 28-degree air temperature were definite factors, too.

I dropped to one knee, a foot of snow on the ground at my range in north-central Wisconsin, rested my left elbow on the top of my left knee and lined up the scope's reticle on the white ellipses of a new silhouette target. Images were sharp edged and the reticle stood out nicely.

With my magnification set on 6x, I fired off 16 rounds and 11 of them struck the white. Not a great group in the sense of inches, but more than adequate to stop a threat.

Throughout my shooting that winter morning, the MVO 1-8X28 FFP was a champ. Not only was the high-quality Schott glass unfazed by the cold and never fogged over, the controls worked smoothly and precisely. The scope's generous eye relief not only kept my face away from a possible scope bite but provided a substantial field of view on either side of the rear lens.

Meprolight clearly did its due diligence with this scope.

New Market

Best known for its handgun sights and reflex optics like the M22 PRO, Meprolight launched itself into the magnified optics market early in 2025. The Israeli-based manufacturer actually equips the Israeli Defense Forces, and Meprolight is heavily staffed by combat veterans dedicated to making tough and extremely functional hardware for combat forces.

Meprolight brings the same toughness and operational excellence to the MVO line of optics. In addition to the MVO 1-8X28, I also ran the MVO 3-18X44 with first-rate results.



↑ Meprolight has stepped into the magnified optics market with the MVO line of magnified first focal plane optics.

And Meprolight offers one more magnified optic in the line, the MVO 6-36×56.

All three of the MVO's are first focal plane optics designed with the Milliradian or MRAD system. They feature 34mm tubes crafted from rugged 6061-T6 Aluminum.

Lenses are high-quality German SCHOTT glass, multi-coated for minimal glare and reflection, and all three optics are recoil rated for up to .338 LAPUA Magnum. Beefy control knobs sport tactical serrations for a solid grip even with gloved fingers.

The scopes also feature red and green reticle illumination powered by a single CR2032 3V battery. The illumination system includes a 12-hour Auto Shut-OFF feature.

Manufacturers' suggested retail prices start at $1,499.99 for the MVO 1-8, $1,799.99 for the 3-18 model, and top out at $2,999.99 with the MVO 6-36x56.

True Precision

To try out the MVO 3-18, I mounted the scope on a Remington Magpul Enhanced bolt action chambered in 6mm Creedmoor. Featuring a heavy 20-inch barrel and a stout

→ Testing proved the MVO 1-8 to be a fine LPVO for the AR-15 platform.



action, the rifle's stock and forend are Magpul made and a great fit for shooters. Not exactly a lightweight at 8.5 pounds, the Magpul Enhanced is extremely accurate and a fine test platform or a longer-range optic like the MVO 3-18.

A day after running the MVO 1-8, I made my way back to my outdoor range. I did a quick 50-yard zero with the MVO 3-18 set on 6x, using Barnes VOR-TX Long-Range 6mm Creedmoor launching 95-grain LRX bullets.

At 100 yards with the MVO set on 10x, my first two rounds hit high about 2.5 inches and left a full inch. I made the needed clicks to the Elevation and Windage Controls, each 0.10 mil click equaling approximately .37 inches. My next shot was on the bullseye, and I shot twice more for a .80-inch group.

Then, I aimed just below the orange diamond of the bullseye and shot three rounds that measured out to just a half inch.

Last, I shot the box to test the precision of the controls.

Here, I set the MVO at 12x and fired at a 2-inch by 2-inch orange square affixed to white paper. Hit. So, I gave the Windage control a full 1.0 Mil turn and fired, the orange square still my aim point, and that shot hit 3.5 inches to the Right. A full Mil, by the way, equaling approximately 3.7 inches.

I gave the Elevation knob two full Mil clicks up (3.7 + 3.7 = 7.4) and fired again. The round hit 6.8 inches above the previous shot.

With the Windage clicked back one full Mil, the next shot hit 3.2-inches to the left of my last shot.

Finally, I clicked the Elevation knob down two Mils, and that shot struck just to the right of the orange square's center, hitting down 7.5 inches below the previous shot.

That's precision. Especially considering it was 19 degrees with a 12mph wind quartering in from the left and



↑ The MVO 3-18 shrugged off the Wisconsin cold and snow during a day at the range.

"Meprolight clearly did its due diligence with this scope."



↑The MVO 1-8 mounted on a Palmetto State Armory AR-15 proved to be a very accurate combination in testing.

rear, plus the heavy screen of snow coming down. Snow gathered inside the objective bell, but the MVO never fogged over, and the damp cold had zero effect on the controls.

Buying Options

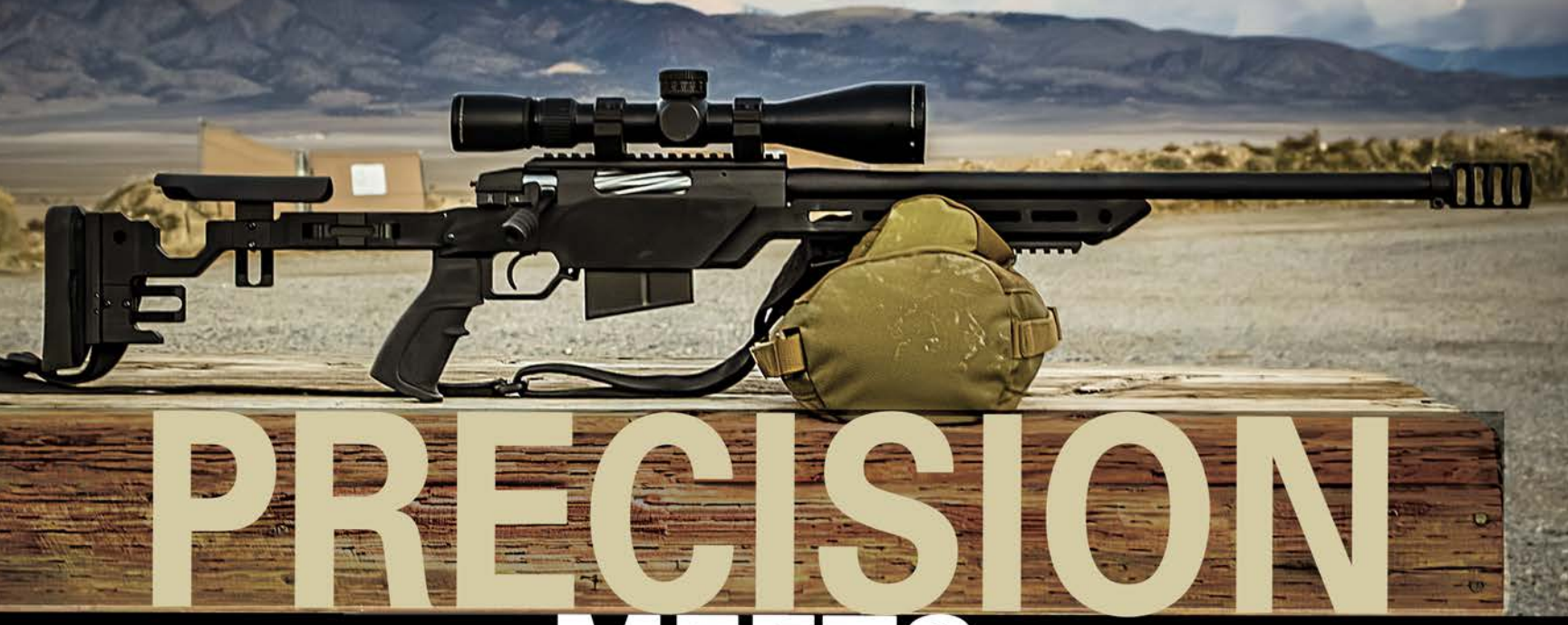
Independent FFLs can buy directly from Meprolight. Meprolight also uses a network of industry distributors that include Crow, Bangers, Camfour, Chattanooga Shooting Supply, Iron Valley and Sports South.

"Becoming a Meprolight dealer is intentionally a very straightforward process," said Eric Suarez, Meprolight's director of marketing. "Authorized FFLs and retailers can apply by completing our dealer application, which allows us to quickly verify credentials and get the relationship started."

That online application is available at *www.meprolight.com*.

"Once approved, we work directly with our partners to set up ordering and, if needed, flexible terms that fit their business," Suarez said. "Our goal is to remove unnecessary friction and make Meprolight one of the easiest optics brands to do business with, whether you're a single-location retailer or a multi-store operation."





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In-Store Help

Meprolight offers a substantial amount of in-store help for its dealers.

"For the MVO line specifically, Meprolight developed a full suite of dealer-focused sales tools," Suarez noted. "This includes battle cards that clearly outline how MVO optics compete and win against comparable products in the category, sell sheets that tell the product story while highlighting key features and benefits, and a comprehensive MVO brand book that dives deeper into positioning, use cases, and technical details."

The company also offers stand risers and in-case display solutions designed to showcase MVO optics cleanly and professionally. Additional support such as signage, counter mats, special builds, or custom merchandising solutions is also available for retailers.

"We offer sales staff training both virtually and in person, depending on the retailer's needs and location," Suarez said. "These sessions are designed to give counter staff a clear understanding of Meprolight products, key differentiators, and how to confidently position them with customers."

The company is open to co-op advertising opportunities and will evaluate such requests on a case-by-case basis.

"In addition, Meprolight supports sales staff incentive programs for counter personnel when appropriate," Saurez added. "These programs are designed to reward product knowledge and engagement while helping drive sell-through at the retail level."

Notable Features

Given the first focal plane design of the MVO line and the MRAD system of the scopes, tactical, precision and long-range competition shooters are prime customers for these optics.

"However, MVOs are for customers who want professional-grade performance without unnecessary complexity, regardless of whether their rifle is used for duty, competition, hunting, or range work," Saures said.

This includes hunters who want rugged, feature-rich optics, as well as shooting enthusiasts upgrading from entry-level scopes into premium glass.

Some MVO features for sales staff to point out include:

- **Glass quality and clarity:** MVO optics use German SCHOTT glass, delivering exceptional edge-to-edge clarity and 92%+ visible light transmission, a meaningful upgrade over many optics in this class.
- **Illumination options:** Dual-color (red or green) illumination enhances visibility in low-light conditions and allows shooters to tailor the optic to environment and preference.
- **User-friendly FFP MRAD reticles:** Meprolight's custom-designed MRAD reticles are intuitive and easy to understand, making them ideal for customers transitioning from traditional MOA systems into more tactical-style optics.
- **Durability and reliability:** Built to meet demanding real-world use, MVOs are engineered for consistency in recoil, weather, and hard-use environments.

Partners

The MVO scopes have been a big hit on the YouTube circuit, with many videos highlighting the scopes. More YouTube and other media coverage will drop throughout 2026.

Additionally, Meprolight scheduled a full slate of media and trade show events for the year. These include on the ground at live-fire and consumer events across the country, including CANCON, GunCom, and others.

"We'll also be putting our optics to the test at prestigious training institutions like Gunsite," said Suarez. "In addition, for the first time ever, Mepro USA will be sponsoring shooters at Precision Rifle Series matches and The Tactical Games, showcasing the real-world versatility and performance of our products."

But he noted that media coverage, though key, is only one part of the company's mission.

"Equally important, Meprolight is committed to being a true partner to our dealers," Suarez added. "We focus on removing friction through flexible purchasing options, strong training and merchandising support, and responsive communication so retailers can confidently sell our products and grow alongside the brand." SSR

SPECS: MEPROLIGHT MVO 1-8X28

Focal Plane: First
Magnification: 1–8x
Turret Unit of Measurement: MRAD
Reticle: M1 MRAD
Reticle Type: Etched Glass
Reticle Illumination: Yes, 10 Red and 10 Green
Battery: 1x CR2032 3V
Objective Lens Diameter: 28mm
Windage and Elevation, 1 Click Increments: 0.1 MRAD
Parallax: Fixed @ 100 Yards
Tube Size: 34mm
Tube Material: 6061-T6 Aluminum
Overall Length: 10.9 Inches
Weight (w/battery): 25.3 Ounces
Caliber Rating: .338 Lapua Magnum
MSRP: $1,499.99

For more information please visit:
www.meprolight.com

SPECS: MEPROLIGHT MVO 3-18X44

Focal Plane: First
Magnification: 3–18x
Turret Unit of Measurement: MRAD
Reticle: M3 MRAD
Reticle Type: Etched Glass
Reticle Illumination: Yes, 8 Red and 8 Green
Battery: 1x CR2032 3V
Objective Lens Diameter: 44mm
Windage and Elevation, 1 Click Increments: 0.1 MRAD
Parallax: 30 Yards to Infinity
Tube Size: 34mm
Tube Material: 6061-T6 Aluminum
Overall Length: 11.89 Inches
Weight (w/battery): 29.7 Ounces
Caliber Rating: .338 Lapua Magnum
MSRP: $1,799.99

For more information please visit:
www.meprolight.com

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COMFORT IN ANY CONDITIONS

Built to handle barns, bogs and everything in between, Muck Boots have been keeping feet warm and dry for more than 25 years.

By Alan Clemons

It would seem simple to create a boot that is waterproof, warm and comfortable. After all, consumers have been wearing knee-high rubber boots, hip boots and waders for many decades.

That said, hunters have struggled over time with uncomfortable, stiff and cold rubber boots and waders with bad soles and leakage issues. Anyone who chased waterfowl in the 1960s, '70s and '80s remembers packing duct tape and patch kits, along with the stiff walk to the truck after a cold morning standing in the icy, flooded timber.

When the rubber/neoprene combo arrived for boots and waders, hunters rejoiced. They were warmer, more comfortable, easy to put on or take off (usually), and they've improved over time. Better materials, designs, lasts for soles, sewing and bonding methods, and feedback from retailers and consumers have given us the golden age of boots.

For more than 25 years, Muck Boots has been at the forefront of providing rubber/neoprene pull-on boots for hunting, farm chores, outdoor work and everyday activities. The company offers numerous options for men, women and children in an array of styles and colors.

