

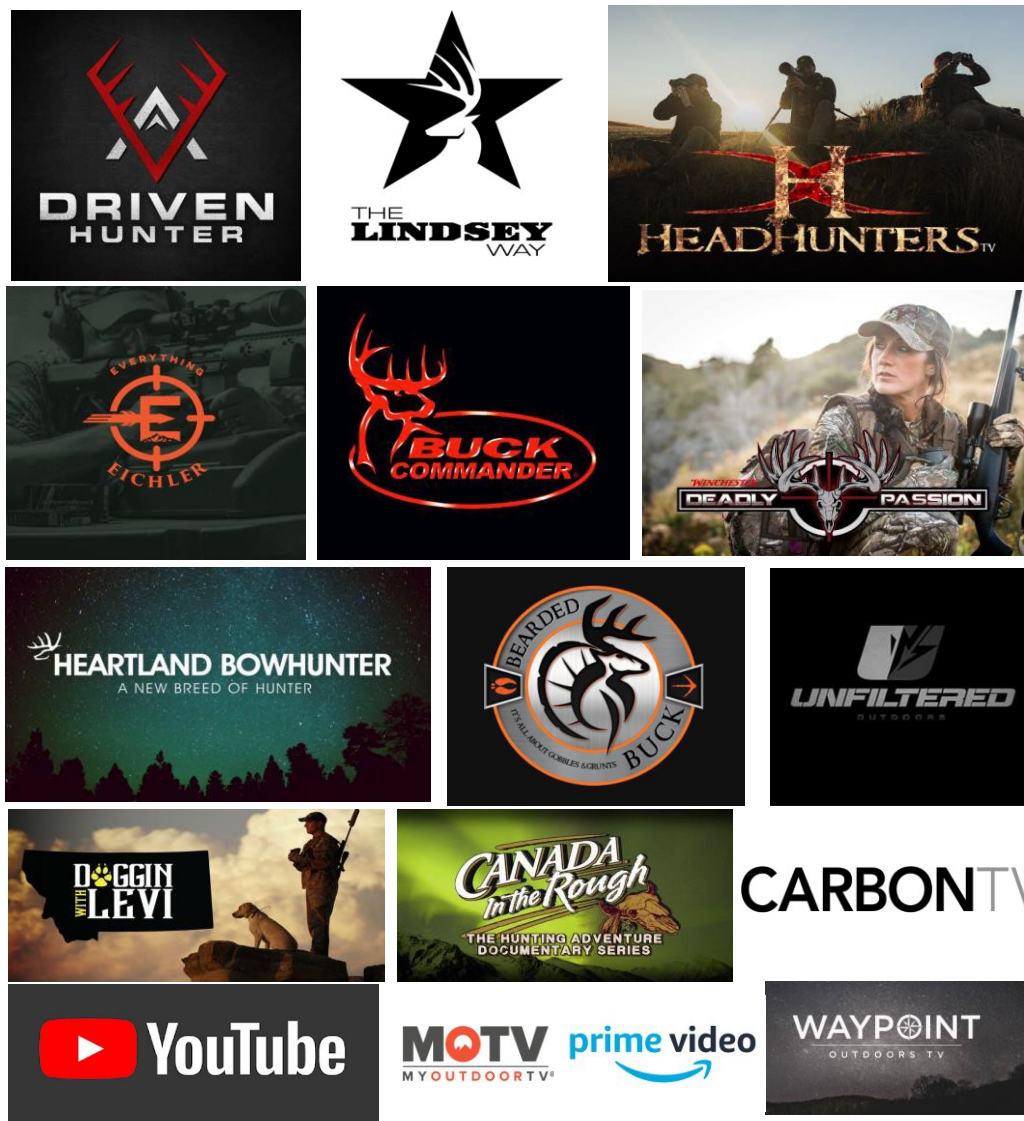


ENGINEERED FOR THE UNKNOWN

ENGINEERED FOR THE **UNKNOWN**

WHERE CAN I FIND BOG?

