# TACTICAL RETAILER®

October 2017

## 10 MERCHANDISING TIPS FOR MORE SALES

## REPLICA AIRGUNS ADD SALES OPPS

## SUPPRESSORS: FIRST TIME BUYERS

## RED VS. GREEN LASERS

## KILLER COMBO - SIG ROMEO & JULIET

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## COULD YOU BE CYBER-LIABLE?

SEE PAGE 4 FOR MORE INFO

## SIG SAUER'S PERFECT MATCH - ROMEO & JULIET

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## PRO TIP: INSTALLING AFTERMARKET PISTOL GRIPS

## + A GUN LEVELS THE PLAYING FIELD WHEN A STRONG MAN ATTACKS

## REVIEWED: SIG'S P320 X-VTAC



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If you'd have told me 10 years ago that I'd have a gun in my bag, I'd have never believed you. But I wasn't a mom then. I've had a carry permit since my son was born and I recently added a Laserguard Pro to my pistol. With the light, I can clearly see what's in front of me, and with the laser I know I can handle it. That confidence is important to me. We've all got a lot to lose. But, like I said, there's only one plan.

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VOL 3 • ISSUE 5
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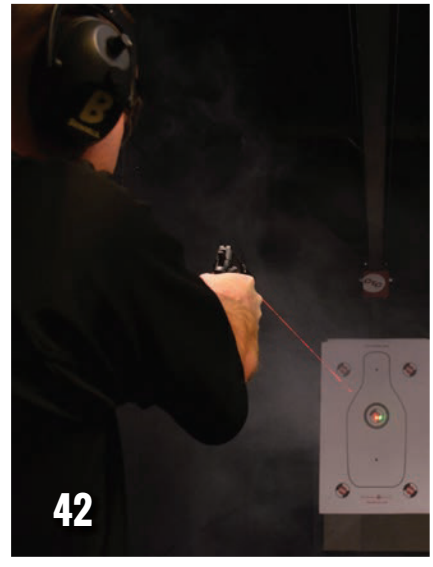











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— SUN TZU, THE ART OF WAR




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# ON THE COVER:

## SIG SAUER'S NEW ROMEO & JULIET MAGNIFIED CARBINE OPTIC SYSTEM



When combined on the same platform, the award-winning SIG SAUER ROMEO4T red dot sight and the new JULIET4 magnifier offer the ultimate system when fast and accurate target acquisition at varying distances is crucial. Whether it's a moving target, longer distance steel targets at the range or a fast-breaking tactical situation, this package answers the call.

"The new JULIET4 Magnifier works with any and all red dot sights," said Andy York, President SIG SAUER Electro-Optics Division, "but it was designed as an integrated optical system when used in conjunction with SIG's new ROMEO4 and ROMEO6 red dot sights with ballistic holdover reticles. This amazing new combo allows for fast, intuitive red dot target acquisition that transforms instantly into a 4X magnified riflescope with ballistic holds."

The ROMEO4T features an extremely strong and lightweight 7075 aluminum housing and has undergone complete MIL-SPEC testing to ensure a lifetime of reliable service. With unlimited eye-relief, the shooter can acquire their aiming point fast and intuitively. The ROMEO4T boasts either a Ballistic CircleDot or Ballistic CirclePlex with holdovers for 5.56 and 7.62. The ROMEO4T proprietary Quad reticle system has 4 user-selectable reticle styles, night vision settings and 50,000+ hours of battery life,

The SIG JULIET4 4X Magnifier expands the capabilities of SIG's ROMEO Red Dot lineup to new lengths. When longer distance target acquisition and magnification is required, the JULIET4 can be called into action. The PowerCam 90° mount system allows for fast transitions from 1X CQB work to 4X medium distance target engagement. The quick-detach mount also has built in recoil lugs that provide a rock-solid base and easy removal when magnification is not a priority. The aircraft grade CNC aluminum housing of the JULIET4 stands up to the most rugged of situations while front thread-in lens protectors and rear flip back capabilities offer protection from the elements. The height of the JULIET4 can also be adjusted to fit your own personal needs via spacers that are included with the product.

The only thing better than a SIG ROMEO4T red dot or the JULIET4 Magnifier alone, is when the two products are combined together onto one platform. Red dot sights are becoming extremely popular and for good reason, but if a shooter is looking to achieve the full potential out of their AR 15 rifle or other semi-automatic carbines, then the ROMEO4T and JULIET4 are the perfect match for shooting longer distance targets.

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www.americantactical.us

By Guy Sagi

# INSTALLING AN AFTERMARKET PISTOL GRIP

Stock furniture on AR-15s can be Spartan affairs, so it doesn't take long for most enthusiasts to decide they'd prefer a pistol grip that's a little more hand-filling, fashionable, utilitarian or comfortable. Installation isn't hard, but there are some things to keep in mind, and overlooking the pair of critical safety selector components involved can produce the kind of cursing guaranteed to lose customers.

Most gun owners can get the job done, but friendly and knowledgeable service goes a long way in converting infrequent customers to loyal ones. Even if their DIY skills are a legend in their own mind, a polite reminder about the spring/safety detent that could be loosed on their shop floor reminds them why they should return for their next purchase. Doing the swap on your counter is simple.

Drop the magazine. Then, check and double check that the chamber is empty and gun clear. This step is obvious, but there are several good reasons it should never be done at breakneck speed and matter-of-factly today. There are more new gun owners out there than ever before, so safety rules are always worth reinforcing. Part of the safety mechanism is involved, as well, and they'll remember your professionalism when it's time for the next upgrade.

Place the gun on a soft shop mat to minimize chances of marring during this process. The gun should rest upside down if possible (mag well toward the ceiling). Sandbags work nicely. There's not much torque involved in removal, either, and when necessary, you can grasp the firearm. Inspect the replacement pistol grip, and find the empty hole that will house the old safety spring. Remember that location.

Nearly all pistol grips are affixed to the lower with a bolt that can be removed with a 3/16-inch Allen wrench. Check before proceeding, regardless. Those hollow handles tend to collect stuff anyway—mud, dirt, grime, socks you thought were eaten in the dryer — so clear debris if necessary.

Insert the Allen wrench (or whatever tool is recommended by the lower receiver manufacturer) and remove by turning counterclockwise. The spring may exert some upward pressure as the pistol grip loosens. Carefully slide the old version off while using your off-hand fingers to maintain control of the spring. Watch the detent underneath, which can do a Houdini if things are sticky enough for it to come out at the same time. Do not touch the safety selector during the process.

Clean the lower receiver where the new unit will mount, and place the old spring in the new pistol grip slot. A very tiny dab of grease — on the end going into the new handle — can help hold it in place during assembly. Try to avoid it, but it's better than re-enacting a Three Stooges skit in front of a customer.

Inspect the old bolt threads, and, if they had Loctite blue, add a dab to the new bolt. Don't use the old one or its tired lock washer with the installation. If the detent withdrew, replace it with the pointy end toward the safety mechanism.

Watching that the spring inserts in the receiver straight and properly, slide the new grip on the lower receiver fully. Don't draw it down by torqueing the hardware or you risk bending a critical piece of the fire-control mechanism.

Insert and tighten the bolt — carefully. Do not apply too much torque because aluminum strips when you least expect it and a whole lot faster than steel. Hand tighten until firmly affixed.

Now, you're done, except for the final checks. Grasp the AR, and shoulder it to determine if things are snug. Give the safety a few tries to ensure its proper operation and things really aren't complete until it's taken for a test drive at a range nearby.




Put the AR on "safe," drop the magazine and ensure the chamber is empty. Part of the fire controls is housed in the pistol grip, which makes adding emphasis to this safety step – even to DIY customers– even more important.



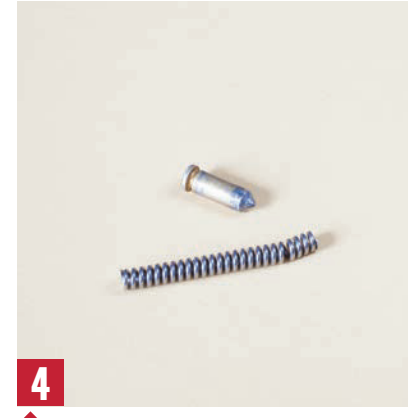

2

Use a flashlight to inspect the interior of the old pistol grip. The odds are good a 3/16-inch Allen wrench with a long stem will work, but lower receiver manufacturers have been known to stray from that practice.



3

Insert the Allen wrench and begin loosening, but the safety spring can come loose during the process. Use your off hand to maintain control of it as the grip is removed, and watch that the detent underneath doesn't come out of the lower receiver.



4

The detent in the receiver and spring are are critical parts of the fire controls and are small enough to get lost during this procedure. The slight bend in the spring indicates the last grip mounted on this AR was torqued without ensuring it drove properly into the receiver.



5

Clean the mounting surface if necessary before installing the new grip. The person who installed the last one on this AR obviously had some trouble, and the finish suffered in the process. Go slow and use the right tools.



6

Once the old grip is off, you can remove the spring. Determine which side it's on before turning a tool to minimize chances of its loss during the swap.




7

Insert the spring in the new grip. There should only be one properly sized hole in the molded body. If it keeps coming out during mounting, a dab of grease on the pistol grip end of the spring can help maintain its position.



8

Using hand pressure, mount the new grip. Watch the spring, and make sure it's compressing properly during the process.



9

Hand tighten the new bolt and lock washer until the pistol grip is firmly mounted. Do not apply too much pressure because that bolt is being driven into aluminum and it strips a lot easier than steel.




10

Work the safety selector several times to ensure feedback is positive and that the hammer doesn't drop when on "safe." Now you're done and ready for a range test.

# THE CAGE

Hot new products you should stock



## 1 5.11 TACTICAL – DEFENDER-FLEX SLIM PANT

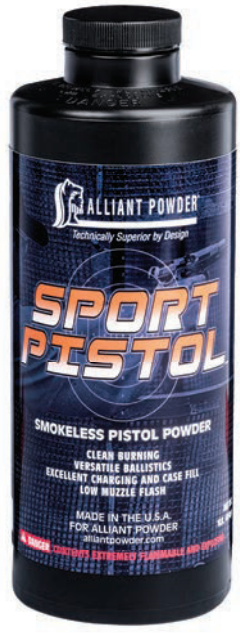
Those looking for a feature-rich yet low-visibility tactical pant will want to check out 5.11's Defender-Flex Slim Pant.

5.11 Tactical's Defender-Flex Slim Pant is designed as a low-visibility tactical pant. It is made of a Cavalry twill cotton/poly blend, with a touch of elastane that adds stretch to the material. Five pocket styling, along with two rear hip pockets, allows for plenty of load carrying capability. The Defender-Flex Slim Pant also features a button top fly with locking YYK zipper, and fitted waistband.

- Colors: Volcanic, Stone, Burnt, Oil Green
- GSA/TAA compliant
- Soft fade finish

**MSRP:** $69.99
**WEBSITE:** www.511tactical.com

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## 2 ALLIANT POWDER – SPORT PISTOL POWDER

Sport Pistol powder is designed for precision and action shooters looking for a consistent, clean-burning propellant for their sport loads.

Alliant's Sport Pistol powder is a clean-burning powder with versatile ballistics. It has excellent temperature stability that equates to little velocity deviation across various seasons. Sport Pistol also features low muzzle flash and outstanding charging and case fill.

- Made in the USA
- Optimized for polymer-coated bullets
- Available in 1-, 4- or 8-pound containers

**MSRP:** $27.25 (1 lbs.), $99.70 (4 lbs.), $184.75 (8 lbs.)
**WEBSITE:** www.alliantpowder.com

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## 3 BOLLÉ – BREAKER AND FLASH MICHAEL WADDELL SIGNATURE SERIES SUNGLASSES

Bollé's Michael Waddell Signature Series sunglasses are stylish yet functional and available in popular Realtree camo patterns.

The Breaker and Flash models of the Michael Waddell Signature Series are sunglasses with semi-rimless frame designs. The frame is made of durable B88 nylon and includes Thermogrip nose pads and temple tips. The lenses are polarized with an exterior oleophobic/hydrophobic coating and an interior anti-fog treatment.

- Can be outfitted with prescription lenses
- Interchangeable lenses
- Camo options: Realtree Xtra and MAX-5

**MSRP:** $99.99 - $109.99
**WEBSITE:** www.bolle.com



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## 4 BUTLER CREEK – ASAP UNIVERSAL AR15/M16 MAG LOADER

Save time and your fingers when loading your AR-15 magazines with Butler Creek's ASAP Universal Mag Loader.