We recently spoke with Chris Lorenzo, general manager of Muck Boots, to learn more about the company's history, what's new for 2026 and what the future holds.

SSR: Thanks for taking time to visit with us this month. Give us some background about how Muck Boots got started. Was it on a farm? While hunting? Something else?

Lorenzo: It all started with a universal problem — muck and cold. The team at Muck Boots was determined to find a solution for keeping our feet dry and warm through it all. The company began, out of necessity, to build premium, protective, reliable boots that offer exceptional comfort in every element. That's how the Original Muck Boot Company was born, providing 100% waterproof boots and footwear that withstand the muckiest situations in every season.

Since 1999, we have had the freedom to innovate, experiment and test our products in every single element — because outside, there are way more than four seasons. That's why we've designed each of our styles to work hard for every task and brave every condition, so you can be protected, productive and always in your comfort zone, no matter the weather.

SSR: Muck is one of several companies with similar products. How tough is it to come up with new ideas every few years in such a competitive market?

Lorenzo: It comes with challenges as we strive to be the original and best, and set the standard in the rubber/neoprene market. We have very talented teams in marketing, sourcing and product development who spend countless hours researching the marketplace. They look for holes in our line and find inspiration in other footwear categories, like athletic trends that we can adopt in the rubber/neoprene market.

SSR: Alternatively, having some basics that never go away — a work or hunting boot, for example — also must be beneficial as a foundation consumers can rely on, right?

Lorenzo: Absolutely. The great thing about Muck is our foundation was built on the Chore boot, which is what all the competitors strive to duplicate. Over the years we evolved the Chore into other collections in farm and ranch, construction, hunting and lifestyle



↓ Over the years, Muck has evolved and expanded from the original Chore boot into farm and ranch, construction, hunting and lifestyle collections.

that continue to be the backbone of Muck. The Chore remains Muck's No. 1 selling collection.

SSR: Muck Boots is part of Rocky Brands, an international company with 11 hunting, work, farm and safety boot brands. Is that a plus these days with the economy in flux?

Lorenzo: It definitely helps when the company has owned factories as well as a larger pool of sourced factories to stay ahead of the competition. Having owned factories in China, Dominican Republic and Puerto Rico is a huge advantage as we navigate the world economy. It allows us to remain competitive, and I would say have a slight advantage because of the diversity we have in sourcing.

SSR: Consumers have been tepid about spending due to concerns on prices of basics, along with tariffs and political winds. How challenging has this been for Muck in sourcing materials, distribution and sales?

Lorenzo: As with many companies we were faced with challenges. However, as I stated above, and with an incredible sourcing team around the world, we were able to navigate and shuffle as needed to help mitigate the rise in costs and keep the retail increases at a minimum for the consumers.

SSR: What is the most popular hunting boot in the lineup, and why?

Lorenzo: We have several popular styles in our hunting category. The three best are the Wetland, Woody Max and Fieldblazer. We offer several colorways and heights in each of these. Again, these are the foundation, but with innovation we are excited to launch three new collections for fall 2026: the Xplorer, Outmax and Woodland Pro. Each has innovations that will solidify the Muck Brand's position as being the Original and Best.

SSR: How about the rest of the line? Any favorites stand out among consumers that retailers should maybe key on for spring and summer?

Lorenzo: As with the fall line, we are changing the landscape in rubber footwear with an amazing women's collection called Rainscape. Staying true to the Muck DNA but adding a slight pop of trendy colors will make this collection not only protective and functional, but also bring a little fashion into play. The tried and true in our spring collections are our Muckster Lite Clogs, a slip-resistant clog to get you through warm summer days.

SSR: Parents know that growing kids can do a number on almost any kind of footwear. My son when he was a teen seemed to go through shoes like a tree grinder. Is the youth footwear made the same way as for adults?

Lorenzo: Yes, we use the same premium rubber in our kids boots as we do in our men's and women's collections. Muck, being the premium rubber boot brand, needs to stay true to the best quality no matter the age. Our boots are made to last, and hopefully they can be passed down to siblings as your kids grow.



↑ Muck has several popular styles in its hunting category, including the Wetland, Woody Max and Fieldblazer lines.

SSR: Along with consumer feedback — and you know how consumers are about feedback with footwear — what kind of internal torture tests do you do for your boots? Freezing in ice? Busting through briars and frozen corn stobs? Sitting too close to a fire?

Lorenzo: We put the compounds we use and the footwear through various tests. These include flex testing to make sure the rubber doesn't crack, slip tests to make sure we provide the best traction, and temperature tests to make sure our comfort ratings are as accurate as possible. Of course, with any rubber boot you definitely want to avoid sitting too close to a fire; eventually, rubber will start to melt.

SSR: Is there anything specific you can think of that consumers hit on repeatedly that provoked a change in the boot or design?

Lorenzo: Over time the biggest complaint seems to be, "my boot is leaking." However, in most cases the moisture inside the boot is caused by perspiration. We try our best to educate the end consumer that in rubber footwear, it's important to wear a moisture-wicking, merino wool sock. This will help alleviate the perspiration and keep you comfortable.

SSR: Muck Boots are great for duck hunting in fields or shallow slash water, or boating to a blind. Ever thought about getting into hip boots or waders?

Lorenzo: We actually have developed the Muck Wetland Waders for fall 2026 exclusively with the members of Sports Inc. This collection of retailers, which includes Rogers Sporting Goods (Liberty, Missouri), leads the country in wader sales and will provide a great test for Muck. We have the footwear part down, and are relying on a small group to assist us in the development of waders.

"Our boots are built for customers who demand gear that works as hard as they do."



↑ Muck Woodland Pro

SSR: More companies are looking at "forever chemicals" such as PFAS or other coatings and materials to eliminate from the manufacturing process. Is this something Muck Boots is doing?

Lorenzo: We have eliminated all PFAS from our products. It's just a better way to help the environment. It really has no direct effect on the product itself.

SSR: Does Muck work with retailers on displays, special deals, seasonal sales or other advice to help move the products?

Lorenzo: Yes, we do all of the above. We run national and regional campaigns throughout the year. Our biggest promotion is centered around National Muck Day on October 5. Many retailers participate in this annual event and have fun with in-store displays and great promotions. We also can focus on strategic partnership and geo-target our marketing efforts for our retail partners through digital and social channels. In addition, we provide in-store POP and create custom concept shops, as needed.



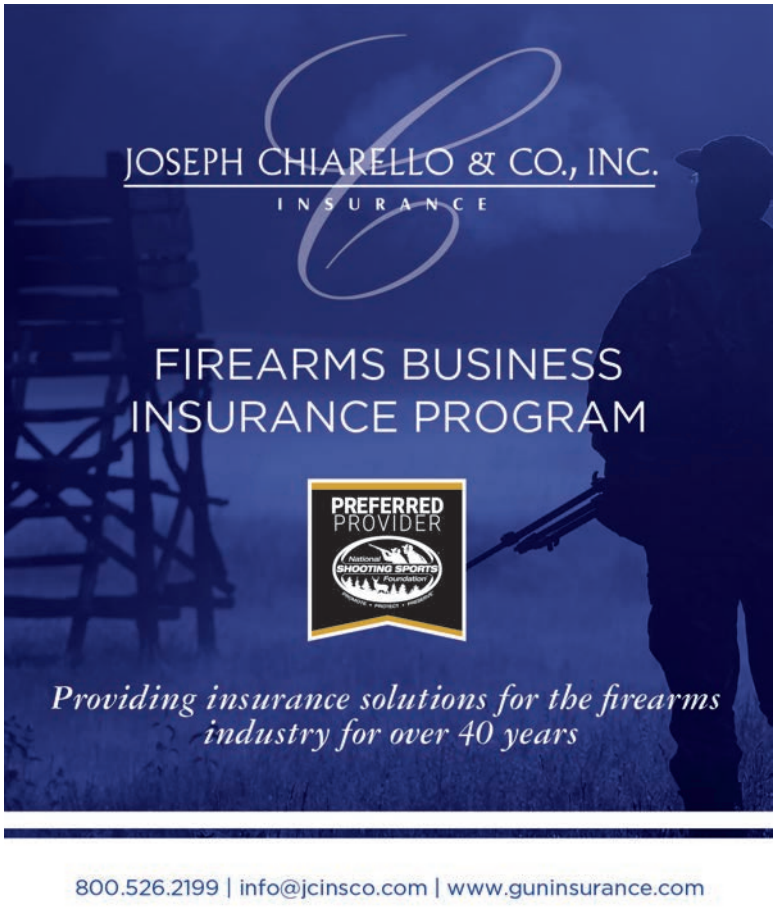
← Muck Outmax 6

SSR: What specific model or category, such as hunting or lifestyle, has shown the most growth recently?

Lorenzo: The utility and hunting categories continue to show strong growth year over year. What's exciting is to see our women's business grow. The adjacent markets for gardening and dog walking are examples that have gained a new customer base for Muck. It's exciting to see the new Rainscape Collection be the next generation for Muck to continue to expand our customer base.

SSR: What can we expect from Muck Boots in 2026?

Lorenzo: We are extremely excited about the new lines Muck is launching in 2026. Coming off a record-breaking holiday season, we are







← Muck XPlorer 12



↑ New product lines and partnerships will keep Muck front and center with hunters.

poised to continue to grow with our partners. The Rainscape Collection and new hunting boots for next fall are sure to keep Muck as the leader in rubber/neoprene footwear. Continued partnerships with Buck Cammander, Bone Collector and new partnerships with King Pedford and others are sure to enhance our marketing in 2026.

SSR: I'm considering Muck and other brands for my store. Give me the elevator pitch about why I should sell Muck Boots.

Lorenzo: Our boots are built for customers who demand gear that works as hard as they do. We combine 100% waterproof protection, industry-leading comfort and insulated performance that keeps feet dry and supported in any season. Unlike cheaper rubber boots, ours use high-grade neoprene, reinforced rubber, and flexible midsoles that deliver long-lasting durability without sacrificing comfort. That means fewer returns, higher customer satisfaction, and a product people come back for year after year.

Our boots appeal to workers, farmers, outdoor enthusiasts and everyday customers looking for dependable footwear, which drives strong repeat sales. When you sell our boots, you're not just adding another item to your shelves; you're offering a premium solution your customers will trust in harsh weather, tough jobs and daily life. We are the original and best. SSR







BIG CROWDS, BIG DEALS, BIG INNOVATION

48th SHOT Show brings the industry together and helps it move it forward.

BUSINESS INSIDER

NSSF® The Firearm Industry Trade Association

By NSSF Staff

The 48th annual SHOT Show was an action-packed week in January that energized more than 53,000 industry professionals. Held across The Venetian Expo and Caesars Forum, this year's SHOT Show saw attendees from all 50 states and 126 countries, reaffirming its role as the industry's global epicenter for innovation and commerce.

With 2,744 exhibitors spanning 834,500-plus net square feet — including the full spectrum of target shooting, hunting, outdoor recreation, personal defense and law enforcement sectors — the 2026 SHOT Show demonstrated the strength of the firearm industry at every turn.

"This was a SHOT Show for the ages," said Chris Dolnack, NSSF senior vice president and chief customer officer. "It was a week of nonstop movement, meetings and momentum. Every aisle was packed, every booth was buzzing and every conversation felt important. This is where business gets done, where ideas launch and where the industry shows just how strong — and united — it really is."

Beyond the show floor, the SHOT Show generates a lasting impact. As a trade-only event, it fuels NSSF's purpose to advocate, educate and communicate on behalf of the industry. Revenue from the show helps fund NSSF's hallmark initiatives — from Project ChildSafe and Operation Secure Store to its suicide prevention program "Have a Brave Conversation," FixNICS and Don't Lie for the Other Guy — all parts of Real Solutions. Safer Communities.

"Each person who attends or exhibits at the SHOT Show plays a vital role in shaping the future of our industry," said NSSF President and CEO Joe Bartozzi. "Their presence here supports the critical work we do year-round to advocate on behalf of our industry, grow participation and make our communities safer. We thank everyone in attendance for helping to fuel our mission."

Sentiments From the Floor

"The firearm industry is evolving now more than ever," said Adam Ruonala, VP of sales and marketing at Canik. "The tides are shifting and there always needs to be a center point to help companies stay focused. The SHOT Show is that lighthouse and in 2026 it is shining bright."

"SHOT Show is the heartbeat of the firearms industry. It's where we get to connect face-to-face with the manufacturers and dealers who actually move this industry forward," said Elliot Aquila, CMO of Silencer Shop. "We're proud to be here building the relationships that make Silencer Shop what it is."

"The quality of connections, customer interactions and collaborative opportunities we gain at SHOT Show surpass every other event we attend," said Buck Holly, founder and CEO of C&H Precision. "If you are serious about operating in this industry, this is not an optional event. You need to be here."

"The SHOT Show is the center of gravity for our strategy and helps guide how we execute it throughout the year. What we hear and learn here plays a direct role in how we move forward," said Rick Elder, CEO of HUXWRX Safety Co.

"The SHOT Show is truly the highest concentration of resources in the industry, and it serves as an invaluable asset to our company," said Jim West, co-founder and CEO of Lake Erie Arms. "I look forward to taking the ideas and information back to the rest of my team to implement new strategies, helping us continue to grow our business and improve efficiency."

"Being a first-time exhibitor here at the SHOT Show has been phenomenal for us. The new friendships and relationships we've made so far will accelerate our brand's growth," said Thunlwyn Garcia of Elos Thermal. "It's been super informative and we're definitely going to come back next year."

Leadership, Education and Collaboration

This year's SHOT Show again brought together state and national leaders for high-level discussions on policy and progress. The Fifth Annual Governors' Forum hosted seven U.S. governors, who shared strategies to attract and retain firearm businesses in their states. The Third Annual Attorneys General Forum fostered legal dialogue around preserving Second Amendment rights.