TV & DIGITAL PROGRAMMING



Digital & PRINT ADVERTISING



CONSERVATION GROUPS



INDUSTRY PARTNERS

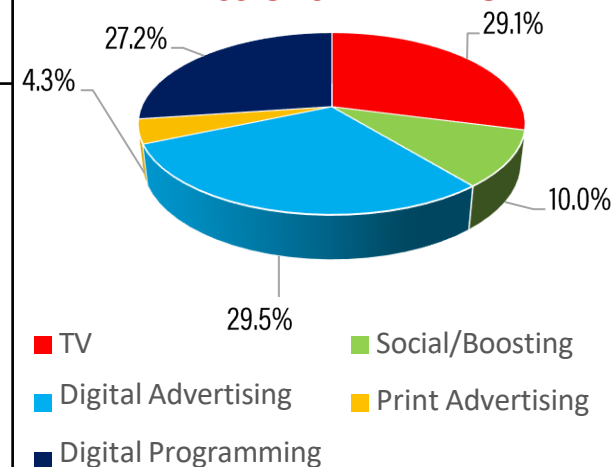
(Just a few examples)



TOTAL MARKETING IMPRESSIONS

232,677,317

IMPRESSIONS BY PLATFORM





DEADSHOT® TRIPOD

SHOOTING REST

Tired of heavy, bulky, and unstable shooting sticks? Let us introduce you to the DeadShot! This aluminum-constructed tripod comes in at a best-in-class weight, meaning the DeadShot is just at home in the backcountry as it is in a ground blind or on a field edge. The DeadShot also features a foam grip for warm, comfortable holds, external twist locks for quick, quiet, and easy height adjustment, and utilizes BOG's famous rubberized shooting yoke system.

FEATURES & BENEFITS

- 25"-64" Height Range for Sitting to Short Standing Shooting Positions
- Durable Aluminum Legs Provide Rugged Stability
- External Twist-Style Locks for Quick and Easy Height Adjustment
- BOG USR Shooting Yoke for Easily-Adjustable and Steady Shooting
- Foam Grip for Comfortable Carrying and Holds



PACKAGING STYLE:
Backer Card

MAP

MSRP

ETA: January 2025

PRODUCT NUMBER	PRODUCT NAME	UPC	PACKAGING DIMENSIONS	PACKAGING WEIGHT	CASE PACK	CASE PACK DIMENSIONS	CASE PACK WEIGHT
1216932	DeadShot Tripod	198700000120	33.0" x 7.0" x 2.0"	2.4 lbs	4	33.5" x 9.8" x 5.5"	11.4 lbs



DEADSHOT® BIPOD

SHOOTING REST

Tired of heavy, bulky, and unstable shooting sticks? Let us introduce you to the DeadShot! This aluminum-constructed bipod comes in at a best-in-class weight, meaning the DeadShot is just at home in the backcountry as it is in a ground blind or on a field edge. The DeadShot also features a foam grip for warm, comfortable holds, external twist locks for quick, quiet, and easy height adjustment, and utilizes BOG's famous rubberized shooting yoke system.

FEATURES & BENEFITS

- 25"-64" Height Range for Sitting to Short Standing Shooting Positions
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- Foam Grip for Comfortable Carrying and Holds

ETA: January 2025



PACKAGING STYLE:
Backer Card

PRODUCT NUMBER	PRODUCT NAME	UPC	PACKAGING DIMENSIONS	PACKAGING WEIGHT	CASE PACK	CASE PACK DIMENSIONS	CASE PACK WEIGHT
1216930	DeadShot Bipod	198700000113	5.6" x 1.5" x 31.8"	1.7 lbs	4	33.5" x 5.9" x 5.1"	8.4 lbs



DEADSHOT® MONOPOD

SHOOTING REST

Tired of heavy, bulky, and unstable shooting sticks? Let us introduce you to the DeadShot! This aluminum-constructed monopod comes in at a best-in-class weight, meaning the DeadShot is just at home in the backcountry as it is in a ground blind or on a field edge. The DeadShot also features a foam grip for warm, comfortable holds, external twist locks for quick, quiet, and easy height adjustment, and utilizes BOG's famous rubberized shooting yoke system.

FEATURES & BENEFITS

- 25"-64" Height Range for Sitting to Short Standing Shooting Positions
- Durable Aluminum Legs Provide Rugged Stability
- External Twist-Style Locks for Quick and Easy Height Adjustment
- BOG USR Shooting Yoke for Easily-Adjustable and Steady Shooting
- Foam Grip for Comfortable Carrying and Holds

ETA: January 2025



PACKAGING STYLE:
Backer Card

PRODUCT NUMBER	PRODUCT NAME	UPC	PACKAGING DIMENSIONS	PACKAGING WEIGHT	CASE PACK	CASE PACK DIMENSIONS	CASE PACK WEIGHT
1216926	DeadShot Monopod	198700000106	5.6" x 1.5" x 30.3"	1.0 lb	4	33.5" x 7.1" x 3.1"	4.9 lbs