Butler Creek's ASAP Universal AR15/M16 Mag Loader allows shooters to quickly load AR-15 compatible magazines. The ASAP offers three different ways to load ammunition: one round at a time; loading arm with up to 10 rounds of loose ammo; or via stripper clip. Made of quality polymer, the ASAP is lightweight and leaves a small profile, perfect for stashing in a range bag.

- Made in the USA
- Optimized for the Savage MSR
- Works with most AR-15/M16 mags

**MSRP:** $29.95
**WEBSITE:** www.butlercreek.com

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## 5 COLT – GOLD CUP TROPHY

Colt's Gold Cup Trophy is built from the ground up to serve as the ultimate handgun for the modern competitor.

The Colt Gold Cup Trophy is a 1911 built primarily for out-of-the-box competitive use. To that end, it sports a number of features that seasoned shooters will appreciate, such as 25 LPI checkering on the front- and backstrap, a beveled magazine well and competition-blue G10 grips. As expected, the Gold Cup Trophy also sports a national match barrel, wide target trigger and competition ergonomics.

- Fiber optic front sight
- Bomar style adjustable rear sight
- Available in either .45 ACP or 9x19mm

**MSRP:** $1,699
**WEBSITE:** www.colt.com

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## 6 CORE RIFLE SYSTEMS – PORTERFIELD OSCEOLA TACTICAL KNIFE

Porterfield's Osceola Tactical knife is a fixed-blade "fighting knife" that is suitable for use in extreme situations.

The Osceola Tactical Knife is a fixed blade carry knife made of 80CrV2 steel with an overall length of 9.5 inches and a blade length of 5 inches. The handle is made of textured G10, insuring a positive grip and durability in harsh conditions. Made in the USA.

- Sheath options: Kydex, leather
- Blade finish: Cerakote
- Weight: 10.3 oz.

**MSRP:** $449.99
**WEBSITE:** www.core15rifles.com

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# EOTECH TAKES AIM AT SCOPE MARKET

By Max Archer

EOTech is not only a leader of modern holographic reflex sight technology, but ERIM, its founding company in the 1950s that later formed EOTech, invented the HUD (Heads Up Display) technology. Currently, HUD-based reflex optics represents more than 50 percent of yearly total firearm optics sales. The commercial line of EOTech HWS (Holographic Weapon Sights) we know today launched in 2000.

The famed EOTech circle-dot is renowned for its speed and is regarded as the fastest reticle-to-target acquisition sighting system in the world. The 65 MOA ring was scientifically tested to allow the eye to acquire the image faster than any single dot or solid image. That allows users to move the sighting image (reticle) onto the target faster with less time spent searching for the sighting image. At the same time, the 1 MOA dot in the center of the reticle is a very small image that allows for precise shot placement. Now equipped with electronic weapon sights, our troops have the highest hit ratios in U.S. military history. Quality and durability is also a core feature of the EOTech sights, which remain fully functional and hold zero even if the glass is shattered or covered with debris.

TOP: John Bailey, the director of marketing and product development for EOTech

In 2016, EOTech unveiled its Vudu line of variable powered premium tier optics that have made quite a splash in the industry as EOTech's first non-reflex sight offering. And at this year's SHOT Show, EOTech introduced a new logo and new look across the entire brand. *Tactical Retailer* was able to catch up with John Bailey, the director of marketing and product development for EOTech, to understand the new direction of the company.

**TR** — Can you elaborate on where EOTech is heading?

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ABOVE: The new logo for EOTech is looking pretty sharp on one of their new Vudu scopes.

**BAILEY** — EOTech has been a recognized category leader in reflex optics since its first introduction, but there is more to the market than just reflex sights. The Vudu variable optics line was a response to that demand and was a necessary step for EOTech to grow. Along with offering a broader product line, we also wanted a new, fresh, updated brand image to back up our mission of becoming the category leader in optics. Over the past two years, we have continued our commitment to continually refine our holographic line through some new process and manufacturing improvements. Many of our new processes have greatly improved ongoing quality.

**TR** — Why variable optics from EOTech?

**BAILEY** — It was a customer request-driven product line. From our perspective, the customer request matched well with our market expansion goals. This optics category allows us to expand our existing product penetration into hunting, LEO and competition segments. We chose the 1-6x, 2.5-10x and 3.5-18x magnification ranges, which align to the needs of our core commercial buyers.

**TR** — Are the new Vudu optics made in the U.S. like the HWS models?

**BAILEY** — We agonized over this point. We wanted very much to be able to offer a premium U.S.-made variable optic. However, the startup costs, production costs, product offer flexibility and final retail price point were all factors to leverage Japanese industrial design manufacturing. Japan is well known for producing some of the finest optics in the world. We are using the same manufacturing source to produce our optics as almost every other super premium firearm optics manufacturer. Our goal was to go toe-to-toe with those companies from a quality perspective, but beat them on price. By going to Japan and the same source for our optics manufacturing, we are delivering the same high-grade quality with a price that is more competitive.

**TR** — How has the Vudu line been received?

**BAILEY** — Customers are loving them, but it is a very competitive market at this tier of optic. We are going after the $1,500 to $2,500 range, and there is a very small but well-established set of brands that customers look to when spending this kind of money on an optic. Our new branding strategy helps, but




PHOTOS TO THE IMMEDIATE AND FAR RIGHT: EOTech is also delivering top tier mounts for their optics. This cantilever mount offers a QD base.

getting these optics in customers' hands is what sells them.

We feel the Vudu line is doing well building up the brand with an industry leading price for premium optics. Our goal is to deliver a $500 to $600 lower priced optic for like or higher quality than competing $2,000 to $3,000 optics. Once customers see side-by-side comparisons, they understand they are getting the same or better quality, as well as features with Vudu for a lot less money. Part of that competitive ability is because we are not relying solely on the revenue of variable optics and so we can be more competitive on the MSRP.

**TR** — Which model has been the most popular?

**BAILEY** — Definitely the 1-6x Precision Rifle Scope has been the most popular. In a market where there is not a lot of difference in low-power variable optics, we merged a lot of very innovative features into this optic. We started with a first focal plane reticle and incorporated the fast shooting holographic style EOTech donut ring visible at 1x.




ABOVE: Low profile turrets minimize the optic profile while still providing enough height for easy adjustments.

BELOW: The Vudu series will shock buyers with the quality they are getting for the price. They have even integrated a built in throw lever to some of their scopes.

As a shooter dials to 6x, the ring goes out of frame but a BDC or Mildot reticle comes into focus, which ties it well to the familiarization of our old reticle. Customers are loving this feature and the magnification range fits a huge variety of shooting applications.

**TR** — Who are the primary Vudu optics buyers so far?

**BAILEY** — The LEO and military folks like the optic line a lot, but we are really focusing first on the home defense, tactical and competitive shooter markets. Those markets drive the products back into LEO and military. For







TOP : Though this looks exactly like the EOTech EXPS2 of years past, EOTech is still making tweaks.

years, the military has been driving sales, and now we are seeing that the competitive shooting and hunting markets are driving what LEO and military are using. Most people believe that we are primarily a military company, but in reality, our mainstay of sales are predominantly the commercial hunter, shooter and competitor, then LEO and then military. We own the majority of optic contracts for the special forces teams, which are not huge from a sales perspective, but they have a strong trickle down into the commercial markets.

**TR** — Are these the only product categories EOTech is focused on going forward.

**BAILEY** — We are offering a very nice line of optic rings and cantilever mounts in 30mm and 34mm to compliment the Vudu optics. As a division of Level 3, we have direct access to some of the leading edge technologies, which happen to be our sister division's including thermal, laser and night vision optics.

We are definitely including these products and integrating the technology where appropriate. However, many of these products are hardened military-level equipment, which is beyond the financial reach of typical consumers. Price plays a huge part in the hunting market, and having a $4,000 thermal or night vision optic is not enough. Usually, monocular/binocular is needed on top of the optic. Not a lot of shooters can drop $8,000-plus on a thermal or night vision setup. We are seeing this as a growing market, but getting to an affordable price for shooters is key.

**TR** — What should dealers expect when working with EOTech?

**BAILEY** — Our goal is to assure there is a level playing field for everyone, and we do not have a tiered discount program like other manufactures. We have just one program for everyone, which provides an even playing field for all the retailers, a fairly easy yearly buy-in and access to co-op marketing programs signage. We also provide images and videos via our dealer portal, copies of all the programs, logos and free POP displays with Vudu optics stocking. Our MAP pricing is set and we do heavily monitor the policy and are very strict with MAP deviations. We want to assure all the dealers can main-

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**TR** — What is your perspective on the state of the industry?

**BAILEY** — The industry is in a correction course. There are dealers who bought a lot going into the election cycle, as did manufacturers filling distribution. No one likes the peaks and valleys from a sales forecast, manufacturing and planning perspective. The industry is on a good track, but we are in a correction where dealers, distributors and manufacturers are all correcting from the election results and the glut of deeply discounted firearms on the market.

**TR** — Did EOTech see a rush in sales before the election?

**BAILEY** — We did, but with optics there is a delay because customers buy firearms first, then optics, lasers and other accessories. We definitely saw a spike, but a lot of that spending was on the firearms. We feel the discounted firearms pricing allows consumers have more money to spend on optics.

**TR** — Many dealers and manufacturers are noting a growth in the PWD, AR-15 pistol and SBR Market. How has this impacted EOTech?

**BAILEY** — In general, this category is all short-range firearms where the EOTech sight shines. We are seeing this as a big growth category because customers are not shy about spending money on these historically more expensive firearms. The newer 9mm rifle carbines, AR-15 pistols, PDWs, SB Tactical's influence on the pistol market and CMMG's .45 Carbine are all drivers of this category.

**TR** — Can you tell dealers a little about the new logo and brand introduced?

**BAILEY** — After 17 years, the brand needed an update. We contracted a deep brand study on our brand and logo. Our old logo was really about the old reticle sight, and it lacked the updated image we wanted to carry forward. We are a proud, American company and wanted to show that in our logo. The shape of the "E" is the same window shape of the original holographic sight and the new logos stylized U.S. flag look can actually spell out EOTech. It's cool, subtle and a simpler, cleaner design representing our new path and brand of expanded products. **TR**



BELOW: EOTech's EXPS2-2 is a great optic for the new breed of AR-15 PDWs like the PWS MOD2MK107, and the Vudu 1-6 delivers the perfect flexible optic for this Barnes Precision AR-15.

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LEFT: U.S. Army Master Sgt. (ret) Kyle Lamb worked with Sig Sauer to produce the P320 X-VTAC 9mm pistol.

# SIG SAUER TEAMS UP WITH KYLE LAMB TO PRODUCE THE P320 X-VTAC PISTOL

By Brian McCombie

For Sig Sauer, the big news of 2017 was that the gun maker won a large contract to provide the U.S. Military with Sig's P320 9mm pistol, replacing the Beretta M9 that had been in service since the mid-1980's. The 10-year contract was reported as being worth a whopping $580 million.

For the tactically minded civilian and his or her retailer, though, the bigger news was that the gun manufacturer also launched its new P320 X-Series, composed of three upgraded versions of the standard P320: the full-sized P320 X-Five; the full-sized P320 X-VTAC and a smaller version, the P320 X-Carry.

The X-VTAC was made in conjunction with Kyle Lamb. Lamb,

# AIRGUNS ADD SALES OPPORTUNITIES

*By Warren Berg*

Stocking airgun variants of the firearms you sell offers an opportunity to not only initially sell more products to your customers, but also make them more active shooters resulting in more follow-up sales. Joseph Huston, vice president and general manager of the Sig Sauer Airgun Division, calls realistic airguns "excellent training tools," and notes that things such as the cost of ammunition, lack of range time and other factors limit how much people practice and train with their centerfire guns.

For dealers, the key to sales is offering airguns that mimic the weight, feel, operation and trigger pull of the real thing and, like Huston says, sell them on the idea that they're supplemental training tools, not toys.

"The Sig Sauer P320 has been extremely well received by law enforcement, recreational shooters and competitive shooters alike, and customers have been asking for a pellet version of this pistol since we introduced our very first airguns," Huston says of the new P320 ASP airgun.

SIG's P320 ASP has a reciprocating metal slide and polymer frame and fires either .177-cal. pellets or steel BBs from a unique 30-round belt magazine. Power is from commonly available 12-gram CO2 cylinders inserted through the backstrap of the grip and velocity is up to 450 fps. There's even an accessory rail for mounting lights or lasers.