In addition to state leadership, SHOT Show 2026 welcomed senior federal officials, underscoring the event's importance as a forum for direct engagement between industry leaders and policymakers. Attendees included U.S. Deputy Attorney General Todd Blanche, White House Counsel David Warrington, and U.S. Assistant AG for Civil Rights Harmeet Dhillon, who met with industry stakeholders and observed firsthand the scale, professionalism and economic impact of the firearm, hunting and outdoor sectors.

Retailers, range operators and law enforcement professionals attended dozens of training sessions through SHOT University, the Law Enforcement Education Program and export and compliance courses — gaining actionable knowledge to drive success and ensure compliance in a dynamic market.

A new highlight this year was the Suicide Prevention Town Hall, a powerful addition to NSSF's ongoing efforts in collaboration with the U.S. Department of Veterans Affairs and the suicide prevention community. Secretary of Veterans Affairs Doug Collins delivered opening remarks at the event, which was followed by a panel of suicide prevention experts and firearm industry representatives who shared how the industry and the firearm-owning community can make a difference and save lives.

"Suicide is preventable. We have materials, we have resources. I want the industry to know, there is something we can do," Bartozzi said. "No one can do everything, but everyone can do something."

SHOT Week Highlights

Events held throughout SHOT Week added even more momentum. The NSSF/HAVA Golf Classic raised funds for Honored American Veterans Afield, while Industry Day at the Range gave media and buyers hands-on access to the newest firearms and gear.

The Supplier Showcase returned stronger than ever, connecting more than 600 OEM third-party suppliers with manufacturers to streamline the supply chain and spark product development.

This year's SHOT Show opened with a powerful nod to America's 250th anniversary. An unforgettable "Celebration of Freedom" drone show lit up the Las Vegas sky on opening night, honoring America's heritage and symbolizing the industry's enduring commitment to preserving constitutional rights and outdoor traditions for future generations.

The New Product Center once again proved to be a magnet for attendees, offering a first look at hundreds of the latest innovations across every category. From cutting-edge optics to next-gen accessories, it served as a launchpad for what's new and what's next in the industry.

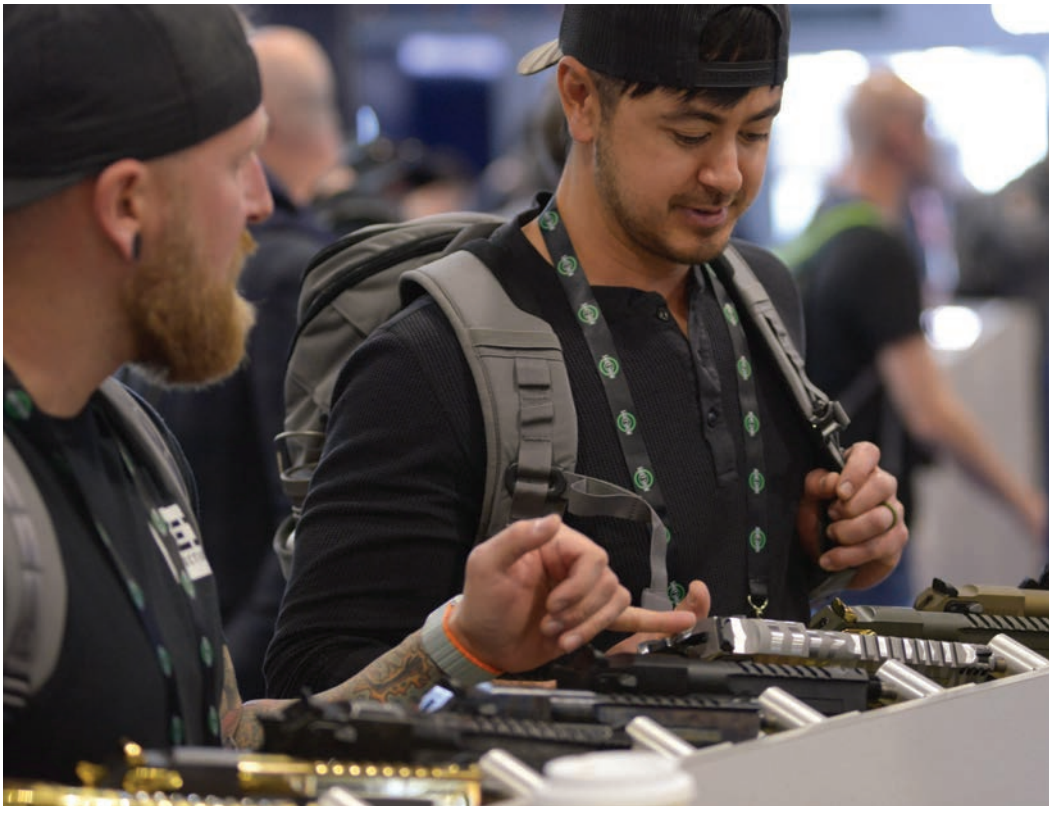
Kim Rhode, one of the most decorated U.S. Olympic athletes and a lifelong ambassador for the shooting sports, was awarded the NSSF Ken Sedlecky Lifetime Achievement Award.

Also returning was the Archery Business + Hunting Retailer Pavilion, featuring the latest crossbow and archery innovations for a fast-growing segment of the industry.

Looking Forward

NSSF extends its deepest appreciation to all this year's sponsors. Their support enhances every aspect of the SHOT Show, from networking events to on-site resources, and plays a vital role in the show's success.

Plans are already underway for the 49th SHOT Show, returning to Las Vegas January 19–22, 2027. For updates and exhibitor information, visit *SHOTShow.org*. SSR



6 NEW



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LONG-RANGE HUNTING LOADS

By Mark Chesnut

Manufacturers are blending precision, penetration and expansion into the best long-range rounds we've ever seen.



Gun companies are producing more accurate rifles than ever before, thanks to improved materials, tighter tolerances, and better manufacturing practices. Additionally, there's been a focus on long-range shooting, leading gunmakers to create rifles that are more precise at longer distances than were previously thought possible.

Hunters have naturally bought some of those rifles and discovered they can make clean one-shot kills at longer distances than before. This led to the rise of long-range big-game hunting, and scopes designed for this new pursuit quickly appeared. One issue was that ammunition excellent for killing big-game animals might not be suitable for long-range shooting. Conversely, a bullet that's accurate at long ranges might not have the power to fully take down an animal with just one shot.

The result is purpose-built ammunition that is not only accurate at longer ranges but also maintains the qualities that make it effective for game. Note that we're not suggesting that hunters take shots at animals from beyond their ability to make a clean kill. That decision is entirely up to the responsible hunter, who knows his or her equipment and skills.

Since it's important that your customers understand what makes a good long-range hunting bullet, let's take a look at some of those properties.

Hunting Bullets

A good hunting bullet has several important functions, and whether it performs them well depends on the materials used and its design. First, a quality hunting bullet reliably expands on impact, creating a large wound channel and resulting in a quick, humane kill. Full-metal-jacket bullets like those used for range shooting aren't designed to expand; they simply pass through the target, whatever it is. For example, a full-metal-jacket .223 Rem bullet will make a .22-inch hole in whatever it hits and passes through. In contrast, a good hunting bullet expands to roughly 1.5 to 2 times its original diameter. So, a .270 Win hunting bullet will typically expand to more than .40 inches, producing a much wider and more effective wound channel.

Second, and just as important, the bullet must retain enough weight as it passes through the animal to penetrate deeply and cause enough damage to quickly put the animal down. Bullets that fragment upon impact usually don't meet that standard. High-quality bullets retain more than 90% of their weight when passing through a big-game animal.

Lastly, once expanded, the bullet must penetrate deeply enough to ensure a clean, humane kill. That can involve passing through the animal's entire body or transferring all of its energy inside the animal.

Long-Range Bullets

Long-range shooting has its own specific vocabulary, so we'll proceed carefully through this section. In short, a quality long-range rifle bullet features a high ballistic coefficient to reduce effects of wind and gravity, combined with exceptional consistency for match-grade accuracy.

Before we continue, let's briefly examine the topic of ballistic coefficient. BC a measurement of a bullet's ability to resist air resistance. A higher BC results in less drag, which means higher retained velocities, shorter flight times, and significantly less wind drift. Therefore, good long-range bullets have a higher BC than others.

Much of the BC is determined by a bullet's shape. Most long-range bullets feature a sleek, slender "secant" or "hybrid" ogive (the curved front part), which reduces wind resistance. Many also have a boat-tail base to minimize drag, allowing them to travel through the air with less external force.

Consistent manufacturing of all cartridge components, along with precise uniformity in the powder charge used in every bullet, is also essential. Thanks to modern manufacturing, these practices are far more common than in the past.

Combining the Two

Combine the qualities of a good hunting round with the factors that make a quality long-range round, and you get the best of both worlds — a top-notch long-range hunting bullet designed for accuracy and terminal performance. The ideal long-range hunting bullet would have a high BC to cut through the wind, good expansion as it enters the target, and high weight retention as it continues to create its wound channel. That bullet would need to be manufactured using strict quality control, an excellent primer, top-grade propellant, and consistent performance for the same ballistics round after round.

Another important factor is that long-range hunting ammunition must be able to expand at lower velocities since bullets traveling longer distances are often moving slower when they hit their target. They should be able to expand and create lethal wound channels at speeds below 1,500 fps.

Here's a piece of caution your customers will soon realize about quality long-range rifle ammunition if they haven't already: Top-tier rifle ammunition loaded with exceptional hunting projectiles isn't cheap. Like most things in life, if you want the best, you have to pay for it. That said, let's examine six new long-range hunting rounds that are worth your attention and shelf space.

New Long-Range Ammo

Winchester's **Supreme Long Range** is purpose-built rifle ammunition for hunting game at even the most extreme ranges. It features the new "BC Max" cup-and-core bullet, engineered with precision-drawn, thick-walled jackets for long-range terminal performance and match-grade accuracy. Features include a large-diameter tip that ensures positive expansion and maximum energy transfer at even extreme ranges, plus a heavy-for-caliber, extended boat-tail and heat-resistant tip, which combine for maximum BC. This round also utilizes a match-grade primer built to exacting specifications for shot-to-shot consistency, and is made on next-generation bullet assembly equipment engineered to provide industry-leading quality and competition-level accuracy.



Available loads include 195-grain .300 Win Mag leaving the muzzle at 2,900 fps, a 195-grain .300 WSM at 2,900 fps, a 195-grain .30-06 at 2,859 fps, a 140-grain 6.5 Creedmoor at 2,725 fps, a 140-grain 6.5 PRC at 2,900 fps and a 175-grain 6.8 Western with a muzzle velocity of 2,800 fps.

For 2026, Remington has expanded its 7mm Backcountry offerings with three loads designed for hunting at distance with suppressed rifles. First is the **Premier Long Range Speer Impact** load, featuring a 175-grain polymer-tipped, bonded-core bullet designed to hold together under high-impact velocities, yet still optimized for high weight retention and expansion as it slows.





The classic **Core-Lokt** bullet, one that has been putting meat on the table for decades, has also been added to the 7mm Backcountry fold for 2026. Additionally, a more modern upgrade of that bullet, the **Core-Lokt Tipped**, features a polymer tip to maintain a uniform BC value and also acts as a wedge to initiate expansion upon impact. All three loads drive the 175-grain bullet at just over 3,100 fps in a 24-inch barrel, and just under 3,000 fps in a 20-inch barrel with a suppressor.

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Black Hills Ammunition is well-known for its top-quality rifle ammo, and its new **MatchKing-X (MKX)** features a redesigned Sierra bullet with a thinner nose cavity and softer lead core to promote reliable expansion and energy transfer down to 1,800 fps. The new offering for 2026 is a 6mm ARC load with a 107-grain MKX traveling at around 2,900 fps, a 6.5 Creedmoor load with a 142-grain MKX at around 2,800 fps and a .308 load with 175-grain MKX with a muzzle velocity of about 2,600 fps. Hunters can expect accuracy that's similar to standard MatchKing bullets from a premium hunting load.



Federal is releasing an incredible 20-plus new centerfire rifle ammo options this year, including expanding its Premium line with new long-range hunting loads. Federal Premium **Terminal Ascent** bonded



construction bullets feature high ballistic coefficients and nickel plating, plus the patented Slipstream polymer tip that initiates expansion. The two new loads are 6.5mm PRC 140-grain and 300 Rem. Ultra Mag. 175-grain.

Additionally, the Berger Elite Hunter thin-jacketed hunting bullet touts a high ballistic coefficient and is loaded with Premium components to incredibly tight tolerances. The loads produce lethal accuracy at extended distances. The new load is a 7mm PRC round with a 195-grain bullet. Also, the 6mm ARC is designed for the AR-15 platform, offering low recoil and high accuracy for long-range shooting. One new load is topped with a 110-grain Fusion Tipped quality hunting bullet.



Hornady has added offerings to its **American Whitetail Tipped** ammo, which has been responsible for taking down many a deer over the past several years. Hornady has upgraded the classic line by replacing traditional soft points with polymer-tipped SST bullets for improved, flatter trajectories, higher ballistic coefficients and faster, more dramatic expansion on deer. It features InterLock technology, which retains core/jacket integrity for increased weight retention. New loads include the .243 Winchester with a 95-grain SST, the 6.5 Creedmoor and 6.5 PRC with a 129-grain SST, the .270 Winchester with a 130-grain SST, the 7mm-08 Remington with a 139-grain SST, the 7mm Remington Magnum and 7 PRC loaded with a 154-grain SST, the .308 Winchester with a 150-grain SST, the .30-06 Springfield, .300 Winchester Magnum and .300 PRC with the 165-grain SST, and the 350 Legend with the 165-grain FTX bullet.



Last but not least, Lapua's new **TRX (TrueRange Expanding) Tipped Solid-Copper** ammo should be a winner for long-range hunters in areas where nontoxic ammo is required. This new polymer-tipped, lead-free hunting ammunition is designed for extreme precision and high BC values, and is touted to retain 100% of its weight. Offerings include 120-grain 6.5 x 55 SE and 6.5 Creedmoor loads, a 150-grain .308 Win load, and 165-grain .300 Win Mag. and .30-06 rounds.