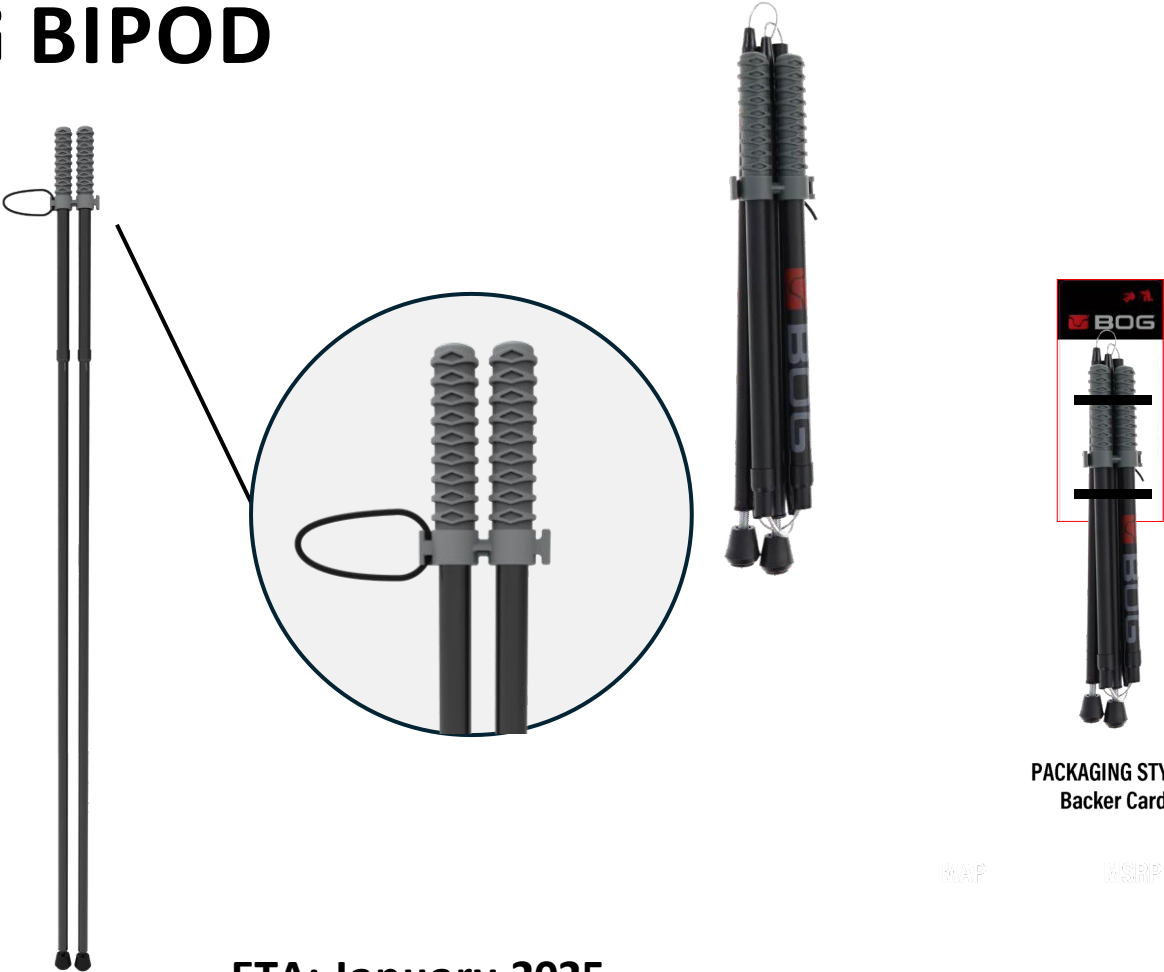
DEADSHOT® COMPACT SITTING BIPOD

COLLAPSIBLE SHOOTING STICK

The DeadShot Compact Sitting Bipod is designed for hunters on the go where conditions demand a minimalistic profile, but where BOG's world-renowned stability is still required. This low-profile shooting stick features a simplistic fold-up aluminum leg design, a rubberized shooting yoke, fixed rubber feet for traction in any terrain, and an overall weight that will require you to double-check just to make sure you brought it with you! The DeadShot Compact Sitting Bipod is designed for sitting-to-kneeling shooting positions.

FEATURES & BENEFITS

- 25"-39" Height Range for Sitting to Kneeling Shooting Positions
- Durable Aluminum Legs Provide Rugged Stability
- Rubberized Shooting Yoke for Secure Shooting Holds
- Cable-Style Legs for Easy and Quick Deployment
- Lanyard Included for Easy Handling



PACKAGING STYLE:
Backer Card

ETA: January 2025

PRODUCT NUMBER	PRODUCT NAME	UPC	PACKAGING DIMENSIONS	PACKAGING WEIGHT	CASE PACK	CASE PACK DIMENSIONS	CASE PACK WEIGHT
1222259	DeadShot Compact Sitting Bipod	198700000083	5.6" x 2.0" x 18.0"	1.0 lb	4	18.5" x 9.8" x 3.9"	5.5 lbs



DEADSHOT® COMPACT STANDING BIPOD

COLLAPSIBLE SHOOTING STICK

The DeadShot Compact Sitting Bipod is designed for hunters on the go where conditions demand a minimalistic profile, but where BOG's world-renowned stability is still required. This low-profile shooting stick features a simplistic fold-up aluminum leg design, a rubberized shooting yoke, fixed rubber feet for traction in any terrain, and an overall weight that will require you to double-check just to make sure you brought it with you! The DeadShot Compact Standing Bipod is designed for kneeling-to-standing shooting positions.