Operation is very much like that of the P320 centerfire gun and because SIG also offers pellets, CO2 cylinders and even airgun targets, dealers can compile everything from one source to create training packages for their SIG customers. Suggested retail of the P320 ASP in either black or coyote tan is $119.99.






ABOVE: Expect customers to quickly ID the X-VTAC in the display case and ask, "Hey, what's that?"

of course, is well-known in the tactical community. He retired as a U.S. Army Sergeant Major after more than two decades of service and spent 15 of those years with the U.S. Army Special Operations. Lamb's numerous combat operations included the Mogadishu, Somalia, operation that was the basis for the "Black Hawk Down" book and movie, plus tours in Iraq and Bosnia.

A respected military and law enforcement trainer, Lamb is also the founder and president of Viking Tactics, Inc., which makes all manner of tactical gear and weapon components. The "VTAC" designation on the X-VTAC pistol stands for Viking Tactics and indicates Lamb's work to make the pistol more tactically ready and the use of his company's VTAC sight system.

I received a P320 X-VTAC in 9mm and spent several range sessions with the pistol. The P320 X-VTAC proved to be very accurate and highly functional, easy to use and a lot of fun to shoot. It should find a good deal of interest among competitive shooters. Certainly the pistol could be used by law enforcement, though it seems a bit pricey and too flashy for LE use. While I wouldn't except concealed carry practitioners to warm up to the X-VTAC, mostly due to its full size, it would also be a great choice for home defense.

In the world of consumer buying, looks definitely matter. And while some gun purists will no doubt scoff, the reality is the P320 X-VTAC is one cool-looking pistol. Those good looks start with the black frame and the bronze-colored slide. The slide also features the letters "X VTAC" engraved along the left side and the "T" in "VTAC" is a sword with point down, part of Lamb's VTAC logo. There are two cutouts on either side of the slide's front, plus numerous serrations fore and aft. There's also a rail under the barrel for attaching accessories such as a light or laser, and luminous rear and front sights.

Expect customers to quickly ID the X-VTAC in the display case and ask, "Hey, what's that?"

U.S. Army Master Sgt. (ret) Kyle Lamb worked with Sig Sauer to produce the P320 X-VTAC 9mm pistol.

Looks, of course, are of little use if a firearm doesn't function properly. But here the X-VTAC is also a winner.

Once I received the pistol, I ran a couple of cleaning patches down the bore. They came out very clean. I then lubricated the slide, dry fired it a bit, and headed to my local shooting range.

In all, I ran five brands of ammunition through the X-VTAC during three separate range sessions: Aguila 124-grain FMJ, Hornady Critical Defense with a 115-grain FTX bullet, Polycase RNP with a 65-grain copper-polymer bullet, Precision Delta (remanufactured) 115-grain FMJ and Sig Elite Performance 155-grain FMJ.

For my accuracy testing and chronograph, I focused on the Hornady Critical Defense, the Polycase RNP and the Sig Elite. To gauge accuracy, I shot offhand at seven yards, and from a rest at 10 and 25 yards.

At seven yards offhand, my best four-shot group was recorded with the Polycase RNP at 0.6 inch. My best five-shot group was achieved with the Hornady Critical Defense, measuring just 0.87 inch. Shooting from a sandbag at 10 yards, I scored a 0.38 inch four-shot group with the Sig Elite Performance, and a 0.83-inch, five-shot group with the Hornady Critical Defense.

At 25 yards and shooting from a rest, my groups were terrible, and I have to take the blame. It was the end of the day, I was tired, and I couldn't shoot a five-round group smaller than three inches to save my life. The few bright points? A three-shot group with the Hornady Critical Defense that scored 0.45 inch, a four-shot group of the same ammunition at 1.76 inches, and I punched a couple of 1.5-inch groups with the Polycase RNP. The fact the pistol could place these tighter groups told me it can do much the same with five-shots, if the shooter was better rested and more focused.

Initially, my X-VTAC was shooting low and to the left by several inches. I loosened the rear sight's set screw and using a nylon punch and a nylon tipped hammer, gently tapped the rear sight over until I had corrected the windage.

Unfortunately, the pistol still shot low — one to two inches at most distances. When I mentioned that to the folks at Sig, I was told they had discovered early into the first run of X-VTAC's that some of

ABOVE: In the world of consumer buying, looks definitely matter, and the P320 X-VTAC is one cool-looking pistol.

BELOW: There are two cutouts on either side of the slide's front, plus numerous serrations. There's also a rail under the barrel for attaching accessories.

## SPECS

**Manufacturer:** Sig Sauer
**Model:** Sig P320 X-VTAC
**Caliber:** 9mm
**Frame:** Stainless steel
**Slide:** Stainless steel
**Slide Finish:** Cerakoted Flat Dark Earth
**Magazine Capacity:** 17 Rounds
**Sights:** VTAC Day/Night Sights
**Trigger:** Striker fired, X-Series Straight Trigger
**Overall Length:** 8.2 inches
**Overall Height:** 5.6 inches
**Overall Width:** 1.3 inches
**Barrel Length:** 4.7 inches
**Sight Radius:** 6.6 inches
**Weight w/Magazine:** 28.7 ounces
**Trigger Pull:** 6 pounds, 2 ounces
**Miscellaneous:** Comes with three steel magazines
**MSRP:** $918
**For More Info:** www.sigsauer.com



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the pistols did in fact group low. After some research, Sig made a change.

According to Phil Strader, Sig's Pistol Product Manager, additional milling was done to the rear sight dovetail to correct the low shot placement in all current X-VTAC's.

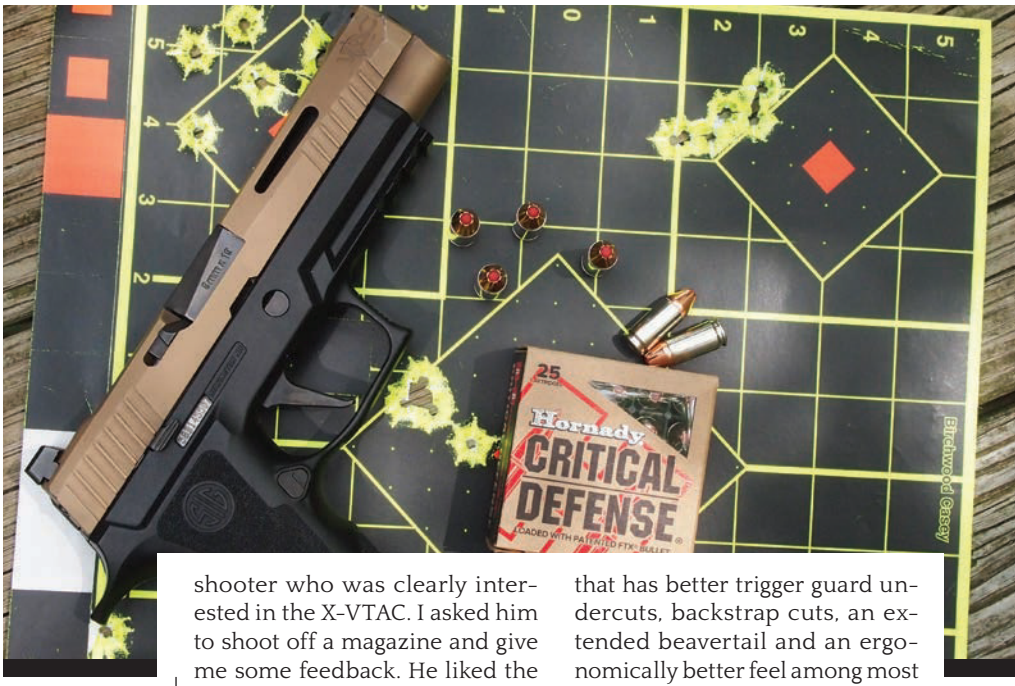
In more than 400 rounds, I never had a failure to feed or eject. The only thing I noticed in this phase of evaluation was the brass from the Polycase had a tendency to pop up quite high and back (a few bounced off my head and even my left shoulder). As suggested by the chronograph results, the Polycase round just had a lot more zip, and flung out the brass with extra force.

I should note that the slide stayed open at the end of every magazine.

The VTAC has a flat trigger, versus the standard curved variety. The straight back motion helped to better control the pistol, as it was less likely to create any "twist" to either side when firing. The X-VTAC has a striker fired trigger system, and snapped off at a crisp 5.8 pounds average, according to my Lyman Electronic Trigger Pull Gauge.

The X-VTAC's Day/Night sights are made by Viking Tactical and are first rate. My eyes were immediately drawn to the bright green of the sight, creating a sight picture almost as soon as I got the pistol level with my eyes.

While at the range, I struck up a conversation with another shooter who was clearly interested in the X-VTAC. I asked him to shoot off a magazine and give me some feedback. He liked the pistol a great deal, especially the sights. He said he was color blind, and some colored sights gave him trouble. Not the X-VTAC's. The luminous green on the front post and to either side of the rear notch "really popped" for him.




ABOVE: Hornady's Critical Defense 9mm, firing a 115-grain FTX bullet, punched a five-shot group at 0.99 inch. The four-shot cluster to the left? Just 0.38 inch.

BELOW: The P320's X-VTAC Day/Night sights really pop, especially the rear sight, presenting a clear and precise sight picture.



The pistol has no external safety. The ambidextrous slide catch/release is positioned just slightly forward of the placement on other P320's. This was done at Lamb's request to help keep it out of the way of thumbs while shooting. The takedown lever is large — larger than other levers on the P320, again at Lamb's request, to make field stripping even easier.

Sig's Strader felt retailers will find a large and receptive audience for the X-VTAC.

"Of course, there will be the VTAC fan in general who follows Kyle Lamb and Viking Tactics, and he or she will want an exclusive pistol," Strader explained. "The pistol also appeals to the full-size P320 buyer or someone who wants to shoot IDPA, USPSA or other competitive disciplines."

Make sure you get the pistol into the customers' hands — literally.

"The most noticeable feature is the X-series Carry grip module that has better trigger guard undercuts, backstrap cuts, an extended beavertail and an ergonomically better feel among most shooters we had test the pistol," said Strader. "The straight trigger is also an extremely popular feature on the X-Series P320's. It breaks right at 90 degrees and gives the shooter a cleaner feel."

The X-VTAC's sights are built with both night sight vials and fiber optic inserts for fast and effective sight alignment in all lighting conditions. The pistol also comes with three 17-round magazines.

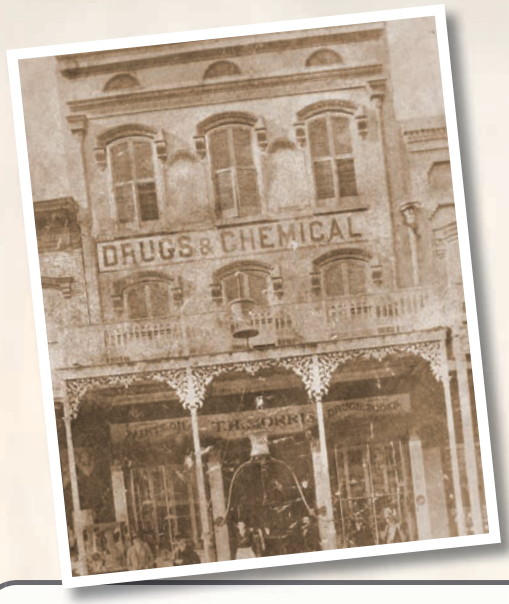
And of course, the X-VTAC's looks should appeal to many shooters.

"The Flat Dark Earth slide is unique to this build with its lightening cuts, serrated top and enhanced serrations," Strader noted. "The X-VTAC is certainly the most eye-catching P320 we make, and shooters like bling!"

The X-VTAC is featured on Sig Sauer's website, along with a rundown of features, and a product video. Kyle Lamb was interviewed on camera numerous times at SHOT Show 2017 about the X-VTAC and there are many YouTube videos online where he explains the features. Lamb will also be promoting the pistol during his many training events and in his own VTAC videos online. **TR**

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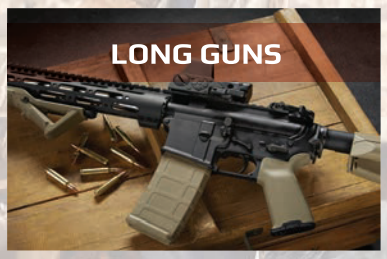
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# HOW TOUGH IS YOUR STORE'S GLASS?