For handloaders, Lapua offers several TRX bullets, including the 120-grain 6.5mm bullet, the 150-grain .30-caliber bullet and the 165-grain .30-caliber bullet. SSR





YOUR VOICE
IN WASHINGTON

NSSF® PAC is the only political action committee solely dedicated to representing the collective interests of the firearm and ammunition industry.

Its purpose is simple: to support candidates for federal office who understand and promote the interests of the firearms and ammunition industry, protect the Second Amendment and preserve our hunting and shooting sports traditions.

NSSF PAC is your best protection against harmful legislation in Washington.

NSSF® PAC
The Firearm Industry Trade Association

Contact PAC Director

Liza Weir
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THE FUTURE OF THE FIREARMS MARKET

By Barb Melloni





This year's SHOT Show offered a close-up look at three big trends set to dominate the industry.

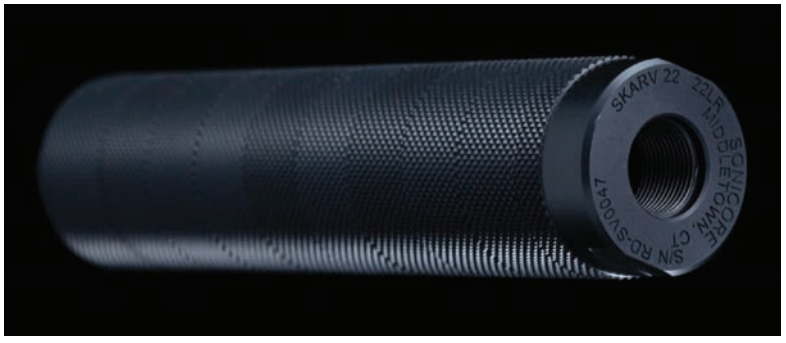
Every year, SHOT Show offers a view of where the firearms industry is headed.

From major regulatory shifts to innovation across top product categories, this year's show offered a clear sense of energy and excitement for the year ahead, with manufacturers optimistic that sales would here out trend upwards despite what many may have previously thought. Whether it was the massive number of suppressors released, the influx of PCCs and SBRs, or the increasingly high-tech world of optics, these trends pointed to a very interesting and exciting year ahead.

Suppressors Take Center Stage

The booths of manufacturers that released new suppressors at SHOT Show this year were consistently jam-packed, which is no surprise given the removal of the once-painful $200 tax stamp. Knowing demand would grow exponentially once the new year rolled around, companies launched a myriad of new products that were lighter, stronger, and more adaptable than ever before. Many manufacturers favored titanium construction, 3D-printed components, and upgrades to their cans' gas management systems. Sub-themes of this category were the surprising affordability of suppressors, new players to the game, and brand partnerships.

Lyman's Sonicore Suppressor line was a big hit, especially its .22-caliber suppressor, the Skarv 22, at a low price of $199.00. This can measure 5 inches in length and weighs a mere 3.2 ounces. Its modular construction lets shooters tailor both overall length and suppression performance, offering flexibility through a wide variety of uses. A knurled exterior provides a secure grip for quick installation or removal and helps dissipate heat after running multiple magazines of .22 Long Rifle.



Another popular stop as the week rolled on was at Dead Air's booth. Ruger and Dead Air teamed up to produce the RXD910Ti. This suppressor comes equipped with a ½ x 28 piston, ensuring immediate compatibility with Ruger models that share that thread pitch and are chambered in any of the suppressor's supported calibers. The collaboration not only expands Dead Air's overall product offerings but also enables Ruger owners to have a purpose-built option that integrates seamlessly with many models they already own. As successful as this partnership has been, we expect to see many similar partnerships pop up throughout the year.



→ Companies launched a myriad of new suppressors at SHOT Show 2026. Titanium construction, 3D-printed components, and upgraded gas management systems were on full display.

Accompanying the influx of suppressors into the market were many new options for subsonic ammunition. Companies such as CCI, Remington, Federal, and Barnes were among the manufacturers that released several new subsonic rounds at SHOT Show. These rounds were purpose-built for self-defense, hunting, and general recreation. Lastly, there seemed to be an adjacent theme with new firearms released this year, with "suppressor-ready" becoming the new normal, similar to how we see "optics-ready" as an industry standard for handguns. If one thing is clear, it is that suppressors are quickly becoming a mainstream part of shooting sports, no longer seen as an almost unattainable accessory reserved only for a few.



PCCs, SBRs, and PDWs

Another strong theme weaving throughout SHOT Show was the rise of PCC and PDW platforms. What was once a niche segment of the industry has evolved into a highly competitive, innovative corner of the firearms market. Manufacturers across the board showed off compact, lightweight designs optimized for home defense, recreational shooting, and a variety of other applications.

This trend is driven by shooters who want the controllability of a carbine with the convenience and affordability of handgun ammunition, perhaps in an attempt to reduce the variety of rounds within their ammo cabinet. Modularity was a constant theme with interchangeable magwells, compatibility with various pistol magazines, and other features commonplace, naturally making them appealing to first-time buyers and longtime fans of the platform alike.

Lastly, catering to those looking to quiet things down on the range, many of these options were released with threaded barrels and thus marketed as suppressor-ready.



← Another strong theme at the show was the rise of PCC and PDW platforms. What was once a niche segment has evolved into a highly competitive, innovative corner of the firearms market.



Retailers should expect strong demand in this category throughout the year. These platforms hit a sweet spot: compact enough for easy maneuverability, soft-shooting for even new shooters, and customizable enough to satisfy shooters who cannot stop themselves from tinkering with their guns, constantly upgrading and customizing various parts. For retailers, this translates into a seemingly endless opportunity for add-on sales of optics, grips, buttstocks, gun cases, slings, and more.

Advanced Optics

It's been amazing to witness the technological advancements in the optics world over the years, and this year is no different. Common upgrades across the board included things such as faster processors, improved battery efficiency, and enhanced durability, all common and honestly expected.

The most impressive feature and a strong trend noticed across all things glass was the technology integrated into many of the optics themselves, whether that be a riflescope or a pair of binoculars. Many manufacturers revealed optics with onboard ballistic calculators, Bluetooth connectivity for sharing data with rangefinders or mobile apps, and advancements within the reticle itself. Closed-emitter pistol optics are becoming more commonplace, quickly gaining ground on their more open counterparts. Shake-awake technology is becoming increasingly common, perhaps even approaching an industry standard in the near future.



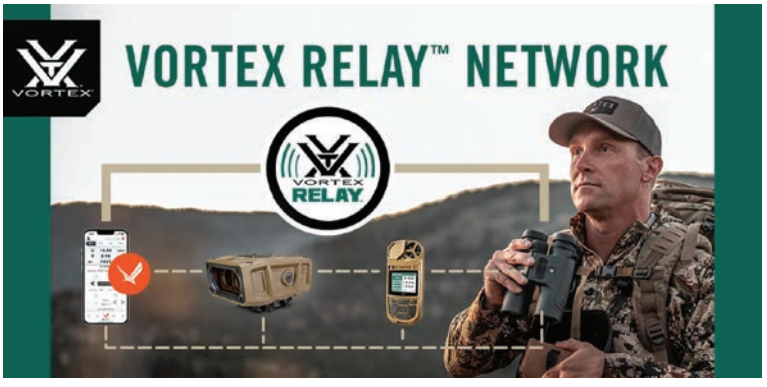
↑ The growing trend in optics is the evolution of integrated technology, with many optics boasting faster processors, improved battery life and enhanced durability.

Lastly, thermal and digital night vision optics continued to become more accessible to consumers, with price points trending downward. Higher-resolution sensors, improved refresh rates, and a more intuitive user interface were just a few of the features seen in new products being showcased.

Pulsar's new Symbion DXT50 binoculars are a perfect example of the technological advancements that are possible. While by no means an all-inclusive list, some of Symbion's features include thermal, full-color day and night vision capabilities, a laser rangefinder, image stabilization, an IR illuminator, and a picture-in-picture mode that allows you to view both thermal and night vision images at the same time.



For retailers, this shift signals an interesting shift in the mindset of firearms enthusiasts, who are no longer viewing optics as a simple sighting tool. Instead, they are viewing optics as part of a larger, integrated shooting system, similar to that depicted in Vortex's Relay Network. For retailers, this shift in mindset will open up opportunities for additional gear sales, including ballistic weather meters, range-finding binoculars, laser rangefinders, dope logs, optics mounts, tripods, and more.



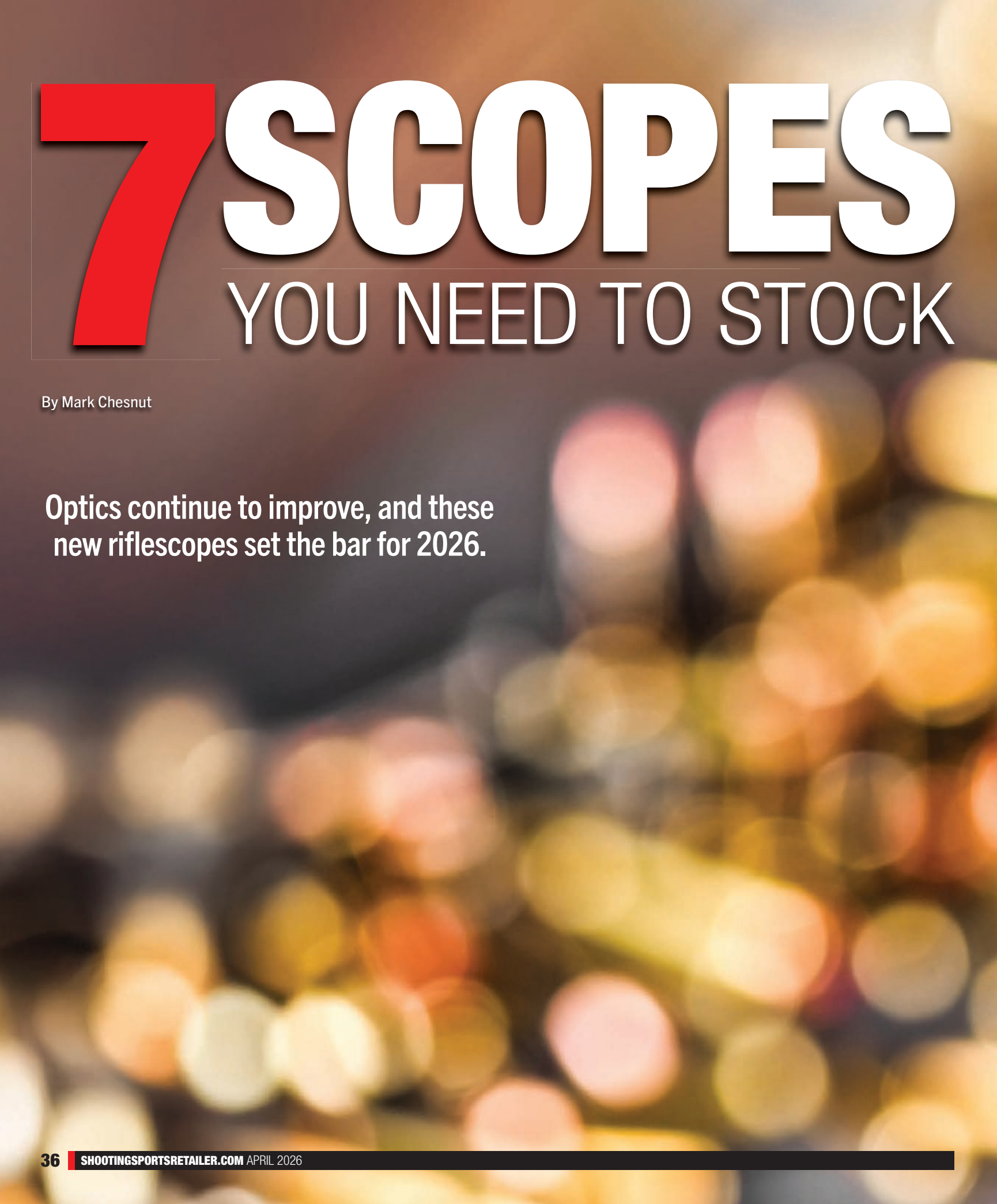
As the dust settles from SHOT Show, one thing is certain: The firearm industry is evolving and rewarding those who stick it out during tough times when sales may be slow. This year's trends of suppressors and all things subsonic, the influx of PCCs, and technologically advanced optics represent more than just a few different product categories. These trends represent an opportunity for retailers, should they put in the footwork to properly benefit from it.

By educating yourself and your staff on new releases, scheduling impactful marketing campaigns, and stocking the appropriate gear to adequately meet the needs of your customer base, you'll be setting yourself up for success moving forward. SSR

7 SCOPES YOU NEED TO STOCK

By Mark Chesnut

Optics continue to improve, and these new riflescopes set the bar for 2026.





iStock Photo/ Milan Krasula

When it comes to accurate shooting, a riflescope is as important as the rifle it is mounted on. A top-quality scope will wring more accuracy than you might expect out of a mediocre rifle. Put a top-quality riflescope on a great rifle, and the level of accuracy might blow your mind.

Fortunately, it's not hard to find a top-quality riflescope these days. Improvements in manufacturing have led to clearer glass, better coatings and tighter all-around tolerances, as well as better manufacturing methods. Consequently, riflescopes made today are head and shoulders above those just 25 or 30 years ago.

As an avid big-game hunter for more than a half century, I actually think that riflescopes have advanced further over the past generation than rifles themselves. The difference in quality between high-dollar scopes and more budget brands has gotten smaller, which is a great thing for the end user.