FEATURES & BENEFITS

- 40"-72" Height Range for Kneeling to Standing Shooting Positions
- Durable Aluminum Legs Provide Rugged Stability
- Rubberized Shooting Yoke for Secure Shooting Holds
- Cable-Style Legs for Easy and Quick Deployment
- Lanyard Included for Easy Handling



ETA: January 2025

PRODUCT NUMBER	PRODUCT NAME	UPC	PACKAGING DIMENSIONS	PACKAGING WEIGHT	CASE PACK	CASE PACK DIMENSIONS	CASE PACK WEIGHT
1222263	DeadShot Compact Standing Bipod	198700000090	5.6" x 2.0" x 20.5"	1.4 lbs	4	22.0" x 9.8" x 5.1"	7.3 lbs



FY25 NEW PRODUCTS



Marketing

INITIATIVES

- Claymore and AR500 steel market expansion
- Increase influencer marketing
- Identify Influencers working with current retailers to partner with
- Increase digital marketing
- Focused TV and print advertising

TELEVISION - DIGITAL



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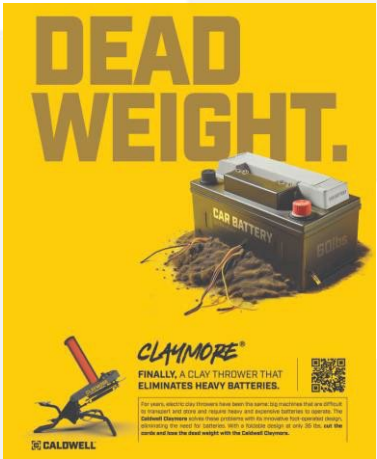
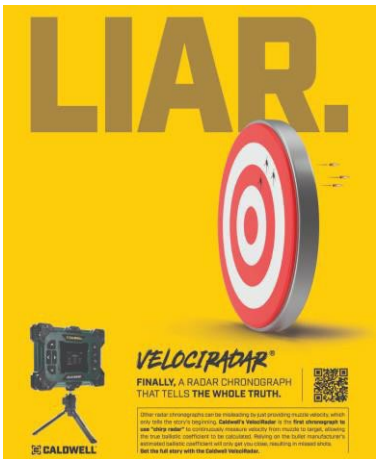
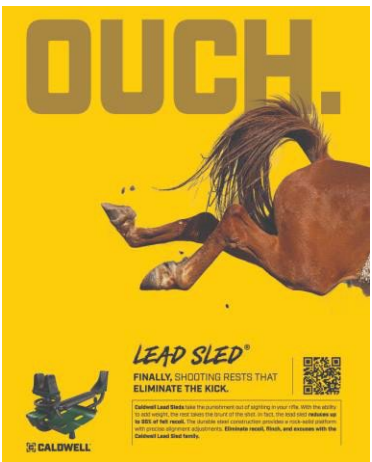
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GUNS&AMMO