Brought to you by: National SHOOTING SPORTS Foundation PROMOTE • PROTECT • PRESERVE

By: John Bocker, NSSF Security Consultant Team Member



A pane of glass is sometimes the only thing standing between a bad guy and your guns, other inventory, transaction records and other valuables. So, why not do just a little more to prevent an unwanted burglary via what is often the most vulnerable points of your store?

Upgrading the security of your store glass can make a major difference in your firearms protection program. Whether it be your front windows, a glass door or your handgun showcases, adding security film to your current glass or replacing windows with laminated glass can be your next smart burglary-prevention strategy. Let's look at the various glass options to consider.

## GLASS TYPES

Unsecured glass is what we call "float" or plate glass. It is the very common type of glass used in home window applications. Such glass can be easily broken with blunt force and fractures into irregular shards with sharp edges. Plate glass offers protection from the elements but very little physical security.



The next step up is tempered glass. It is often referred to as safety glass because it is more resistant to breakage than normal float or plate glass. If it is broken, it usually breaks into relatively small pieces (higher quality tempered glass will break down into granular pieces, rather than shards) which are less likely to cause serious injury.

When it comes to protection against burglary, laminated glass is first on the list after tempered glass. From entrance doors and glass floors to aquariums and display cases, laminated glass is a near-perfect safety and commercial security solution.

With laminated glass, two or more panes of glass are bonded together by a durable plastic interlayer, which enables the glass to strongly resist penetration by impacting objects. If it should break, the glass will tend to remain in its frame, minimizing the risk of injury from sharp edges and flying or falling glass shards.



This is because during breaking, the panes are held in place by that interlayer, typically of polyvinyl butyral (PVB) or ethylene-vinyl acetate (EVA).

Because of its strength and safety features, laminated glass is preferred for the following applications:

- Hurricane and impact resistance.
- Protection against bombs or other explosions.
- Protection against forced entry.
- Protection from fallout of broken glass from building facades.
- Earthquake resistance.
- Protection from smash-and-grab thefts via storefront window displays.
- Bullet resistance.

Laminated glass, although a higher cost application, adds a protective layer of security that will deter and often prevent the average burglary, and its use in retail and commercial applications has steadily increased over recent years. Most high-risk retail locations selling jewelry and firearms now use laminated glass in showcase applications. Breaking into a store secured with laminated glass isn't easy, as gaining entrance involves a lot of effort, a lot of noise and a lot of time. A bonus, laminated glass also provides a good degree of sound proofing in high vehicle traffic and other noisy areas, though the level of noise protection depends upon the quality of the laminate material.

## CHOOSING THE RIGHT GLASS FOR YOUR STORE

When it comes to choosing which type of glass would serve your purposes well, there are a few things you need to consider. Ground level doors and windows made from laminated glass are a safe and secure bet, as these will likely be the most susceptible areas when it comes to breaking and entering. Laminated security glass can also be positioned on the inner or outer pane of a double-glazing window, but must be used with an appropriate framing system.

Laminated glass is available with different levels of safety and security, based on varying the number and/or thickness of each of the glass and interlayer components. The three main types of security glass are:

**Glass-resistant to manual attacks:** Double-glazing window resistant to manual attacks, such as a person armed with an axe or crowbar, must conform with specifications for prevention against vandalism and for burglary. This kind of security glass is laminated for safety and generally ranges in thickness from 6.5 to 25mm. It can also be supplied with integrated security alarms.

**Bullet-resistant glass:** Within this category, different levels of security glass are available to protect against the passage of bullets from various types of firearms ranging from pistols to shotguns. It will also prevent against flying shards of glass resulting from bullet impacts.

**Explosion pressure-resistant glazing:** Any premises located in a potentially hazardous risk area for explosions should use explosion pressure-resistant, double-glazing windows. Explosion-resistant glass is an effective way to minimize damage and injury that can be caused by an accidental or criminally induced explosion.

NSSF's Store Security Audit team can help you assess the right glass application and security upgrades for your location. For more information, visit the Retailers section of the nssf.org site. NSSF also partners with a variety of vendors, including one that provides window security film products. Log in to the members-only side of nssf.org to discover more.

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John Bocker is an NSSF Security Consultant Team Member and the Managing Director at JB Group, LLC, based in Denver, Colorado. JB Group is a business security and integrity strategy consultant organization specializing in maximizing profitability, risk management, employee integrity, operational controls.

# A GUN LEVELS THE PLAYING FIELD WHEN A STRONG MAN ATTACKS

By AWR Hawkins

In 2014, prosecutor Mark Cowan was sitting at his desk in Tallahassee when he heard a loud boom. Besides being loud, the sound was unusual, and he immediately thought someone was in the lobby of his office with a gun.

Cowan opened a drawer, grabbed his Smith & Wesson .357 magnum and ran toward the front section of the office building. He reached the receptionist's area and pieces of glass were strewn all over the room. He looked up at the sliding window that separated the receptionist's area from the lobby and the glass was shattered.

He stood still and scanned his surroundings. He said his former military experience and his experiences handling cases with police officers kept him calm. He said, "I think I know what's up here. I know what I got to do."

He wondered where his receptionist was. To his right, he saw the restroom that was accessible to her, but not to those in the lobby. He walked over to the closed door and said, "Cynthia, it's Mark." She opened the door and was noticeably terrified. As he looked at her he heard the loud boom again and she screamed, "That's him!"

Cowan did not know who she was referencing, but the sound made clear



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that the individual was in the lobby, whoever he was.

Cowan walked sideways across the receptionist's area, looking through the shattered window and scanning the lobby as he moved. Suddenly the man stepped into view, and Cowan said, "He was a beast."

He did not know if the big man was armed, so he made sure to stand in a way that made his own gun visible. Cowan said, "I did not want to kill him, but I wanted him to know I had the means to kill him if he pushed it."

The man was holding a chair and Cowan ascertained that the loud bangs he had heard were the sounds of the man crashing the chair against the window then banging the chair against the door in hopes of getting deeper into the office.

Cowan said he and the man finally "made eye contact" and the man froze. He had seen Cowan's gun. They stared at each other for what Cowan described as "10 seconds that felt like 10 minutes." The man suddenly understood he was in a life or death situation.

Cowan said, "I was just thinking, 'Man, I don't want to shoot this guy. I'm sure there is a whole lot of this story that I do not know.'" Yet he added, "I was very focused. I was zeroed in on the guy. I was looking for a weapon because I wasn't going to shoot unless I saw one — or unless he changed course and determined anew to make his way into the office."

He soon figured out that man was not armed and that the chair had been his only weapon. The man's shoulders suddenly slumped and he started to cry, then turned and walked out of the lobby.

Cowan ran out the back of the office to get to the parking lot and get the guy's license plate number. They made eye contact again in the parking lot. The guy paused and stared at Cowan, who was still holding a gun in his hand.

The guy then got into his car drove off.

Cowan called the police, and the guy was apprehended about two miles down the road.

Cowan said, "Come to find out, we'd snatched about $300 or $400 from his checking account on a bank levy." So the entire attack was the result of the man being enraged over the garnishment.

Cowan said the experience reminded him of the importance of always having a gun close at hand because an attack can happen anywhere. He said that even though he did not have to shoot, the mere fact that he had the ability to do so, if necessary, helped him keep his wits.

He added, "The guy was a beast of a man, but every advantage was on my side because I had a gun." **TR**




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Creating displays where customers can try products makes a big difference. While it's hard to do with guns, it's easy to do with products like vests.

# 10 WAYS TO MERCHANDISE LIKE THE PROS

By Tom McHale

Mechanically speaking, merchandising is just the act of stacking stuff on shelves. Artistically speaking, merchandising is the process of making products look beautiful and elegant in the store. Strategically speaking, merchandising is the science of maximizing the value of each and every customer visit. How? By carefully planning exactly what buyers see and how they see it as they wander about your store. Why is that so important? Because about two-thirds of all retail sales is driven by impulse shopping. Once a customer is in your store, it's up to you to feed their impulses. By thinking about how customers see your gear, you can impact how they buy. After all, where the eyes go, the feet follow.



While the first two definitions of merchandising are important, they don't put any extra wear and tear on your cash register. They only support the big goal of displaying your products in such a way that makes customers want to buy them. The real goal of smart merchandising — influencing buying behavior — is such a big deal that large retail chains sink millions into studying the science. That box of Frosted Twinkie Flakes in your local grocery store isn't exactly 4.87 inches below the eye level of an average mom by accident.

We know you don't have teams of retail rocket surgeons at your beck and call to study the issue, so we've compiled a practical list of tactics you can employ (today if you are so inclined) to achieve many of the same benefits.

## 1 MERCHANDISE YOUR CUSTOMER'S SMARTPHONE

The first step to benefitting from merchandising strategy is to get customers into your store. About two-thirds of people who use the internet to find things such as store hours and location use their smartphone to do so. Make sure your website is mobile device friendly! If your website isn't currently on an industry standard platform, it might be time to make the switch. Fancy features such as responsive display for a wide array of device types are now a standard feature in many website templates.

## 2 EVERYONE STAY TO THE RIGHT! THERE'S A LOT TO SEE HERE!

Here's an interesting factoid. Somewhere around 90 percent of shoppers turn right when entering a store, just like cattle. Is that from habit, some cosmic




Note how this retailer used a "3-D" target rack to break things up.

consistency of store design or just a species-wide genetic mutation? It doesn't matter. People are going to turn right when they walk in the door, so it's up to you to take advantage of that fact.

Just to make the point, I walked into the first grocery store I drove by the other day, looked to the right and took a photo. I captured a very colorful produce section. Filled with color, easy-on-the-eyes displays and fresh smells, it got me in the mood to eat, and that's completely by design. Nearly every grocery store puts either their bakery, produce and sometimes floral departments immediately to the right of the entrance for exactly that reason. Within a customer's first 10 steps, they'll be faced with a plethora of yummy stuff to see, smell and touch, and that gets them in a food buying mood.

It's easy to capitalize on this NASCAR customer traffic pattern. Just copy your local grocery store's strategy. Figure out what your sexiest impulse products are and arrange them in a spacious and easy to navigate manner to the right of the entrance. You also might consider placing a table display in such a way that customers have to walk around it. You'll see that, again by design, in many sophisticated retail outlets too.

## 3 MAKE 'EM WALK

Let's look at one more grocery store example. Guess what's never right by the front door or cash registers? Milk. Almost always, smart grocery retailers put the staple products that carry low margins in the back of the store. That's also by design. They want you to have to walk right by all the delicious and outrageously tempting stuff on your way there to help boost your impulsive purchases. Has anyone ever gone to the store to "get milk" and not come home with something additional?

The concept can work for you, too. Perhaps consider placing your ammo shelves in the back of the store. Better yet, consider the most likely traffic pattern from the front door to the ammo department and fill that area with your sexiest and most impulse-buy-friendly products.

## 4 USE END CAPS AND FLOOR STAND DISPLAYS

Do you know why manufacturers spend so much money on fancy free-standing displays? That's because about one-third of average browsing time is directed at floor-standing displays. Just under half of merchandise viewing time is spent looking at end cap displays — you know, the collections of stuff on the end of an aisle.

Perhaps shoppers are overwhelmed by the myriad of products that can be stuffed onto floor-to-ceiling shelving units. Maybe we're accustomed to thinking that end cap displays have special products or pricing. Whatever the reason, that's where people focus their attention, so think very carefully about what you want to put there.



Scottsdale Gun Club makes extensive use of islands for product displays so customers can see and touch products up close.




Consider putting Special Buy products with aggressive pricing in those locations and adding appropriate signage. Or, you might save that space for sexier products that have good eye appeal. You might also take the approach of putting higher margin products in those locations. If you can stock those spaces with products that can be picked up and handled, that's even better. While we humans get 80 percent of our information visually, that percentage approaches 100 percent when the touch sensation is added.

A local shooting sports chain near me does a masterful job of creating zero-cost, free-standing displays. For lack of a better word, I call them deal piles. They'll take a product they want to promote and literally stack them up right on the shipping pallet wherever there's a little extra floor space. On top of the cases, they'll pile some individual boxes, so it's easy to identify the product. Add a quick and dirty computer printed "Special Buy" sign and they've got a compelling display that screams "great deal!"

## 5 FOCUS

If you have aisles that are long, consider creating focal points within the shelf displays. While a 20-foot long row of ammo is neat, organized and impressive, no one sees what's in it. The human eye is easily distracted and therefore loves to find focal points. In a crowded aisle, create a break every few feet. Stick in some related products with enough airspace to create an easy-to-find focal point somewhere around



eye level. That way, customers will be less likely to breeze down an overwhelming aisle without seeing anything.