For retailers, however, those improvements make the decision of what riflescopes to keep in inventory much more difficult, especially if your customers come from a wide range of incomes. Fortunately, there are plenty of high-quality scopes in all price ranges that are definite contenders for a place in your sales display.

Today, let's take a brief look at seven new riflescopes introduced at SHOT Show 2026 that you might want to consider for your retail establishment. Any or all might just catch the eye of your rifle-shooting customers.

Burris Next Gen Veracity

The new generation of Burris Veracity scope is a complete redesign of the original that elevates the proven platform with enhanced optical performance, refined ergonomics and innovative features to help hunters find success in the field. Available in three versatile magnification ranges — 2.5-12x42mm, 3-15x44mm and 5-25x50mm — with five reticle options in both first- and second-focal-planes, the new Veracity models offer something for every hunter and every pursuit. The second-generation Veracity is more compact and streamlined, offering improved handling and balance in the field without sacrificing performance.



Burris engineers have incorporated fully multi-coated lenses and premium ED glass to deliver the brightest, sharpest and most color-accurate optical experience ever in a Burris hunting scope. The result is a riflescope line that performs flawlessly from first light to last, with edge-to-edge clarity and exceptional low-light capability. Hunters will immediately recognize Burris' new R.E.D. Industrial Design, integrated into the second-generation Veracity, featuring the distinctive red ocular accent and aggressive, high-traction knurling on the turret caps and magnification ring. The scopes also feature Burris' new Knob Synergy System, a mobile turret platform that allows shooters to tailor their setup to their exact needs. MSRP ranges from $1,019 to $1,559.

EOTECH Vudu X Series

The good folks at EOTECH, producer of professional-grade optics trusted by the world's tier-one professionals, have introduced their newest riflescope to the popular Vudu line. Adding to the Vudu super short riflescopes, the new 4-12x36 is a first-focal-plane design geared to the more tactical or professional end user. The scopes overall length is only 7.1 inches, making it ideal for even the shortest rifle or AR pistol design. The compact, light and durable scope is fog, water and shock resistant, and the 36mm objective lens allows for excellent light transmission, even in low light conditions.



A wide power band on the eyepiece makes transitioning from low to high magnification quick and easy, and an adjustable diopter allows for precise focus for the individual user's vision. The scope's turrets offer .1 MRAD adjustments and are both capped to protect from inclement weather or accidental adjustments. Once the scope is zeroed, the turrets can quickly be reset to zero if the shooter wishes to do so. For mounting, a machined interface located at the bottom of the scope will adapt to the included EOTECH mount or any aftermarket mini-ACOG mounts, and mount directly on a mil-standard rail. MSRP is $1,219.

Hawke Vantage HD 34 FFP

Hawke Optics continues to push the boundaries of performance and accessibility with the new Vantage HD 34 FFP riflescope. Designed for precision shooters, competitors and advanced air rifle enthusiasts, the Vantage 34 FFP lineup delivers true first-focal-plane performance, professional-grade turret systems and premium optical quality at a very reasonable price. Available in 3–15x44 and 5–25x56 configurations, each model is offered with either the Mil Pro II or MOA Pro II reticle featuring selectable red or green illumination with five brightness levels controlled by a stepped rheostat, while the side-focus system provides precise parallax and focus adjustment from 10 yards to infinity.



Premium 11-layer fully multi-coated wide-angle optics deliver bright, sharp images with excellent edge-to-edge clarity, Both magnification ranges feature Zero-Stop elevation turrets and exposed, locking windage, allowing shooters to dial quickly, track reliably and return to zero with confidence. Built on a rigid 34mm mono-tube chassis, the Vantage 34 FFP riflescopes provide increased internal adjustment range and exceptional mechanical stability for precise, repeatable dialing at extended distances. MSRP is $669.

Leupold VX-5HD Gen 2 Series

The good folks at Leupold have long had a reputation for making some of the finest quality optics available, and the VX-5HD Gen 2 Series is certainly no exception to that rule. The company says the versatile, ultra-rugged VX-5HD blows away the competition with its tool-free zeroing, class-leading optical performance and rugged reliability built into every detail. The second-generation of the award-winning scope is engineered for serious hunters who demand absolute precision. Every



"I actually think that riflescopes have advanced further over the past generation than rifles themselves."

scope in the line comes equipped with Leupold's new SpeedSet Elevation dial that eliminates the need for the tiny tools and screws that can get easily dropped. Just press, lift, reset and go. This innovative new system makes it faster and easier than ever to get set up and on target.

Pair that with Leupold's ZeroLock system, and you've got a dial that's fast, intuitive, holds zero and only moves when you want it to move. With competition-grade adjustments and a new main tube that delivers more elevation travel, this line also features a new integrated throw lever that allows for smooth, fast magnification changes — perfect when targets show up fast or conditions shift without warning. MSRP is $1,499.

Pulsar Trail 3 Series

A leader in the thermal riflescope category, Pulsar has introduced its new Trail Series of compact thermal riflescopes with integrated precision range finding. Designed for professional hunting, forestry and pest control, the Trail 3 delivers reliable performance in demanding real-world conditions where visibility, distance estimation and shot precision are critical. Built around a rugged monobloc housing, the Trail 3 combines thermal imaging, precise distance measurement and ballistic correction in a compact, well-balanced package. The series was engineered for shooters who require confidence, accuracy and intuitive control when visibility is limited and shot placement is at a premium.



The Trail 3 LRF XQ50 is optimized for short- to medium-range shooting in challenging weather and low-contrast environments, making it an ideal choice for forest hunting and mixed terrain where reliability and image stability are more important than maximum range. The Trail 3 LRF XR50 is designed for hunters operating at medium to longer distances across open landscapes. Its high-resolution 640x480 thermal sensor and extended detection range make it excel in wide terrain where reach, clarity and detail are essential. MSRP is $2,999 for the XQ50 and $4,199 for the XR50.

Trijicon Credo HX

Trijicon has expanded its popular Credo HX line with several new models designed specifically for hunters. The all-new 2.5-10x56, 2.5-15x42, 2.5-15x56 and 4-16x50 are said to deliver rugged durability, exceptional clarity and fast, precise aiming. The Credo HX models feature LED-illuminated reticles with

five red and five green brightness settings, with an "off" position between each setting for quick access and efficient battery use. Each of the models is built around a second-focal-plain design and is available with the company's BDC Hunter Holds reticle, which offers rapid hold points for various distances.

Built on a 30mm tube, the new scopes offer up to 100 MOA of adjustment and feature fully multi-coated, broadband anti-reflective glass that delivers excellent light transmission and edge-to-edge clarity. Large objective lenses help increase exit pupil size, further enhancing low-light performance. Elevation adjusters are tool-less, easy to set and feature rock-solid return-to-zero, while windage adjusters are capped for added protection. The premium-quality adjusters are engineered to deliver crisp, repeatable ¼-MOA clicks, ensuring precision and reliability. A repositionable magnification lever allows shooters to adapt quickly to changing shooting positions and rifle configurations. MSRP runs from $1,408 to $1,799.



Vortex AMG 1-10x24 FFP

This new scope from Vortex is as much a work of art as a riflescope. As the company puts it: It was "born from the demands of the world's most elite operators" and "conceived to meet a standard that didn't exist, until now." The AMG 1-10x24 FFP features a class-leading HD optical system that gives stunning resolution and field of view. Dual zero turrets allow the user to switch zeroes for suppressed, unsuppressed, long- or short-range loads, and are fast and easy to adjust with no need for tools. At only 8.4 inches long, the scope is compact and lightweight, and a low-profile integrated throw lever allows for 120 degrees of throw for faster target transitions.

Index-matched lenses correct color across the entire visual spectrum, and XR Plus lens coatings on all air-to-glass surfaces provide maximum light transmission for peak clarity and outstanding low-light performance. Additionally, glass-etched reticles allow for intricate reticle design, and an ultra-hard, scratch-resistant coating protects exterior lenses from scratches, oil and dirt. MSRP is $6,399. SSR





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10 COOL NEW THINGS FROM SHOT

By Barb Melloni

The world's largest firearms show offers something to suit every taste and interest.



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SHOT Show never disappoints, with this year's lineup of new product launches providing a hefty dose of innovation, much-needed updates to existing lines, and some things that were just simply fun. These are the 10 items that caught our — and many others' — attention at this year's show.

Pulsar: Symbion LRF DXT50 Binoculars

Pulsar's new Symbion LRF DXT50 binoculars are the multi-tool of the binocular world, packed to the brim with the latest and greatest technology. While by no means an all-inclusive list, some of Symbion's features include thermal, full-color day, and night vision capabilities, a laser rangefinder accurate out to 1,500 meters, image stabilization, an IR illuminator, a video recorder, and a picture-in-picture mode, which allows you to view both thermal and night vision images at the same time. For a full list of the impressive capabilities of these binoculars, visit *pulsarvision.com*.



TenPoint: Vision HD Digital Rangefinding Crossbow Scope

TenPoint has stepped in with a new option for crossbow users: the Vision HD digital rangefinding scope. It delivers a 3–12x digital zoom and is built to handle the intense recoil from crossbows launching arrows at up to 515 fps. Its integrated laser rangefinder measures distances from 5 to 1,100 yards and automatically calculates precise drop compensation using one of five preloaded TenPoint ballistic profiles or a custom profile you enter. The Vision HD features a high-quality sensor that delivers a crisp 1080p image and five brightness settings. Lastly, this scope features recoil-activated video recording, allowing you to capture each shot and revisit the moment later. For more information, visit *tenpointcrossbows.com*.



Beretta: B22 Jaguar Metal Competition

New for 2026 is a rimfire pistol, the result of a collaboration with Tandemkross and SASP. The Beretta B22 Jaguar Metal Competition is decked out with a variety of upgrades meant to increase speed and accuracy once the buzzer sounds. Cutting back on recoil and stabilizing the gun's muzzle are the Tandemkross Steam Demon Compensator and Accelerator Thumb Ledge. In addition, the B22 Jaguar is outfitted with an adjustable Tandemkross semi-flat trigger, textured to enhance overall control and precision. Even the grip is customizable, with three options included so you can find the right fit. For more information, visit *beretta.com*.



Caldwell: ClayCopter Surface-to-Air Pro Kit

The ClayCopter Surface-to-Air Pro Kit is a lightweight, portable clay target launcher designed for hands-free operation and packed with features so you can customize each shooting session. Powered by a 12-volt battery able to launch clays 300 times per charge, this clay thrower can wobble and oscillate, sending clays every which way through the sky. Users are able to control the Bluetooth-enabled system via the Caldwell Clays App from up to 100 yards away, selecting the precise direction they'd like to throw the clays. Speaking of clays, the ClayCopter is compatible with all ClayCopter-branded targets, including the highly popular glow-in-the-dark UFO models. Shipping with a handy carrying case and extra battery, Caldwell ensured this thrower was mobile, convenient, and fully equipped to provide endless launch configurations. For more information, visit *caldwellshooting.com*.



Henry: SPD Predator

The Henry SPD Predator is a lever-action rifle geared towards predator and varmint hunting, combining the speed of a lever gun with the precision of a modern bolt rifle. This rifle is chambered in .223 Rem/5.56 NATO and comes with a sub-MOA guarantee. The SPD predator features a match-grade stainless steel barrel, Picatinny rail, adjustable stock, factory-tuned 4-pound trigger, and compatibility with MSR-patterned magazines. Whether you're protecting livestock or your local turkey population from coyotes or dispatching an unlucky fox, this new lever action will not let you down. For more information, visit *henryusa.com*.



Winchester: Wildcat 22LR Ammo Jug

Perfect for those who always seem to run out of ammo, Winchester has released its new Ammo Jug. Packed to the brim with 1,500 rounds of 40-grain 22 long rifle, you and your friends will be well-equipped for quite a few plinking sessions or small game hunting adventures. For those who may not require an entire jug full, no worries, as Winchester still offers this same round in smaller 50-round and 500-round packages. For more information, visit *Winchester.com*.



Garmin: Xero L60i Laser Rangefinder

The Garmin Xero L60i Laser Rangefinder is designed for both hunters and outdoor enthusiasts. With its ability to combine long-distance ranging with advanced mapping and navigation features, it is sure to be a top seller. This unit features 7x magnification, a full-color, high-resolution graphic overlay, and the ability to range trees up to 2,000 yards and animals up to 1,500 yards, with even farther reach on reflective objects. The Xero L60i LRF can also drop GPS waypoints using its Laser Locate feature, guide users back to targets with visual recall, and display onboard TopoActive maps, elevation profiles, and an overhead view, so you can remain situationally aware during use. It also integrates with the AB Quantum app for ballistic solutions and supports waypoint sharing across compatible Garmin devices. For more information, visit *garmin.com*.



Spandau RL Bolt Action (.308 WIN)

The Spandau RL Bolt Action Rifle, chambered in .308 Winchester, is a dream of a hunting rifle. It is built on a 700-compatible short action, giving shooters access to an infinite number of aftermarket stocks, triggers, and accessories, allowing each shooter to customize it to their liking. This rifle features a 20-inch barrel, a threaded muzzle with an included brake, an oversized bolt handle, and an AICS-pattern detachable magazine system for reliable feeding. The RL Bolt action is outfitted with a classy Turkish walnut stock and topped off with a zero-cant Picatinny rail, ready to accept your preferred optic. For more information, visit *spandauarms.com*.



Revamped Ruger 10/22

Ruger has refreshed its iconic 10/22 by making the upgrades once limited to specific models standard across the entire line. Every 10/22 now includes a lighter, crisper BX-Trigger, a match-style bolt lock, and a rear cleaning port. Standard 10/22 models also feature textured grip panels on the newly redesigned polymer stock, M-LOK slots, QD sling mounts, and easier access to the gun's magazine. A few features that remain unchanged are the alloy receiver, the rotary magazine, and the cold-hammer-forged barrel. This newly redesigned 10/22 lineup is available with options for stainless or blued finishes, threaded or unthreaded barrels, and select packages with a factory-mounted Viridian riflescope. For more information, visit *ruger.com*.