SHOOTING TIMES

FIREARMS NEWS



PRO STAFF

- Julie Golob
- Jalise Williams
- Justine Williams
- Rei Hoang
- Becky Yackley



AR500 Dueling Tree

PRODUCT DESCRIPTION

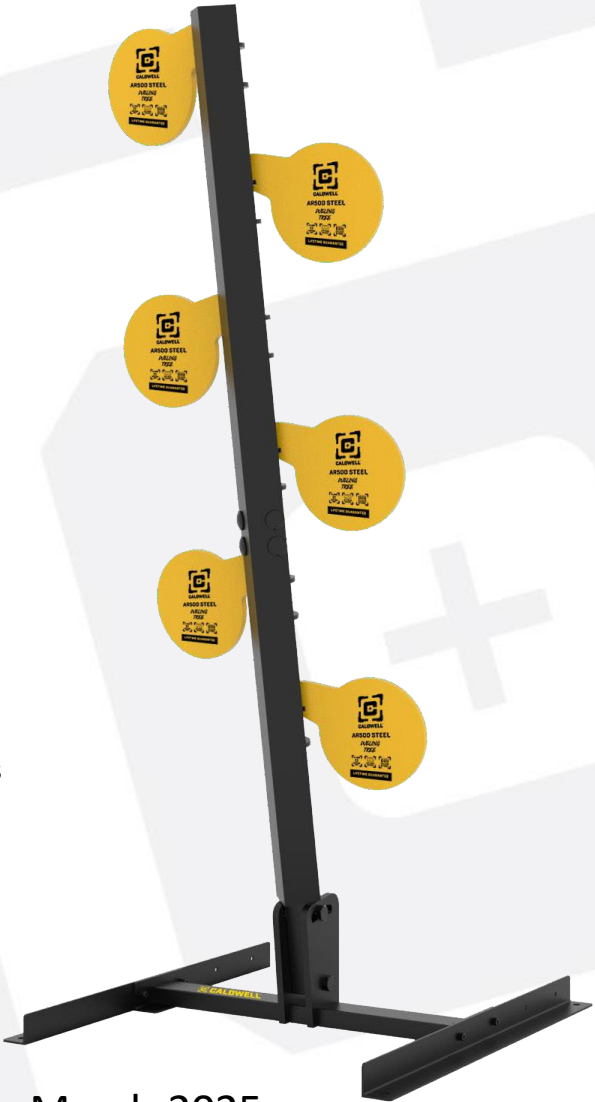
The Caldwell AR500 Dueling Tree is a great way to compete against friends or hone your skills by yourself on almost any range. With each impact, the six reactive targets pivot from left to right of the center post. The 6" diameter targets and center post are all constructed from AR500 steel for use with handguns and centerfire rifles. An adjustable base allows reliable use on uneven ground and tunes the target angle for different impact energies. A unique AR500 steel 2-piece center post and plate hangers withstand bullet impacts for a lifetime of trouble-free use. Get the Caldwell AR500 Dueling Tree and head to the range to Eliminate the Variables That Make You Miss.

FEATURES & BENEFITS

- Six –6" diameter targets
- 3/8" rifle rated AR500 steel targets and center post
- 54" tall with 24" x 24" base
- Adjustable angle base for reliable use on uneven ground
- Rated for Handgun at 10 yards, .223 Rem at 100 yards and .308 Win at 200 yards

CALIBER	BULLET WEIGHT	MUZZLE VELOCITY/ENERGY
.223 REM	55 GRAIN	2871 FPS / 1005 FT-LB
9MM LUGER	147 GRAIN	990 FPS / 356 FT-LB
.44 REM MAG	240 GRAIN	1180 FPS / 741 FT-LB
THE MAXIMUM IMPACT VELOCITY OF THE BULLET MUST BE BELOW 3000FPS. MAXIMUM IMPACT ENERGY OF THE BULLET MUST BE BELOW 1500 FT-LB THIS TARGET IS RATED FOR .223 REM AT 100 YARDS, 308 WIN AT 200 YARDS		

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP
1215367	AR500 Dueling Tree	198700000519	1	28.5x5.5x11	\$279.99