## 6 THINK ABOUT YOUR COLOR CHOICES

While different colors elicit different responses in various parts of the world, there are some general human condition observations that can be useful. Warm colors appeal to impulse decisions. For example, red and yellow shades tend to elicit senses of urgency and happiness. That's a pretty good combination for impulse buying, isn't it? Believe it or not, using the color red in online auctions has been demonstrated to drive bidding prices higher for the exact same products due to the color's ability to foster a sense of urgency and aggression. If you're selling "planned buy" products, consider building display areas using more "logical" colors like blue and green.

## 7 ENCOURAGE SOME SAFE TOUCHY-FEELY

People not only stop to investigate, but tend to buy products that they can touch, feel and play with. Ready to have your mind blown? Apple store employees used to set their displays of MacBooks with the screens partially open at a 70-degree angle. The company found that this setup encouraged shoppers to stop, raise the screen to their perfect viewing angle, and thereby experience the tactile benefits of Apple laptop computers. Was the strategy effective? Let's put it this way. The company has now adjusted their tactics to leave the screens at a 76-degree angle because that performs




This retailer puts guns out on the floor, but still in glass cases for security. It's easy for customers to see them at their leisure and without feeling pressured.



even better in terms of MacBook sales. Yeah, small details can be a big deal.

While it's certainly not wise to leave partially opened guns lying around your store, you can obtain similar benefits with a little creative merchandising. People not only look more closely at products they can touch, they buy more of them too. Consider setting up some hands-on displays for appropriate products such as Lasergrips, tactical clothing, web gear or steel targets. Hey, if you sell body armor, hang a demo vest up that's loaded with plates and encourage people to try it on.

## 8 CREATE DISPLAY STORIES

Shooting products are diverse and complex. While experts can browse any store and know exactly what any given product does, novices can't. Combine that with the natural reluctance of people to ask for help, and you end up with plenty of customers breezing right past products they don't quite understand.

For endcaps, tables and free-standing displays, think about combining related products in a usage scenario demonstration. If you sell tactical vests, rig one up with pouches, holsters, magazine carriers and a med kit. Show people how the products work together so they can see not only what related products to buy, but how to use them. If the products are suitable for handling, that's even better.

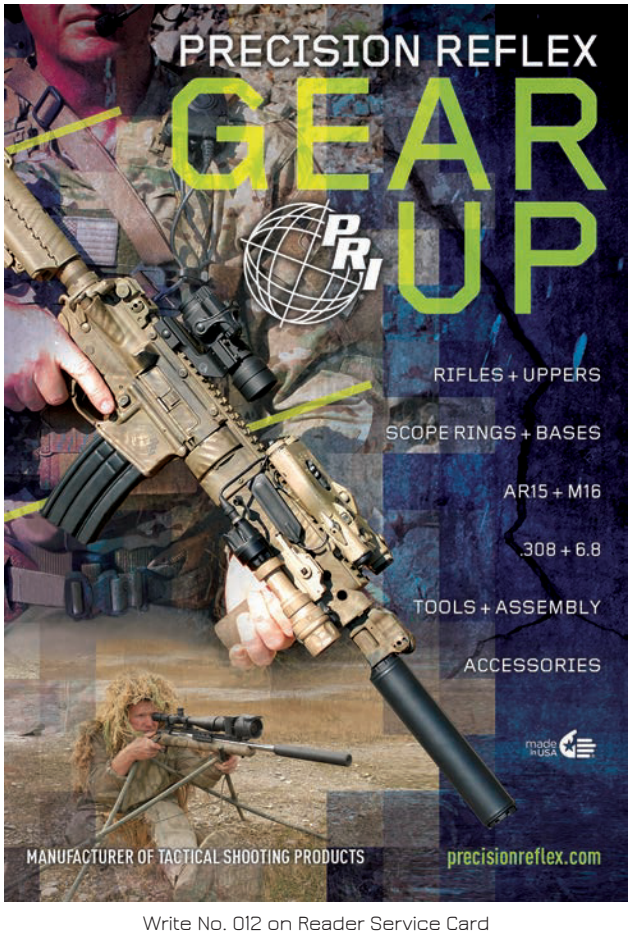
There's another benefit to "story" displays. People hate to approach sales staff, so this idea helps educate them with no assistance required. Better yet, it's a great conversation starter. Rather than asking a customer who stops to look, "Can I help you?" your salesperson can go directly into the topic at hand with a question, suggestion or observation. "Did you notice how that new IFAK kit attaches?"

## 9 CONSIDER SOME MUSIC

As you shop in other national retail outlets, listen to the background music. It's not there by accident or because the new guy turned on the radio against the boss's orders. The odds are that most successful big-time retailers have carefully chosen music styles playing that's designed to make customers do things like stay longer, move around more, talk to staff or relax. For most customers, a little background music facilitates happy feelings and



I stopped in this grocery store, walked in the front door and looked to the right. My first store impression was a beautiful, colorful and great-smelling produce section. That's designed to make shoppers hungry before they even get into the main section of the store.

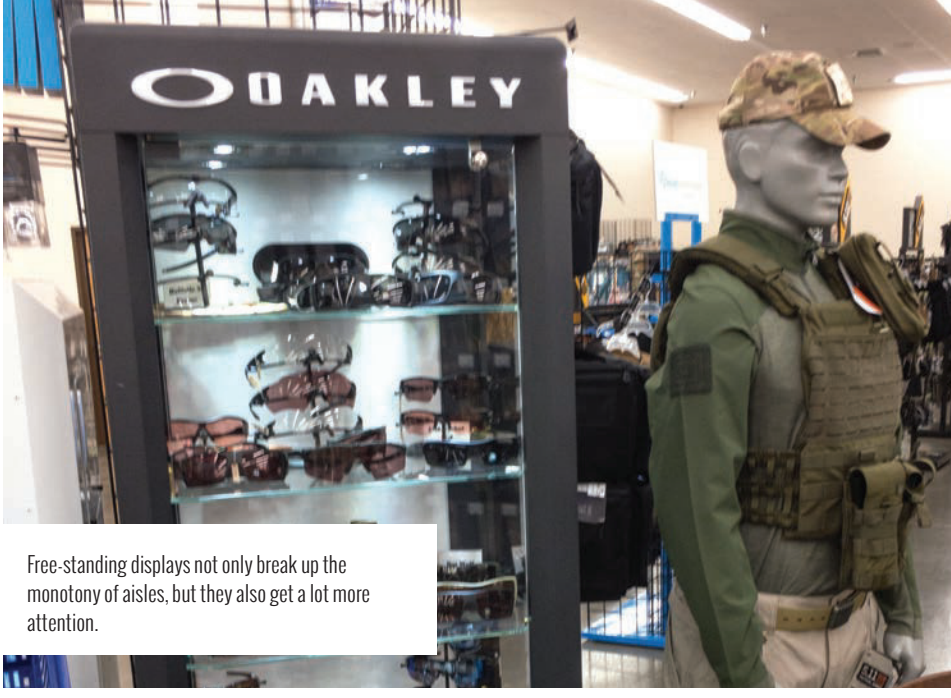



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Free-standing displays not only break up the monotony of aisles, but they also get a lot more attention.

encourages them to stay and browse longer, and that's a good thing.

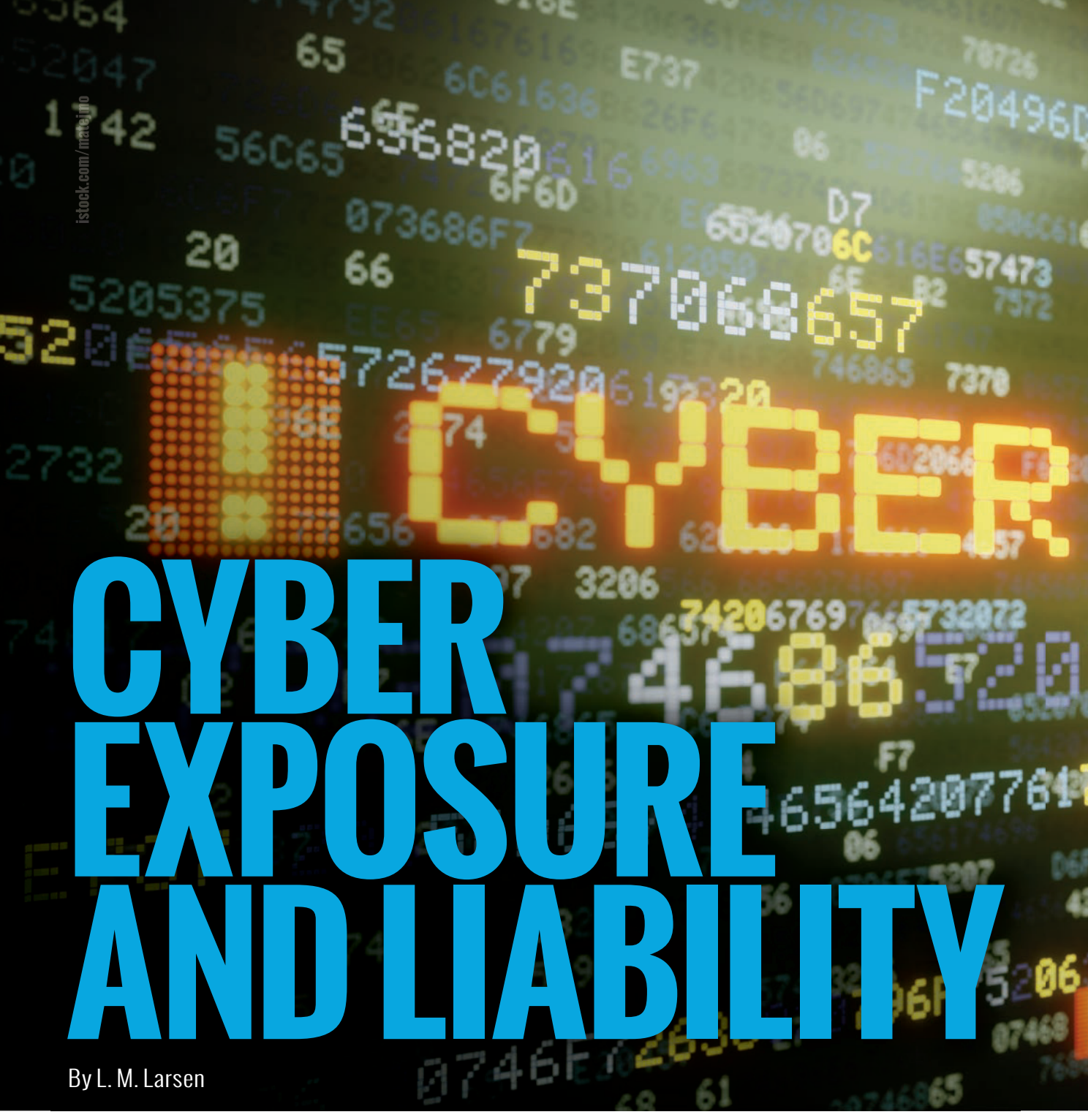
## 10 USE ONLINE MERCHANDISING

While statistics are all over the map, somewhere over two-thirds of retail shoppers supplement their in-store shopping with browsing your store, or your competitor's, on their smartphone. This is yet another reason to make sure your website is complete, up to date and mobile optimized. Customers are going to be on their phone anyway, so you might as well make sure your website is as useful as your competitor's.

Smart merchandising is one of the most important things you can do to drive profits. The hardest and most expensive thing you do is to get a customer to physically set foot in your store. Once they take the plunge, it's up to you to make the most of that interaction. Whether they leave with only the $20 box of 9mm ammo that they came for or with three or four other impulse purchases, that behavior is entirely up to you. **TR**



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# CYBER EXPOSURE AND LIABILITY

By L. M. Larsen

There have been a number of high-profile cyber breaches in recent years that have cost the victims a lot of money to recover. The Target department store, a few major health insurance companies and even the U.S. Office of Personnel Management have all suffered significant data loss as a result of cyber crooks gaining access to their databases. In every case, the organization involved didn't realize their exposure to attack until it had already happened.

A 2016 study of 383 companies around the world, conducted by IBM and the Ponemon Institute, found that the average total cost of a data breach was $4 million. That study included a lot of big corporations, so to put it in perspective for smaller companies, the average cost for each record lost was $158 dollars; those records include both customer files with personal information (name, address, etc.) and payment card data, as well as corporate information that may compromise competitive advantage.