CCI Hunter 40gr .22LR

With the massive number of suppressors being released this year, it was of no surprise that many manufacturers were also releasing new options for subsonic ammunition. A perfect pairing for suppressed rimfire rifles is CCI's new subsonic 40-grain .22LR, with a supersonic version also available if you are not shooting suppressed. These rounds are topped with CCI's Small Game Bullets, which are flat-nose projectiles ideal for hunting rabbits, squirrels, and similarly sized small game. For more information, visit *cci-ammunition.com*. SSR





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NIGHT MOVES





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A THERMAL FOR YOUR PISTOL

By Brian McCombie

InfiTac brings the first dedicated thermal offering to the handgun market.

A decade ago, at the SHOT Show, I visited the booth of a thermal manufacturer whose units I'd reviewed. They showed me their newest unit, a small thermal monocular, very handy and useful for a dedicated night hunter like me, which I would go on to review.

As the marketing director and I were talking, one of the company's product engineers joined us. He went over the monocular's specs and various features. Then, the marketing director asked if there was something not currently available that a night hunter like me might like to see.

I held up my hand to replicate a pistol and laid the small monocular along the top of my index finger.

"Can you make a thermal for a handgun?" I asked them. "One that can mount on top of a pistol or revolver and spot a hog out to 50 yards? It would need to be a lot shorter than this and have a reticle."

The engineer shook his head, explained the technological problems he believed made such a thermal pretty impossible to build. The big hurdle, he said, was the substantial eye relief needed for use on a handgun.

"That's too bad," I said. "Because if you could make such a thermal, I think you'd sell a lot of them."

Fast forward to late 2025 and a social media post I spotted for just such a thermal, the Fast Mini FMP13 from InfiTac USA, which the company termed "the world's first dedicated thermal pistol sight platform."

They had my full attention.

A few months later, I scored an FMP13 for testing. I ran the unit several times on a pistol during the day, plus used it at night to judge its nighttime image and range capabilities.

The short take? The FMP13 is a cool little thermal and can definitely work in the field for the night hunter who likes to get close to their prey. I think it has rimfire rifle applications, too.

It's a unit limited by its size, power and range, yet also offers a surprising number of "big" thermal features especially for a unit that has a suggested retail of just $699.

Getting Familiar

At just 2 inches long and 1.5 inches high, the FMP 13 looks like a closed emitter red-dot. But inside that 7075-T6 aircraft-grade aluminum housing is a 256×192 thermal sensor. InfiTac rates the unit at a 740-yard detection range and a 110-yard recognition or identification range. For medium-size animals like deer, I found that ID range to be correct, and the unit certainly spotted heat signatures at hundreds of yards in the distance.

The rear screen is 1 inch wide by .86 inches high. The 13mm objective is made of Germanium. My test unit sported a black finish, and an FDE model is also available.

For my eyes, eye relief was between approximately 4 inches out to a foot or more. At "more," though, the reticle got smaller and more difficult to use effectively — again, for my eyes.

The FMP 13's multi-reticle system let me choose between a 6-MOA dot and 6-MOA dot surrounded by a 65-MOA circle. I used the latter in my shooting. Palette choices were White Hot, Black Hot, Red Hot, and Rainbow. The unit also featured Auto Brightness to adjust to shooting conditions.



↑ The Fast Mini FMP13 from InfiTac USA, a dedicated thermal pistol sight, will appeal to hunters as well as tactical users.



↑ McCombie mounted the FMP13 thermal on an FK BRNO PSD chambered in 7.5 FK for testing.

The controls consisted of just two rubberized buttons on the left front of the housing. Touchscreen adjustments can be made, too.

A single CR2 battery powers the FMP13, which InfiTac rates at up to 5 hours of runtime. The battery loads into a compartment at the left rear of the housing. The thermal can also run via an external power pack connected to the USB-C port on the right side of the housing.

The included mounting hardware fits the standard RMR footprint. InfiTac also offers, at additional costs, hardware to fit RMSc, DPP, and MOS optic footprints, and rifle mounts (Picatinny rail, 30mm ring, 45-degree offset, Aimpoint Acro). The pic rail would be perfect for a .22LR rifle.

Hunting Applications

While the FMP13 certainly has non-hunting uses, it seemed to me hunting and varmint eradication would top the list of applications. So, thinking of hunting firearms to use in testing the unit, I saw that the owner's manual listed the maximum recoil the unit can withstand as "1,200 g/s^2."

I did the mandatory internet and AI check but couldn't get a caliber reference to compare.



↑ McCombie ran the FMP13 during the day for accuracy testing and as a handheld at night to test detection and ID ranges.

So, I emailed Eson Lu, InfiTac USA's marketing manager. With handgun hunting in mind, I asked him if the FMP13 could withstand recoil from a .357 Mag. and a .44 Mag. handgun. His response:

"Regarding the Max Recoil specification shown in the FMP13 owner's manual:

In practical terms, the FMP13 can be used on both .44 Magnum and .357 Magnum handguns from a recoil tolerance standpoint.

That said, while short-term or occasional use is acceptable, we do not recommend long-term or sustained use on high-recoil handguns such as .44 Mag or .357 Mag platforms. Prolonged exposure to sharp recoil impulses may reduce the long-term durability of the device over time.

For best performance and longevity, the FMP13 is ideally suited for platforms with more moderate recoil profiles."

Which put me into a quandary of sorts. When I think of handgun hunting, I think .357 Mag., 10mm AUTO and .44 Mag. I certainly didn't want to break my FMP13 test unit, but a "more moderate recoil" like that from the popular 9mm isn't really a hunting round.

One could of course use the FMP13 on a .22LR or .22 WMR handgun for thinning out the local varmint populations, and the unit would likewise work on rifles chambered for those rimfire rounds.

But for medium-size game like hogs using a pistol? I went with my FK BRNO PSD chambered in the proprietary 7.5 FK round.

Test Gun

Essentially a .30 caliber pistol, the PSD launches a 95- to 101-grain bullet at approximately 2,000 feet per second. I don't have a recoil testing machine, but in hand PSD recoil feels considerably less than .357 Mag. recoil.

Manufactured by FK BRNO in the Czech Republic city of Brno, the PSD (Police, Sport and Defense) is a single action, tilting barrel platform featuring a patented recoil reducing system developed specifically to handle the 7.5 FK cartridge.

The semi-automatic PSD sports a poly frame and steel slide, plus a 5.3-inch steel barrel. It weighs 38.8 ounces unloaded.

The PSD sells with a 9mm and 10mm barrel, too, easily changed out, plus the correct magazines for those calibers. In 7.5 FK, PSD ammunition feeds via a 16-round magazine.

The pistol is imported into the USA by the Italian Firearms Group (*italianfirearmsgroup.com*) of Amarillo, Texas.

Finding Zero

I mounted the FMP13 onto my PSD and headed to my outdoor shooting range.

My first target was a HotHands Super Warmer pack taped to cardboard backing. I used FK BRNO 7.5 FK Dynamic Shock Effect Dangerous Game/Tactical round loaded with a 101-grain flat-nosed copper bullet. Firing from a rest at 12 yards, my initial shots hit left and low.

I entered the FMP13's zeroing application, and used the buttons to move the X and Y Axis to correspond with where the shots had hit; I used the touch screen to move between X and Y. When the X axis was adjusted, for example, a tiny red dot appeared on the reticle to show me where I was moving the point of impact. Same with the Y Axis.

A simple but brilliant way to zero.

Once zeroed, I set up a new, smaller heat-pack target and fired 20 rounds, hitting the pack itself 18 times. Given the flurries obstructing my view and my newness with the FMP13, I was happy with that shooting.

I moved onto the range's 25-yard lanes and set up a Super Warmer target. After making sure the zero held at this new distance – it did — I fired five rounds for accuracy testing. I was all over the target.



↑ The best 25-yard group, from a rest, came in at 2.25 inches with one flyer. The first test shots at bottom right measured .90 inch.

I loaded up five more rounds and took my time. This group came in at 3.3 inches. Not super terrible. Yet I knew the PSD was capable of greater accuracy and I suspected the FMP13 could do much better, too.

Shooter problem, I decided.

I set up a new target and switched to FK's Target and Tactical load. To check zero on this new ammo, I fired three rounds at the cardboard below the HotHands' right lower corner. All three pegged in very close, later measuring out at just under 1 inch.

I then shot several five-shot groups, all of which came in at under 3 inches. The best group was 2.25 inches with a flyer to the high right.

At this distance, the night hog hunter should have pork chops on the ground!

Core Customers

Once your establishment has the FMP13 on hand, Eson Lu suggested making the unit visible to potential customers in a comparison with more traditional optics.

"We recommend displaying the FMP13 alongside conventional pistol red-dot optics," Lu said. "This makes it easier for customers to immediately understand its size, mounting position, and how it integrates into familiar handgun setups."

Of course, sales staff must be ready to turn on the FMP13 and show customers how the unit works, from the buttons to the touchscreen. Which requires hands-on time with the FMP13 beforehand.

In addition to the hunting market, Lu said, "The core customer base for this thermal includes users focused on home defense, CQB scenarios, and tactical or professional training, where fast target acquisition and thermal advantage are critical."

This being the case, consider mounting the thermal on the hottest new self- and home-defense handguns. Customers asking to see these handguns will receive an InfiTac introduction, too.

And for the tactical crowd, the FMP13 can also be used as a 45-degree-offset secondary optic.

Sales Help

In store, InfiTac USA provides its dealers with product one-sheets, promotional videos, plus posters and visual assets.

"Depending on the depth of the partnership, we can also support with display stands, roll-up banners, and other point-of-sale materials" Lu noted.

InfiTac offers sales staff training which includes online options.

"For deeper partnerships, sales incentive programs are also available," Lu said. "Co-op advertising support can be discussed on a case-by-case basis."

Independent FFLs can purchase directly from InfiTac or use the company's current distribution partners, Iron Valley and 2nd Amendment, among others.

Becoming a dealer starts with filling out the dealer application on the InfiTac website at infitacusa.com.

Once the application is submitted, a dedicated InfiTac sales representative will follow up.

Spreading the Word

Many YouTube and Instagram reviewers have evaluated the FMP13; InfiTac USA products have been featured in platforms which include *GunsAmerica Digest* and *Hook & Barrel*.

InfiTac will continue expanding media coverage, including additional product reviews, new product launches, and key brand initiatives.

Last, the company recently introduced the FMP13's "big brother," the FML19, a similar-sized thermal unit but built with a 384x288 sensor and a $400 upcharge. It looks like InfiTac USA is here to stay. SSR

SPECS: INFITAC USA FAST MINI FMP13

Thermal Sensor: 256×192 @12µm
Objective Lens: 13mm, Germanium
Detection Range: 740 Yards
Recognition Range: 110 Yards
Magnification: 0.5x
Digital Zoom: 1x, 2x
Display Type: 1.4 Inch, 360x300
Window Size: 1.0x.60 Inch
Reticle System: 6 MOA Dot, 6 MOA Dot and 65 MOA Circle
Color Palettes: White Hot, Black Hot, Red Hot, Rainbow
Frame Rate: 60Hz
IP Rating: IP67, 33ft. (10 m) depth
Max. Recoil: 1200 g/s²
Operating Temperature: -4°F to +122°F
Weight: 4 Ounces
Dimension: 2×1.5×1.7 Inches
Inc: RMR Footprint Mounting Adapter, Mounting Screws and Wrench, 2x Heat Targets for Zeroing, 2x CR2 Batteries, USB-C Cable, Lens Cloth, User Manual
MSRP: $699

For more information please visit:
infitacusa.com

GEAR ROUNDUP

By Gordy Krahn

BOLT-ACTION HUNTING RIFLES

A perennial favorite with big-game and predator/varmint hunters — especially those with a traditional bent — the bolt-action hunting rifle didn't earn its reputation overnight. It started life as a no-nonsense military weapon, built to function in mud, cold and chaos. From walnut stocks and iron sights to today's lightweight synthetics, precision barrels and dialed-in optics, the bolt-action rifle has evolved alongside hunters themselves — adapting to new cartridges, new terrain and higher expectations while remaining the dependable workhorse. While AR-platform rifles — and even a resurgence in lever guns — are stealing some of its thunder — in both the tactical and hunting arenas — the bolt gun still reigns supreme when reliability, durability and inherent accuracy are requisite. Caliber choice is another reason for the bolt action's popularity with hunters, with mild-recoiling options for small game and varmints to hard-hitting magnums built for big game and long distances. Shooting sports retailers realize that bolt-action rifle customers are a mixed lot — but all appreciate the same basic thing: reliability when it matters. Here are 12 bolt-action hunting rifles your customers might want to tug the trigger on.