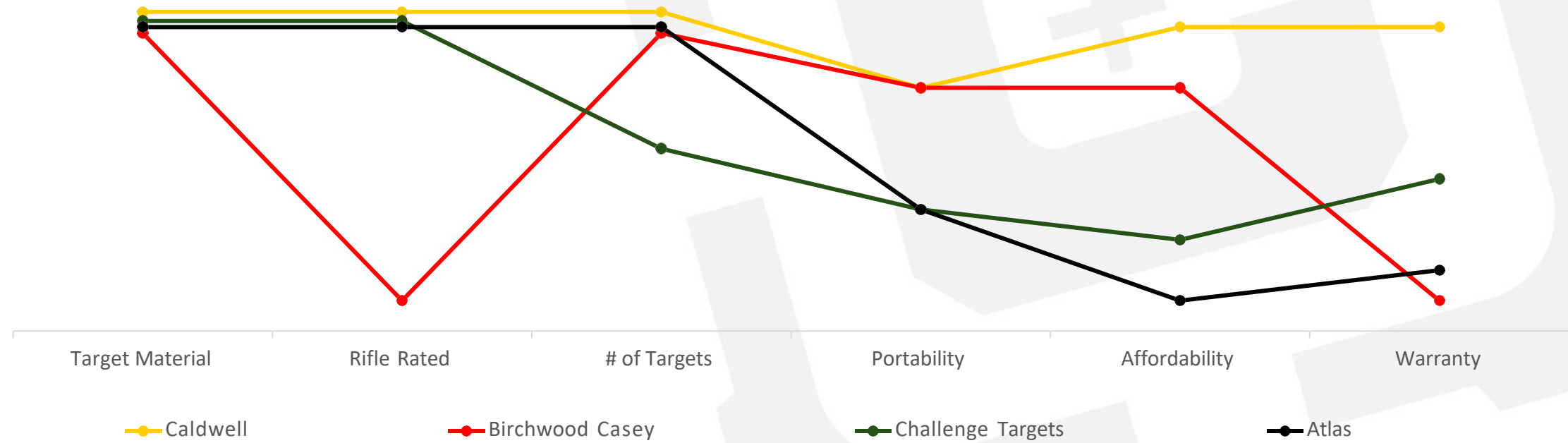
ETA: March 2025



FULL LITHO BOX

AR500 Dueling Tree

Product Name	MSRP	Target Size	# of Targets	Target Material	Rifle Rated	Adjustable Base	Warranty
Caldwell AR500 Dueling Tree	\$279.99	6"	6	3/8" AR500	X	X	Lifetime
Birchwood Casey 3/8" Dueling Tree	\$369.99	6"	6	3/8" AR500	N	N	None
Challenge Targets Commercial Grade Rifle	\$595.99	8"	4	3/8" AR500	X	X	10 Years
Atlas AR500 Centerfire Rifle Rated Dueling Tree	\$749.99	6"	6	3/8" AR500	X	X	30 Days



AR500 Plate Rack Kit

PRODUCT DESCRIPTION

The Caldwell AR500 Plate Rack Kit brings competition-style targets to your home range. Each kit includes Three - 8" diameter targets with hanging brackets and 2 steel 2x4 frame hubs. The targets and target brackets are constructed of rifle-rated 3/8" AR500 steel for use with handguns and centerfire rifles. The steel frame hub brackets use standard 2x4 lumber (not included) to construct a customizable frame size that is easily expanded with the target expansion kit (sold separately). Dual functioning plates can be shot as falling plates or they can be suspended and shot as static/swinging plates. Have a blast setting them up and knocking them down with the Caldwell AR500 Plate Rack Kit.

FEATURES & BENEFITS

- Three –8" diameter plates
- 3/8" AR500 rifle-rated steel targets
- Adjustable target brackets for falling or swinging plates
- Steel frame hubs use standard 2x4 lumber (not included) for customizable frame
- Optional expansion kit sold separately to add additional targets

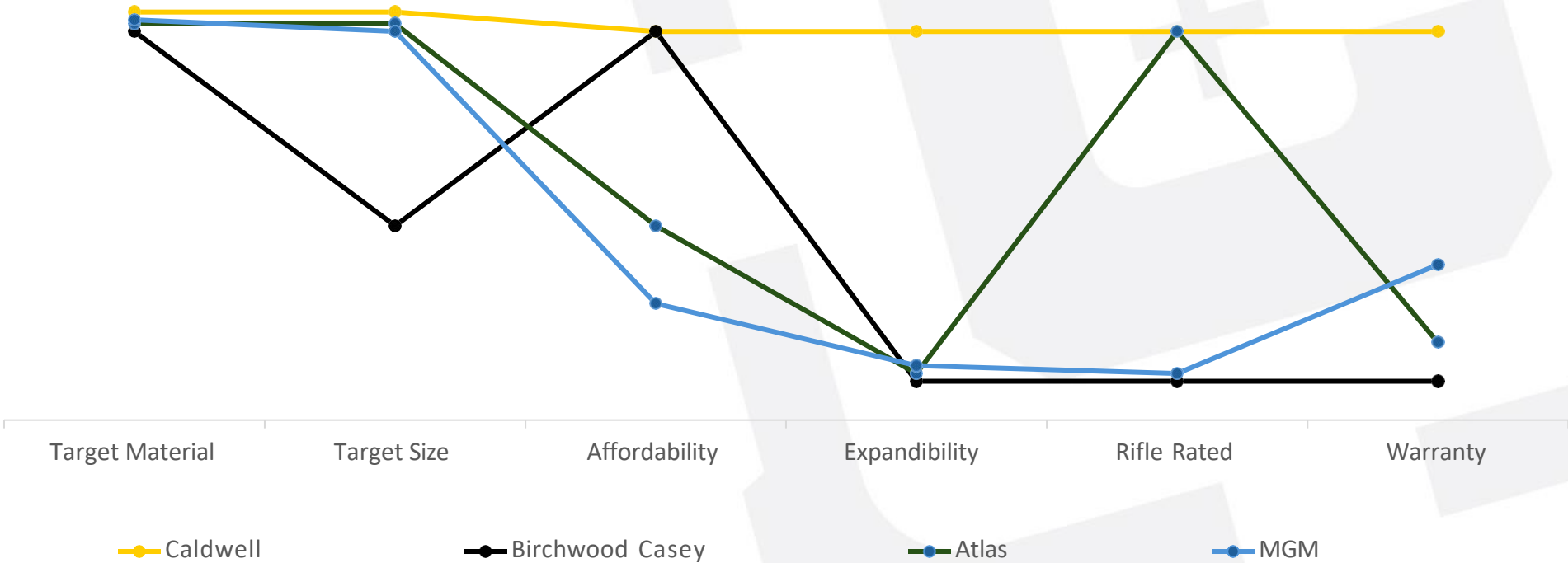
CALIBER	BULLET WEIGHT	MUZZLE VELOCITY/ENERGY
.223 REM	55 GRAIN	2871 FPS / 1005 FT-LB
9MM LUGER	147 GRAIN	990 FPS / 356 FT-LB
.44 REM MAG	240 GRAIN	1180 FPS / 741 FT-LB
THE MAXIMUM IMPACT VELOCITY OF THE BULLET MUST BE BELOW 3000FPS. MAXIMUM IMPACT ENERGY OF THE BULLET MUST BE BELOW 1500 FT-LB THIS TARGET IS RATED FOR .223 REM AT 100 YARDS, 308 WIN AT 200 YARDS		