In addition to the direct costs for finding and fixing the technical vulnerabilities that allowed the breach, the business may also face a mountain of legal fees resulting from lawsuits or even criminal prosecution.

Similar recent studies by Verizon



A joint IBM-Ponemon Institute study of hundreds of global organizations assessed the costs that resulted from cyber breaches and data losses in 2016.

**Figure 13. Trends in four data breach cost components over three years**
Consolidated view (FY 2015 = 350, FY 2014 = 315, FY 2013 = 277)
Measured in US$ (millions)




**2016 Ponemon Cost of Data Breach Study, Ponemon Institute LLC, June 2016**

VMWare – a leading information technology company – surveyed their customers to identify what keeps them up at night. The most critical concern for them was the damage to the companies' reputations from a data breach.

**What is the single most important asset in your company that needs to be protected from cyber-attacks?**
(% respondents)




Source: *Cyber-security: The gap between the C-suite and the security team, 2016*

Communication and VMWare, Inc. revealed that retail stores make up 24 percent of reported breaches, and the most important aspect of a criminal intrusion is the loss of a company's reputation among its customers.

The increasing frequency of cyber breaches has led to a new segment of the professional insurance market. Cyber insurance is now available from a number of underwriters to help businesses deal with a potentially disastrous data loss situation that otherwise might result in closing the company for good.

Now, I'm the first to admit that I'm not an insurance guy. My knowledge of how it works is that I pay my premiums and they fix my fender when need be. In cyber forensics, I can find where the bad guys got in, what they stole, usually where they came from and what they did with the data, but for this particular topic I turned to an old friend and former colleague of mine to discuss the insurance side of things.

Ken Mendelson is the Managing Director of Stroz Friedberg's D.C. Office, and has been embedded in both the technical and legal side of information security in Washington for years. I asked Ken for his input on this topic.

# CYBER EXPOSURE

## Q&A



Ken Mendelson, Managing Director of Stroz Friedberg's Washington, D.C. office, is a frequent lecturer on digital forensics, data breach, discovery of electronically stored information (ESI) data and information privacy, and has assisted clients, the Department of Justice and the courts in crafting and executing protocols and procedures to cost-effectively address these challenges.

**Q:** I know a lot of small, local shops that don't have websites for selling their gear. Should they be concerned about cyber risk?

**A:** Cyber risk is a broad concept. There are "first party" risks (i.e., damage caused to your company) and "third party" risks (i.e., damage caused to your customers, suppliers, etc.) as a result of a data breach of any kind. You should be concerned about cyber risk if the data held in your IT systems has value either to you or any third party. Examples may include intellectual property, trade secrets, client lists or personally identifiable information (PII). Other considerations include whether, and for how long, your company will be able to operate if the IT systems are not available. Things like denial-of-service attacks, ransom-ware and other forms of malware can cripple an organization by depriving it of its own IT resources.

**Q:** That's a good point – a computer network intrusion might not just be to steal information, but to inflict damage to the victim. So now there's "cyber insurance" that a business can purchase to help with the costs of a breach. What does a typical policy cover?

**A:** Cyber insurance is a rapidly evolving field and there is no one "standard" policy. It's very important to know what you're buying. A good insurance broker will be able to tell you what is covered and what is excluded and can help design a policy that best meets your requirements. Insurance exists to help you transfer the risks that you cannot effectively mitigate yourself. However, insurance carriers will only cover the risks that you pay them to cover, so it's important to know what is and is not covered by your cyber policy. Examples of first and third party risks that can be covered include:

### 1ST PARTY COVERAGE:

- Business Interruption – loss of income/expenses resulting from network security failure.
- Intangible property – costs to restore or recreate data or software resulting from network security failure.
- Cyber extortion.
- Costs associated with violation of the Payment Card Industry Data Security Standard (PCI DSS).
- Breach event notification/management costs associated with:
- Incident Response/Forensic costs.
- Customer notification requirements, including the hiring of outside law firms and public relations consultants.
- Credit monitoring/protection as may be required.
- Notification hotline/call center expenses.
- Identity theft resources.

### 3RD PARTY COVERAGE:

- Wrongful disclosure of PII, Protected Health Information (PHI) or confidential corporate information in you care, custody and control via a computer network or off-line (e.g., via laptop, paper records, disks).
- Failure of computer network security to guard against threats such as hackers, viruses, worms, Trojan horses and denial-of-service attacks whether or not resulting from the provision of professional services.
- Content liability risks such as defamation and infringement of intellectual property rights arising out of website, marketing and advertising activities.
- Security or privacy breach regulatory proceedings (including associated fines and penalties).

**Q:** Payment card servicers are pretty quick to reimburse customers when their cards are stolen. Don't they cover the retail business for cyber crimes too?

**A:** Generally speaking, no. Any company that processes, stores or transmits payment card information (PCI) must comply with the PCI Data Security Standard. Failure to do so can result in fines and penalties up to and including being prohibited from accepting credit cards as a form of payment.

Depending upon the contract you sign, if you outsource all of your credit card processing to a PCI-compliant servicing company so that your business does not process, store or transmit credit card data, you will likely not be held accountable in the event they suffer a data breach. In that case, the risk would be transferred to the servicing company, but you would possibly have to defend a lawsuit anyway. In addition, in the event of a data breach at your servicing company, your ability to do business in the short term may suffer, and your business' reputation may be harmed in the process. This is one of those situations where the third-party liability is largely addressed, but the first-party (i.e., harm to your own business) is not covered.

If you choose to purchase cyber




Cyber breaches and data losses can result in catastrophic financial losses as well. There is now insurance available to help businesses plan for when their network is compromised.

iStockphoto.com/ kutubQ




The loss of your customers' personal and payment information could lead to lawsuits against your business and could tie you up in courts for years.

insurance, ensuring that the carrier is aware that you don't process, store or transmit credit card data will likely lower your premiums. Again, a good broker can steer you in the right direction based on your business's unique requirements.

**Q:** I'm not required to have cyber insurance. Why should I pay for it?

**A:** Like all risks you face, there are three choices that are NOT mutually exclusive. You can (1) accept the risk and be willing to pay what it takes to recover from a loss; or (2) mitigate the risk by putting controls in place to reduce the risk of harm; or (3) transfer the risk by paying someone else to assume it in the event there is an incident. A decision to purchase cyber insurance should be made after a determination that you cannot completely accept or effectively mitigate the risks that face your organization. Cyber insurance, when thoughtfully purchased, covers only the residual risk that exists after you have determined what risk you can accept, and what risk you can effectively mitigate.

Mendelson and I have both worked a lot of intrusion cases and have seen firsthand how expensive they can be to the organization and its customers, both in money and time involved. The "post-breach" costs of a cyber breach (the ripple effects to both the business and to its customers) can go on for years; civil litigation brought by affected customers can drag on for decades in the courts.

Whether you have a retail website or not, in today's day and age you are more likely to suffer some kind of computer-related information theft than not. A quick internet search for "cyber insurance providers" returned more than 600,000 results, so there is a ton of information available to assist you in whether to purchase insurance and what kind you may need. I would start with the American Bankers Association's "Cyber Insurance Buying Guide," available at their website, www.aba.com.

As with any service you buy for your business, make sure it's what you need for the size and scope of your business and don't be afraid to ask for advice. My own business has cyber insurance, and we review it annually to make sure it includes the coverage we need and nothing we don't.

You should also go ahead and buy an hour or two of your attorney's time to discuss this topic and get his or her perspective; in fact, your lawyer may already have someone in their network who specializes in cyber risk and liability issues.

Yes, this is yet another cost of doing business that you may not have factored into your annual budget, but trust me on this: you don't want to look back and say, "I wish I would have ... " **TR**

# WHAT TO LOOK FOR ON ENTRY-LEVEL SUPPRESSORS

By Max Archer

Many firearms retailers have been fortunate to capture a percentage of the past twelve years of booming firearms business. One of the dealer segments that have done extremely well are those that are Special Operational Tax (SOT)-licensed and selling suppressors. SOT dealers can legally sell NFA items such as suppressors "cans," short barreled rifles "SBRs," machine guns and other similar NFA restricted firearm items. Not only have these retailers enjoyed sales from tactical products, but they have also captured higher margins and additional sales in the form of NFA products such as suppressors all with just an add-on $500 SOT license.

Suppressors have been the bulk of sales for these SOT dealers as suppressor ownership has spiked over the past decade. Customers are realizing that the $200 tax stamp fee is not the premium it once was considering the benefit suppressors offer shooters. Once customers realize that the process is not that complex and more of an impatient wait, statistically those custom-



Rimfire suppressors see hard, heavy use.




SIG's new SRD22X rimfire suppressor is getting great reviews backed by a name customers will know.



SIG SAUER's flexible and durable SRD9 can be used on a variety of platforms.

ers continue to buy additional suppressors, but customers have to start somewhere. *Tactical Retailer* looked at a number of entry-level suppressor options and expectations of first time buyers.

## WAITING UNTIL THE HEARING PROTECTION ACT PASSES

There are many dealers and customers who are waiting on the HPA to pass, however, as we all learned during Saturday cartoons with Schoolhouse Rock, it takes a while for a proposed bill to become law and even then it may not go into effect immediately. Impatience will kick back in and suppressor sales will see a sales spike again in late 2017. Dealers interested in selling suppressors are encouraged to apply for an add-on $500 SOT license. All indications are the proposed law will likely not pass until 2018 and a $500 investment in a SOT license could have a very high return on investment to reap sales from suppressors and also the very hot SBR market.

## PRICE

Unfortunately, most customers mistakenly buy their first suppressor based on lowest price with the thought that all are about the same. Regrets are usually high after purchasing a low budget suppressor, paying $200 for the tax stamp and then enduring the wait. Lessons are learned and then most buyers' second suppressor purchase is then based on features.

Rimfire suppressors are usually where buyers start. Although there are still a few sub-$200 all-aluminum rimfire suppressors, most of the industry has moved to a blend of aluminum, stainless steel, Inconel stainless steel or titanium components, which are more expensive. The upside is that the technology to manufacture these components has also reduced machining cost, so today's customers will get a better, more durable suppressor than they




Vista Outdoor is reaching to fill high volume orders on its new Blackhawk! suppressor line.

# ENTRY-LEVEL SUPPRESSORS

would have just ten years ago.

A number of quality suppressor manufacturers are recognizing that customers choose a first suppressor based on price and are now offering suppressors featuring the same technology as their higher end models, but swapping out expensive titanium and Inconel steel for stainless combined with plainer looking design. The result is still a very good, durable suppressor, but one that may just weight a bit more. Retailers should emphasize the heirloom investment and recommend the highest quality suppressor customers can . The old adage is true: "You get what you pay for."



The AMTAC Hornet 9mm is an over-the-barrel design with part of the expansion chamber surrounding the barrel. The 9mm Hornet extends the carbine just over 3 inches.

## RIMFIRE SUPPRESSORS

Rimfire suppressors are typically very heavily used and should be as durable as possible. Most quality rimfire suppressors are now rated for other calibers beyond a less powerful .22LR round and some models are also rated for full-auto fire. These ratings are widely accepted as a durability rating. A suppressor capable of handling .22 WMR, .17M2, .17HMR, .22 Short, .22LR and in some cases, centerfire FN PS90 5.7x28 rounds while being full auto rated for .22LR, is likely going to be one really tough, rugged suppressor that will hold up for years. Premium materials such as titanium alloy that offer durability and is also extremely light comes with a higher price.

Customers are learning to look for suppressors that can deliver a broader array of rimfire caliber compatibility with potentially full-auto rating. Chances are high that a customer may not be happy with their very first purchase of an inexpensive suppressor when it does not hold up to the long-term abuse. Just $100 price increase from the $200 entry point can net a very high quality, more durable, quieter and easier-to-clean design. Rimfire suppressors are also horribly dirty little beasts and require frequent disassembly and cleaning after each use. Make an effort to understand which suppressors will make this an easier maintenance task to have happier customers. Sell custom-






The YHM Turbo is a budget-friendly $490 suppressor that can be used in a wide array of applications.

ers a great first rimfire suppressor and it will almost guarantee they will return.

## HANDGUN SUPPRESSORS

With first-time buyers in mind, manufacturers are pushing the concept of one do-it-all, multi-caliber suppressor capable of handling more than just 9mm or .45-caliber handgun rounds. There is a performance trade off to all the caliber flexibility, but first-time buyers love these do-all, multi-caliber rated suppressors.