1: BENELLI LUPO CHARRED TIMBER



Benelli's Lupo Charred Timber Bolt-Action Rifle provides the ultimate in all-weather durability, with the barreled action wearing a subdued Labrador Gray Benelli Surface Treatment, a proprietary, impenetrable DLC coating that protects treated surfaces. A subtle, multi-color webbing design embellishes the stock. As for functional upgrades, the Lupo Charred Timber adds a one-piece Picatinny rail to give the hunter diverse scope mounting options plus a multi-port muzzle brake to tame recoil and to provide faster target reacquisition. All rifles come standard with Benelli's proven-tough three-lug, one-piece bolt with a short 60-degree throw, adjustable trigger, Progressive Comfort recoil management, LOP adjustability, detachable double-stack box magazine and integrated swivel mounts. MSRP: $2,299. **www.benelliusa.com**

2: BERETTA BRX1 BLACK



Beretta USA has expanded its bolt-action lineup with the BRX1 Black Rifle, a straight-pull system engineered for speed, precision and adaptability. Designed for demanding shooters, the BRX1 features an ambidextrous straight-pull action that allows rapid follow-up shots without breaking shooting position. Its cold hammer-forged barrel delivers consistent accuracy, while the adjustable trigger and fully ambidextrous controls accommodate a wide range of shooters. The rifle is built around a lightweight aluminum receiver and a rugged synthetic stock with adjustable length of pull and comb height. A Picatinny top rail supports modern optics, and the detachable box magazine enables efficient loading and unloading. The BRX1 Black rifle is available in 6.5 Creedmoor, .308 Win. and .300 Win. Mag. MSRP: Starting from $1,599. **www.beretta.com**

3: BERGARA CIMA PRO



The latest model in its Premier Series rifles, Bergara's Cima Pro is built entirely with carbon technology through an advanced autoclave curing process that extends from the stock to the barrel. Equipped with the Premier stainless steel action and premium components such as a TriggerTech trigger and the newly designed side-port ST2 muzzle brake, the Cima Pro delivers precision and control with every shot. Featuring Bergara's CURE carbon barrel, every element of the Cima Pro is engineered for maximum weight reduction (5.7 pounds) without sacrificing performance. Caliber offerings include .22 Creedmoor and .25 Creedmoor as well as the ever- popular 6.5 Creedmoor, 6.5 PRC, .308 Win., 7mm Rem. Mag., 7 PRC, .300 Win. and 300 PRC. MSRP: Starting at $3,099. **www.bergarausa.com**

4: CVA CASCADE RIMFIRE SERIES



The new CVA Cascade Rimfire is the little brother to its popular Cascade centerfire rifle lineup. Available in three distinct models, it brings the same Cascade performance to the rimfire world — out of the box accuracy, durability and ready for the hunt. Built for precision and reliability, the Cascade Rimfire delivers the same attention to detail and performance shooters have come to expect from CVA, now in .22 Long Rifle. This Spanish-designed bolt-action rimfire rifle features a suppressor-ready 18-inch threaded barrel and ships with an installed two-piece Picatinny rail. It feeds from a CVA 10-round rotary magazine and is compatible with standard 10/22 magazines for added versatility. MSRP: $399/Rimfire; $499/Rimfire XT and Classic. **www.cvafirearms.com**

5: HOWA SUPERLITE GEN 2 SERIES



The Howa Superlite Gen 2 Series next-generation rifle platform was engineered for hunters and shooters who demand lightweight performance without compromise. Building on the success of the original Superlite, the Gen 2 series pairs Howa's proven barreled action with a premium HS Precision stock, delivering enhanced rigidity, balance and recoil control in a streamlined package. Designed for backcountry and all-day carry, it maintains exceptional accuracy while reducing overall weight, making it ideal for demanding field conditions. The HS Precision stock provides a stable shooting platform with superior ergonomics and durability, ensuring consistent performance shot after shot. Equipped with a 20-inch threaded barrel, the Superlite Gen 2 is available in 6.5 Creedmoor, .308 Win., .243 Win. and 7mm-08 Rem. Retail: $1,039-$1,165. **www.legacysports.com**

6: MOSSBERG PATRIOT WALNUT



A precision-oriented bolt-action platform engineered for accuracy, reliability and field versatility, the Mossberg Patriot Walnut Bolt-Action Rifle features a precision-machined, free-floated cold hammer-forged barrel available in multiple calibers, delivering uniform harmonics and consistent shot placement. Its dual-locking lug bolt provides robust lockup and smooth extraction, while the user-adjustable trigger allows pull-weight tuning for optimized shot control. Fitted with a select-grade American walnut stock with CNC-machined bedding pillars, the rifle enhances stability and repeatable zero performance, and a threaded muzzle accommodates suppressors. Feeding is handled by detachable polymer magazines for rapid reloads, and integral pillar bedding improves structural rigidity. The Mossberg Patriot Walnut merges advanced materials and precision engineering to meet the demands of a wide range of hunting applications. MSRP: $721. **www.mossberg.com**

7: PURE PRECISION INTEGRALLY SUPPRESSED SKLTN



Built on the SKLTN action and CRB Custom Rifle Barrels blank, the Integrally Suppressed SKLTN Precision Rifle from Pure Precision maintains the same level of accuracy shooters have come to expect from Pure Precision but is even quieter than a regular suppressed rifle. From .22 Creedmoor to .300 PRC, the results speak for themselves. With enhanced sound suppression and mitigated recoil, these rifles are a dream to shoot — especially for smaller or younger shooters. They are a game changer for new shooters as well, both young and old, experienced or beginner — whether it's chasing big bulls in the high country, taking care of some nocturnal predators or out at the range with family and friends. MSRP: Starts at $7,500. **www.pureprecision.com**

8: ROCK ISLAND ARMORY YTA



The Rock Island Armory YTA (Youth to Adult) .22LR Bolt-Action Rifle features an adjustable length of pull so young shooters can grow with the rifle. Built on a rugged, precision-machined receiver and paired with a free-floated barrel, it offers consistent accuracy and smooth operation for a variety of shooting applications. Whether it's on the range or in competitive settings, the rifle's user-friendly controls and balanced handling make it a great fit for both seasoned marksmen and newbies to the shooting sports. It includes adjustable-elevation rear and fixed front sights and comes with a 10-round magazine. With a focus on durability, performance and affordability, the Rock Island Armory YTA rifle sets a new benchmark for shooters who demand quality and performance without compromise. MSRP: $217. **www.armscor.com**

GEAR ROUNDUP

BOLT-ACTION HUNTING RIFLES



9: RUGER AMERICAN RIFLE GENERATION II PREDATOR

The Ruger American Rifle Generation II Predator .22 ARC Rifle is an update of the original American-made rifle. Significant improvements include a three-position tang safety and a more rigid and ergonomic stock. Incorporated into the Ruger Marksman adjustable trigger, the three-position safety maintains an intuitive "push forward to fire" operation while delivering a crisp, clean break. The Generation II Predator sports a Green Splatter stock and Burnt Brown Cerakote 22-inch barrel. CNC-machined from stainless steel, the full-diameter three-lug bolt reliably feeds from a variety of magazines and offers a short, 70-degree bolt throw, which provides ample scope clearance. The bolt handle is threaded and fitted with an anodized round knob. MSRP: $769. **www.ruger.com**



10: SEEKINS ELEMENT HUNTER

The Seekins Element Hunter was specifically designed for rugged, unforgiving terrain and extreme weather conditions. It features the Element M3 barreled action with the gun maker's first carbon fiber barrel, specifically designed and contoured for hunting. The Chassis is also designed specifically for hunters. This is not a tactical rifle slimmed down to save weight. This chassis has all of the fit, form and feel of a traditional hunting stock, while offering all the modularity and features of a chassis-style rifle: folding, slim and snag-free stock perfect for packing and quick to deploy, adjustable cheek piece, full-length M-Lok rail on a traditional-style forend, and now the Seekins Quick Change Barrel Collar allows owners to change calibers to meet every hunting need. MSRP: $3,200. **www.seekinsprecision.com**



11: SHAW CUSTOM BARRELS EXCURSION

Excursion Complete Rifles from Shaw Custom Barrels are built as lightweight hunting rifles featuring carbon fiber Peak44 stocks and stainless steel barrels (the addition/option for titanium sleeved stainless steel barrels will be announced soon). With the Excursion's Remington 700 action footprint, the options for a tactical or PRS-style stock are plentiful. With seven barrel contours to choose from, customers can build an Excursion barreled action to suit their needs and put it into the stock or chassis of their choice, resulting in the hunting rifle of their dreams. Key features include a 416 stainless steel receiver, ultra-smooth bolt operation, TriggerTech trigger and two-position safety. The Excursion comes with one AICS-pattern magazine and sub-MOA guarantee, along with many other options. MSRP: Starting at $2,550. **www.shawcustombarrels.com**



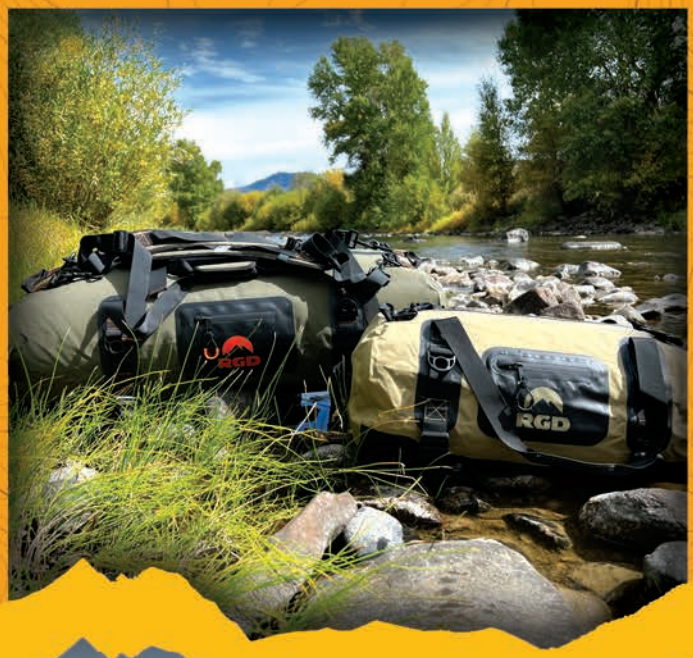
12: SIG SAUER CROSS SAWTOOTH

The Sig Sauer Cross Sawtooth series has been expanded to include the highly sought-after 6.5 PRC, a compelling option for both hunters and long-range shooting enthusiasts. Renowned for its flat trajectory, impressive energy retention and extended effective range, the 6.5 PRC quickly became a favorite among precision shooters and backcountry hunters. The 6.5 PRC Cross Sawtooth is available with a 22-inch Proof Research carbon fiber barrel. Additional standard features include an ultra-light folding precision adjustable stock, lightweight free-floating M-Lok alloy forend with dual sling points and a Cerakote Moss finish. Like other Sawtooth models, it is furnished with a two-stage adjustable match trigger and a stainless steel heavy-profile radial brake for reducing felt recoil. MSRP: $2,419.99. **www.sigsauer.com**

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NEW PRODUCTS

EC EDITOR'S CHOICE

By Gordy Krahn

1 HAWKE BOTTOMLAND IR 1-4X20mm TURKEY SCOPE

Turkey-hunting sighting systems have advanced far beyond simple beads and iron sights to precision optics engineered for the fast and unpredictable nature of spring gobbler encounters. Low magnification ranges, wide fields of view and illuminated reticles now give hunters rapid target acquisition, more exact shot placement and the confidence to execute when the moment of truth arrives. For serious turkey hunters, a dedicated scope isn't just another accessory — it's a meaningful performance upgrade that can directly influence success in the spring woods. Hawke Optics' new Vantage IR 1-4x20mm Turkey Dot Scope in Mossy Oak Bottomland camo, is purpose-built for fast target acquisition and precise shot placement. Designed specifically for shotgun hunters who roam the turkey woods in the spring, it features Hawke's Turkey Dot IR reticle with a 2 MOA illuminated center dot and an illuminated horseshoe that frames the turkey's vital area for quick alignment on moving birds. On 1X, the optic delivers reflex-style speed for close encounters, while 4X magnification provides confidence at extended ranges. Generous 4-inch eye relief, capped low-profile ½-MOA turrets and a precision glass-etched reticle ensure reliable field performance. Finished in Mossy Oak Bottomland camo, the rugged 1-inch mono-tube scope is shockproof, waterproof, fogproof and backed by Hawke's no-fault lifetime warranty. MSRP: $249

WWW.HAWKEOPTICS.COM





2 AGM WLAD 1B LASER/LIGHT SYSTEM

The WLAD Weapon Laser Aiming Device from AGM Global Vision is a Class 1 laser consisting of a green visible aiming laser, a near-infrared (near-IR) aiming laser, IR illuminator and 300 lm LED illuminator. The function of the WLAD is to provide an operator with highly collimated aiming lasers for precision aiming and targeting visible in low-light conditions and in conjunction with night vision devices for night time applications. The focusable near-IR illuminator floods the area with near-infrared light only visible when used with night vision devices. Other key features include six function modes, tactical remote switch, co-boresighted aiming lasers, low base design, IPX8 waterproof rating and a two-year warranty. Mounting options include Weaver or Picatinny-type Mil-STF-1913 rails. MSRP: $745

WWW.AGMGLOBALVISION.COM



3 ARMASIGHT WATCHMAN IR ILLUMINATOR

The Armasight Watchman IR Illuminator is powered by VCSEL technology, which helps positively ID and track targets beyond 500 yards. This device features three brightness settings to aid visibility when there is low to no ambient light available and can focus as low as 3 degrees and out to a 14-degree field of view. The Watchman works great as a handheld unit or it can be mounted on a firearm via the included 30mm ring. The push button tail cap can be swapped out for the provided tape switch if it is needed in a more tactical application. The body is constructed with aircraft-grade aluminum and is built to be shockproof with an IP67 waterproof rating. MSRP: $199

WWW.ARMASIGHT.COM



4 DIAMONDBACK SDR-A HAMMERLESS REVOLVER

The Diamondback Firearms SDR-A Hammerless Aluminum-Frame .38 Special +P Revolver was engineered for modern everyday carry. At just 15.6 ounces, it is Diamondback's lightest revolver, combining concealability with dependable performance. Its 2-inch stainless-steel barrel, stainless-steel cylinder and push-button cylinder release deliver reliable operation, while the hammerless design reduces snag during draw. A fixed orange fiber-optic front sight paired with a low-profile green fiber-optic rear sight ensures fast target acquisition, and the Hogue rubber grip provides control and compatibility with J-frame-style aftermarket grips. Forged from 7075-T6 aluminum, it has a six-round capacity and 9 to 11.5-pound trigger pull. The SDR-A's compact profile, corrosion-resistant finish and ergonomic grip make it ideal for concealed carry — with rapid, reliable deployment. MSRP: $614