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP
1215375	AR500 Plate Rack Kit	198700000564	1	21.5x8.5x17.5	\$249.99
1217227	Expansion Plate	198700000656	3	16x5.5x9.5	\$79.99



AR500 Plate Rack Kit

Product Name	MSRP	Target Material	# of Targets	Target Size	Rifle Rated	Expandable	Warranty
Caldwell AR500 Plate Rack	\$249.99	3/8" AR500	3	8"	X	X	Lifetime
Birchwood Casey	\$249.99	3/8" AR500	3	6"	N	N	None
Atlas AR500 Plate Rack	\$549.99	3/8" AR500	6	8"	X	N	30 Days
MGM Economy Plate Rack	\$1249.99	3/8" AR550	6	8"	N	N	1 Year



AR500 Long Range Gong Kit w/ Flash Bang

PRODUCT DESCRIPTION

Shooting long distances often requires specialized targets and equipment to get the job done. The Caldwell Long-Range Gong Kit is an all-in-one kit that has everything you need to start making and spotting hits at longer ranges. Featuring a centerfire rifle rated 18"x24" 3/8" thick AR500 gong with nylon reinforced rubber straps that will last a lifetime of shooting. The steel 2x4 frame hubs use standard 2x4 lumber (not included) to make a custom size/height frame to match your range needs. Last but certainly not least the kit includes a Caldwell Flash Bang hit indicator that features flashing green LED lights that strobe every time a bullet impacts the target, making spotting shots at over 1 mile an easy task. Test the limits of your shooting and take that long shot with the Caldwell AR500 Long Range Gong Kit.

FEATURES & BENEFITS

- 18"x24" rifle rated 3/8" AR500 steel target
- Steel frame hubs use standard 2x4 lumber (not included) for customizable frame
- Flash Bang hit indicator included for easy hit identification
- Nylon-reinforced rubber hang straps included

CALIBER	BULLET WEIGHT	MUZZLE VELOCITY/ENERGY
.223 REM	55 GRAIN	2871 FPS / 1005 FT-LB
6.5 CM	130 GRAIN	2921 FPS / 2463 FT-LB
.308 WIN	168 GRAIN	2680 FPS / 2677 FT-LB
THE MAXIMUM IMPACT VELOCITY OF THE BULLET MUST BE BELOW 3000FPS. MAXIMUM IMPACT ENERGY OF THE BULLET MUST BE BELOW 3500 FT-LB (THIS TARGET IS NOT RATED FOR .50 BMG)		