Almost every manufacturer is now rating their centerfire handgun suppressors for rimfire calibers. Several centerfire handgun suppressors are even rated for sub-sonic .300 Blackout. Liberty's Mystic X 9mm Suppressor is now rated up to .300 Win. Mag., which makes it one of the multi-cal kings. This adds a lot of versatility to an investment.

Handgun suppressors usually include "boosters," which help deliver enough recoil to make semi-auto pistols operate reliably with a suppressor attached. Most newer centerfire handgun suppressors are configurable to change to various fixed thread mounts to also allow use on pistol caliber carbines/pistols such as the Sig MPX. Customers are looking for handgun suppressors that can deliver convertibility from a booster to several fixed thread-on mounts and offer at least .22LR, 9mm and .300 Blackout (subsonic) ratings.

> "*Tactical Retailer* suggests current FFL dealers consider adding a SOT license, otherwise extra revenue, margin and current first-time suppressor customers will walk out the door to another dealer."

## RIFLE SUPPRESSORS

Rifle suppressors are usually sealed designs that cannot be disassembled. Due to the science of bullet flight, a significant amount of engineering is applied to the entire field of rifle suppressors. The result is rifles suppressors for different needs. Most first-time rifle buyers will gravitate to more flexible .30 caliber suppressors to provide more versatility on firearms ranging from .223 to .300 Win. Mag.

Accuracy-tuned suppressors are typically the most expensive and designed to enhance accuracy for the precision shooter occasionally at some cost of performance, size or weight. Other suppressors are designed around modularity, quick-disconnect or low weight.

Luckily for the new rifle suppressor buyer, the fastest growing segment of rifle suppressors are rugged basic or "hunter" models, which can start as low as $500. These various models usually are a simpler design with the option for some type of quick disconnect mount or a standard direct thread mount patterns.

## FINAL THOUGHTS

Today, customers have a huge array of suppressor manufacturers available in a market compared to that just three election cycles ago. The biggest trend is modularity and suppressor caliber flexibility. With more manufacturers in the market, customers have a huge diversity of offerings. *Tactical Retailer* suggests current FFL dealers consider adding a SOT license, otherwise extra revenue, margin and current first-time suppressor customers will walk out the door to another dealer. **TR**




YHM NITRO includes everything a shooter would need in one versatile and affordable kit.



# RED OR GREEN FOR LASERS?

By Clayton Cramer

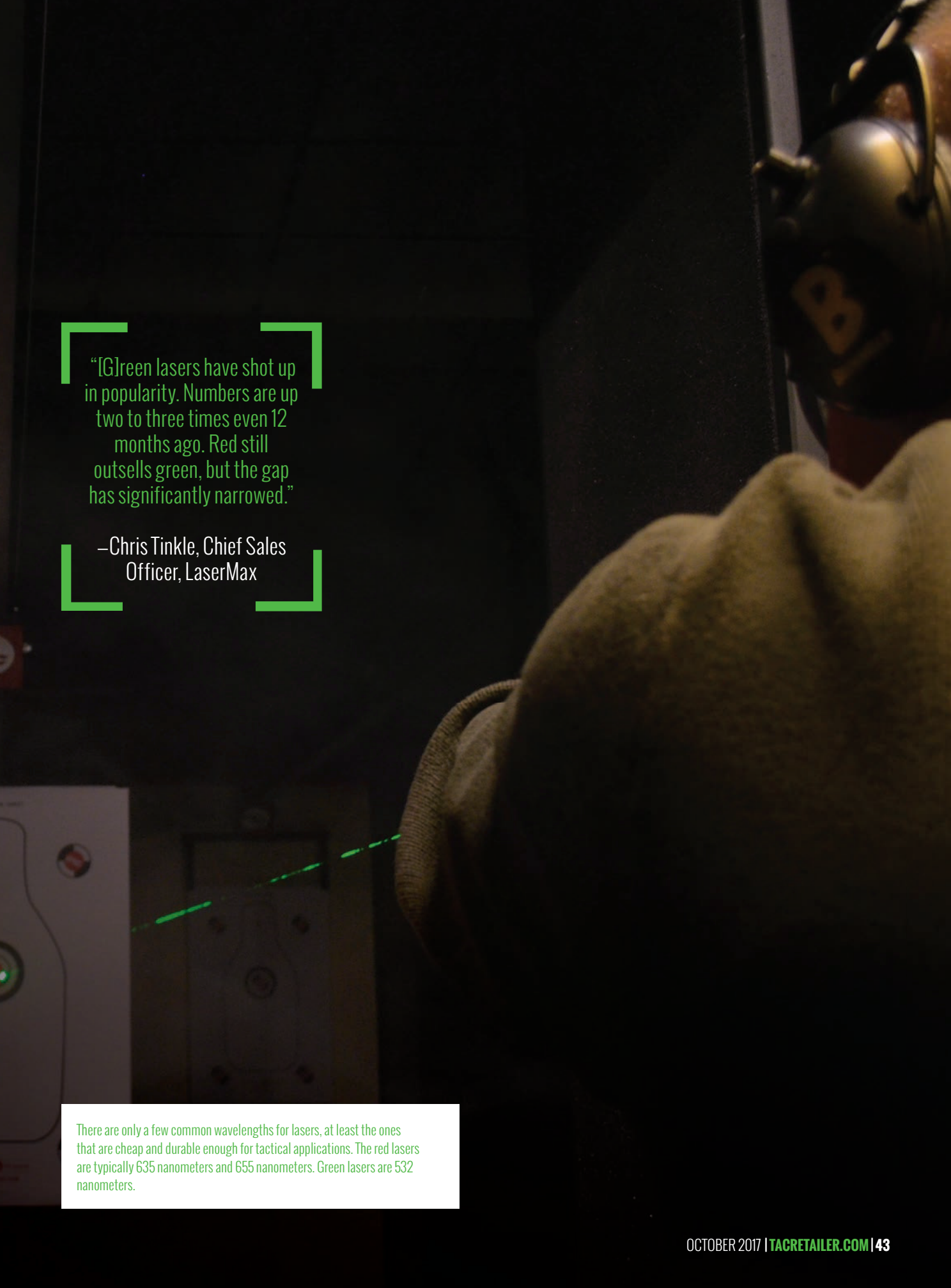
Your customers are coming in to buy tactical lasers. "Should I buy a red one or a green one? What about both so I can light up my target like it's Christmas?" It turns out, that is a fairly straightforward answer to that question and knowing both what the answer is and why can make you an expert to your customers.

OK, everyone is familiar with red lasers, which started appearing as surplus items out of supermarket scanners in the 1990s. They are common in the gun market with products from companies like Crimson Trace, who makes practical handgun solutions for making sure you know where your bullet is going to land. A variety of brands of red lasers intended for tactical use are available with Picatinny and Weaver mounts. They are increasingly reasonable in price.

Green tactical lasers are becoming common with similar prices. Which is the better choice? Is there any reason to prefer one over the other, other than esthetics? It turns out that at the same output power, red and green lasers have different visibilities to the human eye. Of course, this means visibility on target. Even the relatively low-powered laser pointers lawful for U.S. sale and importation still carry substantial potential for permanent or temporary eye damage.

You probably learned in school that visible light is a range of wavelengths, between roughly 400 and 750 nanometers. (A nanometer is one billionth of a meter. Light waves are about ten millionths of an inch long.) The wavelength determines how our eyes interpret the light: the longest visible wavelengths are 750 nanometers (red); the shortest are 400 nanometers (violet). Think of the colors of a rainbow to imagine how these colors vary as the wavelengths go from short to long. There are only a few common wavelengths for lasers, at least the ones that are cheap and durable enough for tactical applications. The red lasers are typically 635 nanometers and 655 nanometers. Green lasers are 532 nanometers. Why do you care?

Our eyes not only interpret different wavelengths as different colors but also have different levels of sensitivity depending on wavelength. It turns out that your eye detects 555 nanometers of light most easily1. The 532 nanometer lasers (the common green ones) are very near



> "[G]reen lasers have shot up in popularity. Numbers are up two to three times even 12 months ago. Red still outsells green, but the gap has significantly narrowed."
>
> –Chris Tinkle, Chief Sales Officer, LaserMax

There are only a few common wavelengths for lasers, at least the ones that are cheap and durable enough for tactical applications. The red lasers are typically 635 nanometers and 655 nanometers. Green lasers are 532 nanometers.

# RED OR GREEN LASERS



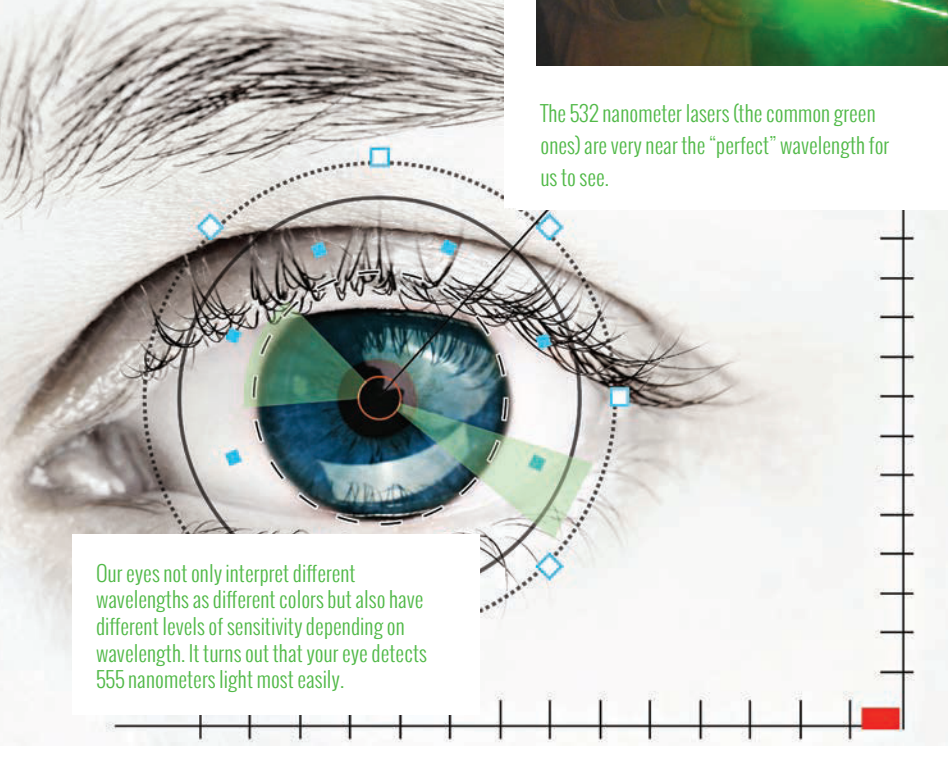
A 635 nanometer laser (red) with 5 milliwatts output power compared to a 532 nanometer (green) with .5 milliwatts should be similarly bright to our eyes.

the "perfect" wavelength for us to the "perfect" wavelength for us to see. Once yellow laser pointers or green laser pointers right at 555 nanometers appear on the market, we will have reached as close as we can get to perfection, unless you are selling tactical lasers to aliens with different eyes.

How much difference in sensitivity is there? Our eyes are about 10x more sensitive to 532 nanometers than 635 nanometers. At the same output power (and therefore at similar battery consumption rates), you should be able to see the green laser pointer about 10x the distance of red. If you have spent much time playing with lasers you have probably noticed the range advantage of green over red.



The 532 nanometer lasers (the common green ones) are very near the "perfect" wavelength for us to see.