WWW.DIAMONDBACKFIREARMS.COM



5 EOTECH EXPS3 HD WEAPON SIGHT

EOTech has introduced the EXPS3 HD, a heavy-duty holographic weapon sight featuring a fully machined all-aluminum housing. Eliminating the traditional protective hood, the new design delivers an expanded field of view and improved situational awareness while maintaining EOTech's proven durability standards. The EXPS3 HD debuts an intuitive rotary control dial with seven daylight settings, four night-vision settings, an Auto-Brightness mode and integrated Shake-Awake technology with programmable sleep intervals to extend battery life. The optic weighs 11.2 ounces, runs on a single CR123 battery and includes an integrated locking quick-detach mount for Weaver and Mil-Std-1913 rails. Featuring EOTech's signature 68 MOA ring and 1 MOA aiming dot, the EXPS3 HD is waterproof, fogproof, recoil-rated and built for close- to medium-range engagements. MSRP: $999

WWW.EOTECHINC.COM



6 FALCO GLOCK GEN 6 PISTOL HOLSTER

Falco Holsters has expanded its lineup to support the latest Glock Generation 6 handguns, including the Glock 19, Glock 17, Glock 45 and Glock 49 Gen 6. Shooters can choose from holsters crafted of full-grain Italian leather, rugged nylon, precision-formed U.S.-made Kydex or advanced, ultra-light carbon fiber, allowing them to tailor carry systems to specific needs and preferences. Each option is designed to integrate seamlessly with modern handgun configurations. This latest compatibility update further reinforces Falco's already extensive lineup, which supports more than 3,600 handgun models and over 100 weapon-mounted lights and lasers. The result is broader fitment, improved versatility and dependable carry solutions for today's evolving defensive and duty handgun platforms. MSRP: Prices vary by model

WWW.FALCOHOLSTERS.COM



7 GERMAN PRECISION OPTICS PASSION HDI RIFLESCOPE

The compact Passion HDi Riflescope from German Precision Optics delivers premium optical performance and real-world functionality at an accessible price point. Built around GPO's HD lens system, the Passion HDi provides excellent clarity, color fidelity and low-light performance. Each scope features a fiber-optic micro-dot illuminated G4i reticle, iControl illumination On-Off technology, capped ¼-MOA turrets and premium brass internal components for long-term reliability. A dedicated third-turret parallax adjustment enhances precision from 15 yards to infinity. All models feature a 30mm tube and are backed by GPO's lifetime warranty. MSRP: $349.99/3–12x42mm; $399.99/3–12x50mm; $449.99/3–12x56mm

WWW.GPO-USA.COM



8 LYMAN PRODUCTS SONICORE SUPPRESSORS

American-made Lyman Product Sonicore Suppressors deliver dependable performance and reliable sound suppression across varied platforms. Engineered baffle systems and stainless steel cores reduce perceived report and minimize recoil and muzzle rise, while an integrated muzzle brake enhances stability during firing. Modular construction allows shooters to customize suppressor length and configuration, and makes cleaning easy. The Sonicore family includes the Skarv 22 modular rimfire suppressor, Paradox hunting suppressors, Rekkr suppressors for high-volume semi-auto rifle use and the Valor 9 pistol suppressor platform. MSRP: $199.95/Skarv 22 Model; $279.95/Paradox Models; $299.95/Rekkr Models; $299.95/Valor 9 Models.

WWW.LYMANPRODUCTS.COM



9 LEUPOLD VX-4HD 3-12X40MM RIFLESCOPE

The Leupold VX-4HD 3-12x40mm Riflescope pairs a 4:1 zoom ratio with the company's Elite Optical System to balance field of view, magnification flexibility and low-light clarity for big-game hunting and general-purpose shooting. Available magnification ranges within the VX-4HD family — including the 3-12X — allow shooters to adapt quickly across close timber encounters and extended mid-range shots without excess bulk. Engineered for dependable field performance, the VX-4HD platform emphasizes glare reduction, image resolution and consistent light transmission in challenging lighting conditions, supporting precise shot placement from dawn to dusk. Durable construction and intuitive controls round out a design built to withstand harsh environments while maintaining zero and optical integrity. MSRP: $999.99

WWW.LEUPOLD.COM

NEW PRODUCTS



10 MEPROLIGHT MVO 3-18X44MM FFP RIFLESCOPE

The Meprolight MVO 3-18x44mm FFP Riflescope delivers versatile mid- to long-range precision in a compact 34mm tube platform engineered for hunting and tactical shooting. Its first focal plane, glass-etched M3 MRAD reticle scales correctly through the 3-18X magnification range, while red- and green-illuminated aiming options and German SCHOTT glass with 92 percent light transmission support clarity and low-light performance. Exposed turrets, throw lever and precise MRAD adjustments enhance rapid dialing and repeatable accuracy, complemented by a compact 11.89-inch overall length, 44mm objective lens and field of view spanning approximately 37.7 to 6.3 feet at 100 yards. Designed to maintain zero under recoil and harsh use, the MVO platform offers durable construction and intuitive controls for reliable performance. MSRP: $2,069.99

WWW.MEPROLIGHT.COM



11 MOSSBERG 990 SPX MAGPUL SEMI-AUTO SHOTGUN

The compact 990 SPX Magpul 12-gauge Semi-Auto Tactical Shotgun is built on Mossberg's latest semi-auto platform, blending rugged reliability, refined ergonomics and accessory-ready versatility. An adjustable Magpul SGA stock provides incremental length-of-pull adjustment, while a tactical forend with integrated heat shield and multiple mounting slots enhances accessory flexibility. Barrel options of 14.75 inches (NFA) or 18.5 inches support a wide range of defensive roles. A robust gas-operated system housed within the forend delivers smooth, consistent cycling across varied ammunition. The SPX handguard adds a rigid, heat-resistant interface with integrated QD cups and M-Lok slots. Controls include a knurled charging handle, oversized bolt release and tang-mounted safety. The 990 SPX was designed for performance, control and durability in adverse conditions. MSRP: $1,309

WWW.MOSSBERG.COM



12 PRINCETON TEC GHOST X TACTICAL HEADLAMP

The Princeton Tec Ghost X Tactical Headlamp was designed for professionals who demand precision, durability and strict light discipline — delivering a powerful yet streamlined full-spectrum lighting solution. It produces up to 300 lumens of white light and features red, green and blue LEDs for low-signature tasks. For covert operations, it offers 940nm infrared output with adjustable power from 70 to 320 milliwatts. A Programmable LED System allows users to customize mode sequencing, while an intuitive interface ensures fast, reliable control under pressure. A dedicated Ghost mode mechanical switch blocks all visible light, enabling IR-only operation or instant shutdown. The Ghost X is IP68 waterproof rated and powered by either a CR123 or AA battery. MSRP: $69.99

WWW.PRINCETONTEC.COM



13 PULSAR TRAIL 3 LRF XR50 THERMAL RIFLESCOPE

Built for advanced nighttime hunting and long-range target engagement, the Pulsar Trail 3 LRF XR50 Thermal Riflescope combines a 640 x 480, 12µm thermal sensor with sub-18 mK sensitivity, a fast 50mm F1.0 germanium objective lens and 3–24X magnification to deliver detailed heat-signature detection beyond 2,300 meters. Integrated laser rangefinding measures distances to roughly 1,200 meters, while a Full HD AMOLED display, Picture-in-Picture viewing and customizable image controls support precise shot placement and target identification. Built-in Wi-Fi with Stream Vision 2 enables wireless streaming, recording and cloud storage, and recoil-activated video capture documents every shot. Ten shooting profiles with multiple zero distances, high-caliber recoil resistance and operation from –25 °C to +50 °C ensure dependable performance. MSRP: $4,499.97

WWW.PULSARNV.COM



14 REMINGTON HARD CAST HANDGUN AMMUNITION

Remington Hard Cast Handgun Ammunition is purpose-built for dangerous-game defense, delivering uncompromising penetration when it matters most — designed for hunters, backcountry travelers and handgun enthusiasts who demand maximum stopping capability. Featuring non-deforming hard cast alloy bullets engineered for maximum penetration through dense muscle, heavy bone and thick hide, these loads are designed to stop aggressive North American game. Waxed lubrication grooves reduce barrel fouling, while nickel-plated cases ensure smooth feeding and reliable extraction. With heavier-grain bullets built to perform under extreme conditions, Remington Hard Cast is the dependable choice when the wild gets wilder. Available options include 10mm/200-grain, .44 Rem. Mag./260-grain, .357 Mag./180-grain and 9mm Luger +P/145-grain. MSRP: $39.99-$56.99

WWW.REMINGTON.COM



15 SILENT STEEL USA MICRO STREAMER SUPPRESSOR

The Silent Steel USA Micro Streamer Suppressor is a great solution for shooters who demand maximum maneuverability with a minimal footprint. Despite its ultra-compact size, it features advanced FLOW-IQ technology that reduces gas blowback and softens recoil, enhancing comfort and control. Ideal for SBRs, PDWs and fast-moving tactical setups, the Micro Streamer delivers reliable suppression without compromising on durability or performance. Overall length is 4.25 inches with a 1.6-inch diameter and weight of 12.34 ounces. Chamberings include 5.56mm, 7.62x51mm and newer 9mm PCC options, with Cerakote finishes offered in Armor Black, FDE and OD Green. Mount compatibility includes direct-thread, A1/A2 or muzzle-brake interfaces tied to the QDL system. Typical sound-reduction performance falls in the 10–15 dB range. MSRP: $999

WWW.SILENTSTEELUSA.COM



THE VOICE OF THE INDEPENDENT RETAILER

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WINNING THE BIG GAME

The move toward rifles specialized for every pursuit opens the door to stronger sales.

By Steve Comus

Just what is a big-game hunting rifle? It's been redefined in recent times as a result of several factors: a trend toward longer-range accuracy, portability and the revival of the lever-action.

Essentially, this is a trend toward specialization, with the assumption that individual hunters will own and use more than one "hunting rifle." This is significant for retailers because it means there are opportunities to sell more guns, ammo and accessories, even if the customer base remains flat or decreases in size.

Fortunately, there are indications that the number of gun owners continues to rise. In other words, the outlook goes from good to great, depending on local situations. Since there are three current trends in hunting rifles, each needs to be explored individually in order to understand them separately and in conjunction.

Longer-range accuracy is a major trend in all rifle categories, and it involves the rifle, ammunition and sighting mechanisms working together.

Computerized design and manufacturing capabilities make it possible for standard production rifles to be more accurate than before, and they also have contributed to phenomenal advances in custom and semi-custom rifles. Performance is the major focus of all rifle makers these days.

But the most accurate rifle in the world doesn't mean much if the ammunition it shoots is not also high-performance. Here, again, modern manufacturing abilities have made it possible for manufacturers to make more accurate bullets, more consistent cases and higher-performance powder and primers. In the process, companies like Hornady and Weatherby have introduced new cartridges that are specifically designed to take advantage of the ability to achieve greater accuracy. Cartridges like the various Creedmoors, PRCs and RPMs come to mind.

Couple more accurate rifles and ammo with higher performance scopes, rangefinders, wind measuring devices and computer programs in the sighting devices and in wireless-connected cell phones and tablets, and it is not simply a game changer. It's a whole new game.

The first challenge of mating more accurate rifles, more consistent ammo, higher performance scopes and computer-assisted accessories was met with full-size, at times outsized, rifles over the past number of years.

More recently the focus has become making accurate rigs that are light enough to carry in the high country, short enough overall to be used easily with suppressors, yet powerful enough at range to get the job done.

Typically and historically, hunting rifles have weighed in the 8- to 10-pound range. The focus on high country rigs has trimmed that to 5 or 6 pounds. The shooting sports industry is meeting this lightweight/accuracy challenge with aplomb by using high-tech materials in conjunction with tight specifications.

Interestingly, while the high-performance, longer-range capabilities and portability of modern hunting rifles continues to forge forward at a fast clip, there has been renewed focus on lever-action rifles. It is kind of like a back to the future thing.

And the renaissance of lever-action rifles is not limited to hunting rifles. For all kinds of reasons, including everything from local or state laws to the overall ease of use, lever rifles currently are being acquired for personal and home defense as well as for hunting and informal shooting. But the resurgence in lever rifles involves a great many models designed specifically for hunting.

This is not simply a matter of nostalgia for customers. Hunting regulations in some states have changed to allow the use of lever rifles shooting straight-wall cartridges — something that was not allowed before.

So, the big news in hunting rifles may be high-performance rigs and lever-action rifles. But there also is a continuing market for the more traditional full-bodied hunting rifles chambered for more traditional cartridges like .30-06 Springfield, .308 Win., .270 Win., 7mm Rem. Mag. and .300 Win. Mag.

Hence, a good strategy can be to focus on a three-part plan, where one or two parts are given more weight based on the store's clientele. This way, you're casting a broad net while still playing to existing strengths.

One thing the recent trends in hunting rifles establishes is that the market now assumes that hunters want and will buy more than one hunting rifle. This is in stark contrast to yesteryear when the whole mantra was to come up with a single rifle that could do it all.

Specialization has opened the door for a sea change in how both the industry and its customers view things.

Credit the evolution of the "tactical" focus on modular firearms like ARs for opening the eyes of consumers about what can be, and what should be for them.

And certainly, the influence of 3-Gun events hasn't hurt that trend in the least. Face it, central in 3-Gun is the concept that there are guns that are specialized for specific applications.

The bottom line in all of this is that customers are more predisposed now than ever before to purchase multiple guns over time, and for them to participate in activities where these different kinds of guns are used.

This represents a potential bonanza for retailers in that, even with a static customer base, there is room for additional sales across a broad range of categories.

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And there is one more matter to discuss that, ultimately, can be more important than all of the other factors combined. That is: What does the customer really want? What does the customer really need? And how can the retailer help the customer be successful?

When it comes to hunting rifles, the customer wants to be successful when hunting. To the degree that the rifle, ammo, sights and accessories help the customer achieve that ultimate goal, the retailer wins because it furthers customer satisfaction, which is a key element in return visits and continued business.

All of these things are tied together. By understanding and responding in ways that help the customer win, you're setting up your own store for success. SSR



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