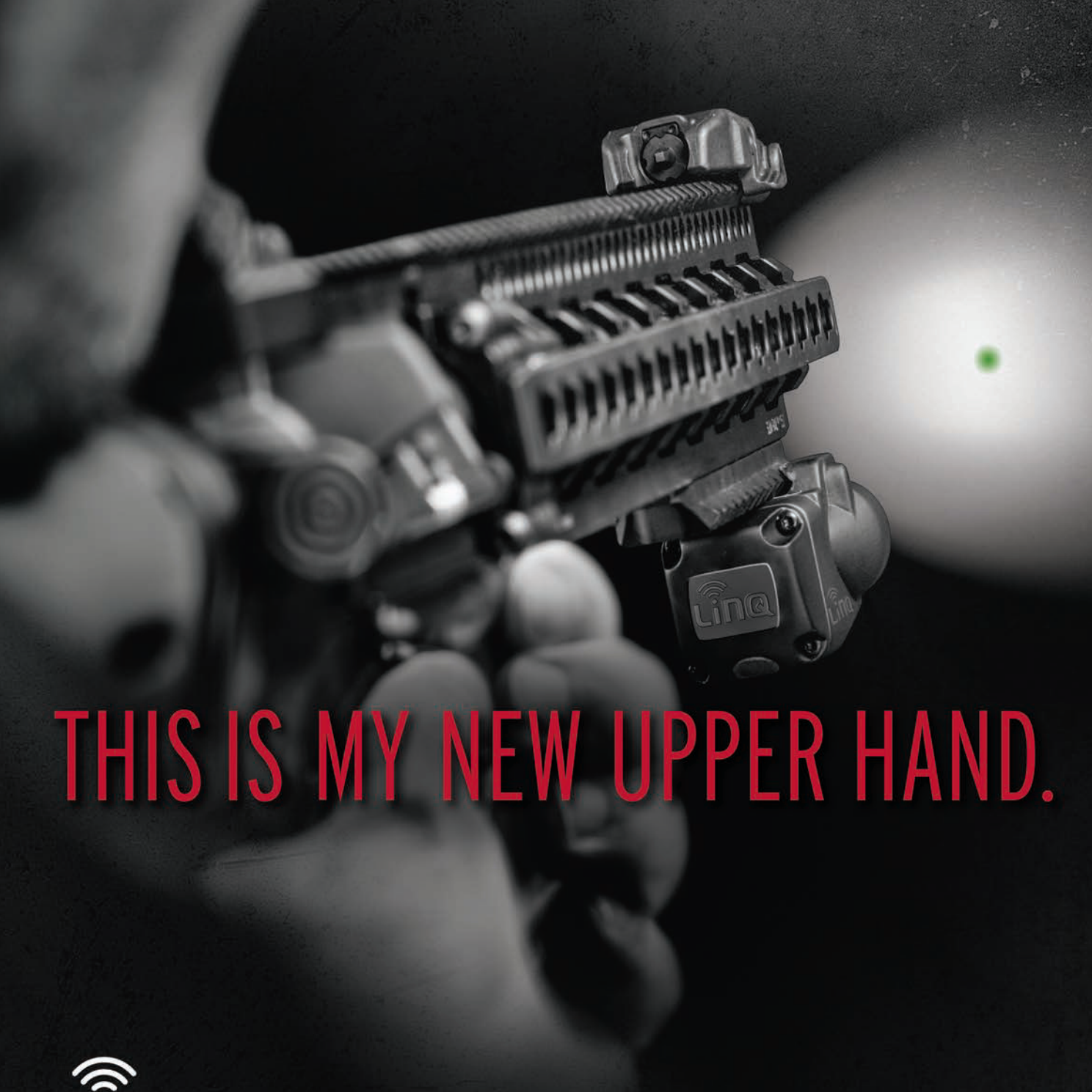


Our eyes not only interpret different wavelengths as different colors but also have different levels of sensitivity depending on wavelength. It turns out that your eye detects 555 nanometers light most easily.

Along with differences because of wavelength, remember that there can be differences between pointers even at the wavelength, based on wattage and how rapidly the laser beam diverges. Compare a 635 nanometer laser with 5 milliwatts output power to its 532 nanometer green cousin with .5 milliwatts; they should be similarly bright to our eyes.

Laser beam divergence is a measure of how rapidly a laser beam spreads out beyond its focal point. Lasers typically have a spot just beyond the end where the beam is as concentrated as it will be. Beyond that point, the beam gets larger. The downside of divergence is that the dot on the target covers more area, eventually becoming too faint to see. The upside is that if it is still bright enough to see, the dot will be large enough to be a visible dot. Most of us can easily spot a disk that is three minutes of arc in diameter (roughly 3 inches at 100 yards), especially if the disk is a contrasting color. Below that size, it gets harder to identify the laser's spot unless the beam is very bright.

When in doubt, try out your lasers at 100 yards at night, being careful to keep them from passing across aircraft, where they can dazzle or blind the pilot, with devastating effects. **TR**




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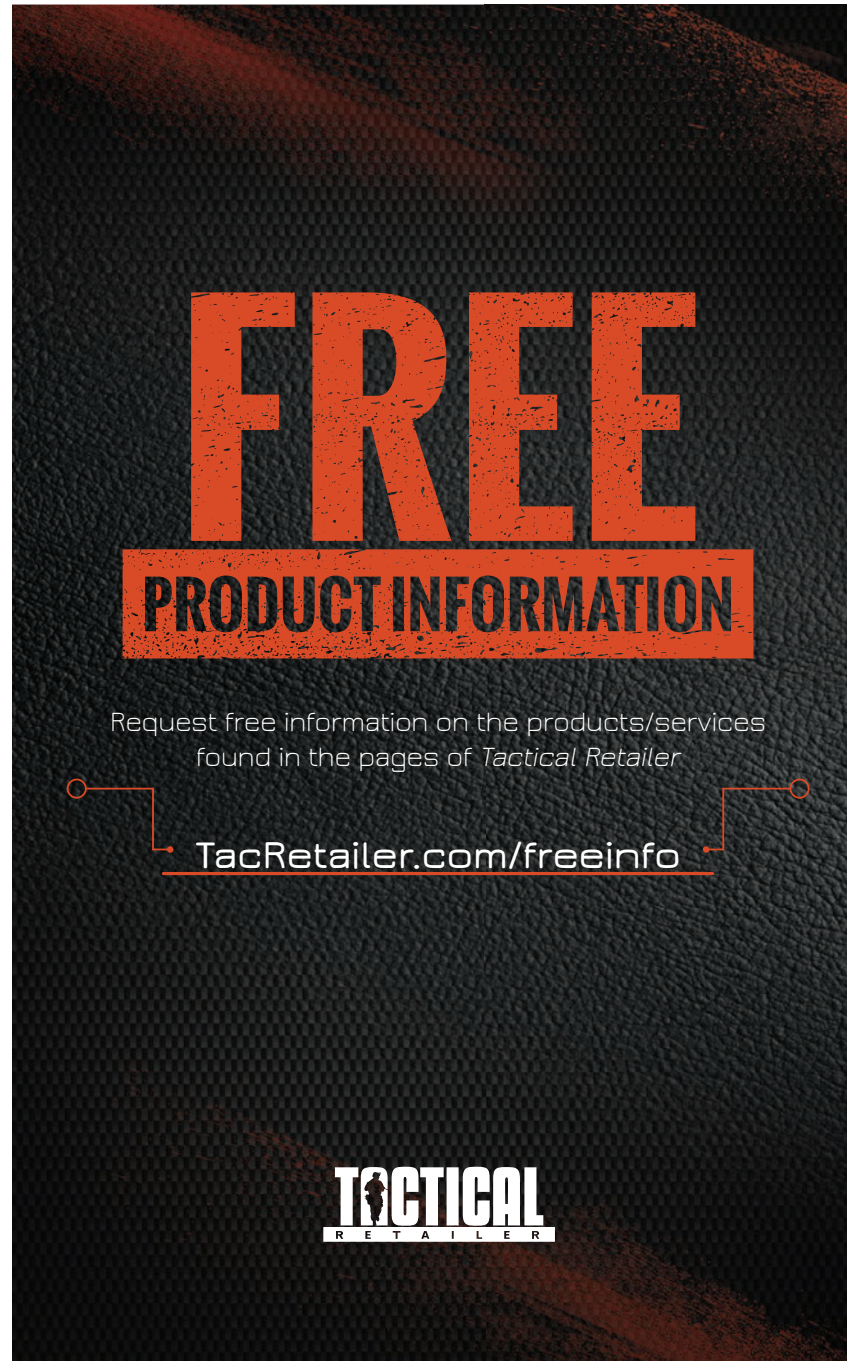
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# U.S. MILITARY EXPLORES MANY OPTIONS

By Eric Graves

Recently, the U.S. military began discussing small arms overmatch. The concern is that our adversaries are using rifles and machine guns with a longer reach than our own. Congress is listening, and has held hearings with testimony from the service chiefs as well as retired experts.

Consequently, the U.S. Army, Marine Corps and Special Operations Command are all engaged in small arms improvement efforts, either on their own, or in conjunction with one another. Both the Air Force and Navy are also monitoring those efforts for adoption and employment by their ground elements.

Ammunition is the most important factor in alleviating our overmatch deficiencies. The U.S. Army is awaiting release of a Small Arms Caliber Study that will be used as a roadmap for future ammunition development. In the interim, SOCOM has several irons in the fire regarding new calibers. Additionally, the U.S. Army Marksmanship Unit continues development of .264 USA cartridge. As you can imagine, this across-the-board interest in larger caliber cartridges comes at a price. Weight is the biggest challenge. To transition from one well established NATO caliber to another (5.56mm to 7.62) means that the soldier's basic ammunition load goes from 210 rounds to 104 for the same amount of weight. Consequently, there are several promising programs to develop lower weight, polymer ammunition cases.

Here's a short summary of what's going on regarding new weapons.

U.S. Army recently led a joint service effort for a new pistol. The 9mm SIG P320 was selected earlier this year as the M17/18, and will begin fielding soon. USSOCOM had already selected and fielded the 9mm GLOCK19 with mini red dot optic as its pistol.

The U.S. Army selected a Heckler & Koch G28 variant for the M110A1 Compact Semi Auto Sniper System. Based on this capability, the U.S. Army has a directed requirement from the four-star level to field more than 6,000 Squad Designated Marksman Rifles based on the 7.62mm H&K G28. Most recently, the Army released a Sources Sought Notice to industry for a full-auto, 7.62mm Interim Service Combat Rifle that comes on the heels of Army Chief of Staff GEN Mark Miley's testimony before the Senate Armed Services Committee discussing a new 7.62mm round that will defeat threat body armor.

U.S. Marine Corps is studying increased fielding of the 5.56mm M27 Infantry Automatic Rifle based on the H&K 416. Outfitted with an optic, the M27 will soon be used to fulfill a Designated Marksman role at the Infantry Squad level and the Marines have issued a Sources Sought Notice to industry for production of additional rifles for issue to all infantrymen. The Marines are also studying increased use of suppressors for small arms but has placed special priority on suppressors for machine guns.

USSOCOM has a requirement for a .300BLK Personal Defense Weapon kit for their Special Operations Peculiar Modification (SOPMOD) M4A1 carbines. These kits consist of an upper receiver group offering specialized plug-and-play capability for close-quarters battle.

USSOCOM is making a second attempt to satisfy its challenging requirement for a 5.56mm Suppressed Upper Receiver Group for their SOPMOD M4A1 carbines. None of the weapons in the previous go around could keep the weapon's hand guards, which cover a suppressor, cool enough after firing a series of seven magazines through a challenging course of fire. United States Army Special Operations Command also has stated an interest in developing an improved 5.56mm Upper Receiver Group with mid-gas system, M-LOK handguard and SureFire WarComp for their SOPMOD M4A1 carbines. This upper will use a detachable suppressor.

In May, USASOC conducted a 6.5mm family cartridge study in conjunction with the U.S. Army. They fired 23 different cartridges on a 2,000 yard, radar-equipped range at Aberdeen Test Center. A user evaluation of the most promising cartridge will be conducted in the fall of 2017. Concurrently, USSOCOM has stated an interest in a 6.5mm family Sniper Support Weapon/Carbine and Lightweight Assault Machine Gun, with work to commence once USASOC selects a cartridge. However, SOF intend to retain the current 5.56mm M855A1 enhanced performance round as their carbine ammunition for the foreseeable future.

In what may be the biggest game changer of all, USSOCOM and USMC have issued a Sources Sought Notice for a Lightweight Medium Machine Gun in .338 Norma Magnum. This weapon will offer accurate fire at ranges comparable to the .50-cal. in a package that is lighter weight than the current 7.62mm M240 medium machine gun.

USSOCOM also has a requirement for a new Advanced Sniper Rifle in .300 Norma Mag and .338 Norma Mag. The U.S. Army is monitoring the program in the hopes of adopting it as well.

Finally, there are numerous laser and optics programs in Army, Marine Corps and SOCOM, which will complement these new weapons as they roll out.

Technology advancements are offering increased range but must be offset with investment in lower ammunition weights. However, even if all of these initiatives aren't adopted, the increase in capability is incredible. Our weapons will redefine what we consider safe stand off from threats, keeping them at bay while we still effectively engage targets.

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*Eric Graves is the editor of the leading tactical-equipment blog "Soldier Systems Daily" and is a former Air Force officer.*

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