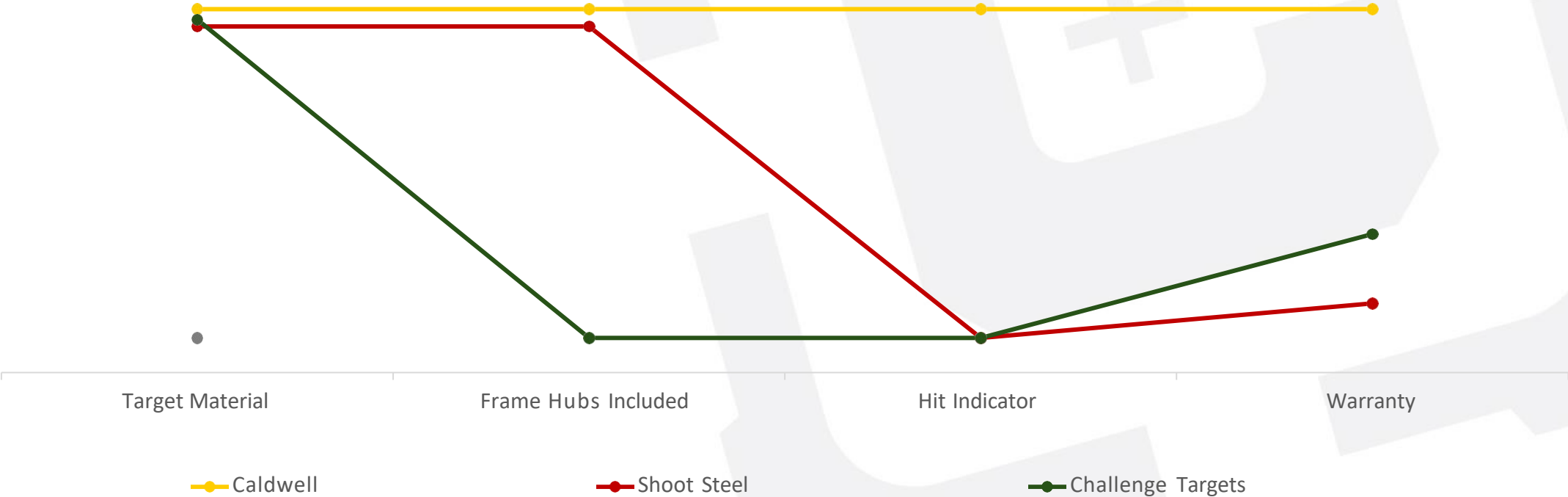
ETA: March 2025



Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1215380	AR500 Long Range Gong w/ Flash Bang	198700000601	1	18.5x24.5x5.5	\$279.99	March 2025

AR500 Long Range Gong Kit w/ Flash Bang

Product Name	MSRP	Target Material	Target Size	Hit Indicator Included	Frame Hubs Included	Warranty
Caldwell AR500 Long Range Gong Kit	\$279.99	3/8" AR500	18"x24"	X	X	Lifetime
Shoot Steel Complete Gong Package	\$299.99	3/8" AR500	22"x30"	N	X	90 Days
Challenge Targets 18"x24" (Target Only)	\$229.99	3/8" AR500	18"x24"	N	N	1 Year



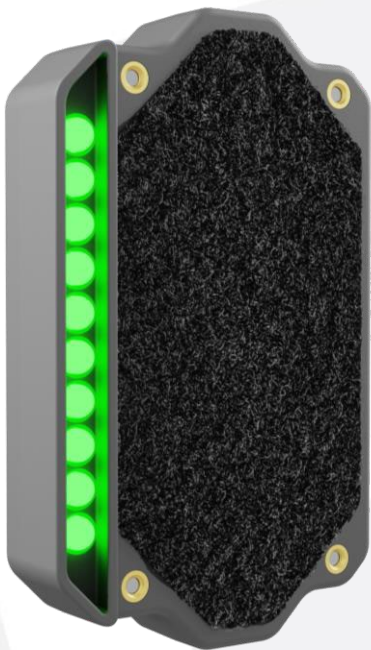
Flash Bang Pro

PRODUCT DESCRIPTION

Few things are more satisfying than hearing the ring of a successful hit on a steel target, but at longer ranges or with multiple shooters knowing you hit the target can be nearly impossible. Get instant feedback and reassuring hit confirmation with the Flash Bang Pro. Featuring 10 ultra-bright LED lights that flash each time the target is impacted sending a visual hit confirmation back to the shooter at distances over 1 mile away. The Flash Bang Pro version features a multi position switch, allowing the user to select a 1 second flash for competition where shooters may be engaging a target multiple times, or a 6 second flash for longer-range uses where the long strobe is more desirable. Includes 3 AA batteries, lasting over 30,000 impacts, and hook and loop material to attach the Flash Bang Pro to the back of almost any AR500 target 5" and larger. See what you have been hitting with the Caldwell Flash Bang Pro hit indicator.

FEATURES & BENEFITS

- 10 ultra-bright LED lights visible at over 1 mile notify shooters of impacts
- Adjustable flash time 1 sec. or 6 sec. for rapid-fire or long-range use
- Low-impact energy detection works with rimfire and extreme ranges
- Powered by 3 AA batteries (included), lasting over 30,000 impacts
- Versatile hook and loop attachment fits most AR500 targets 5" and larger



FLASH TIME ADJUST SWITCH



MOUNT TO ANY STEEL



HANGING BOX

ETA: February 2025

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP
1215381	Flash Bang Pro	198700000618	6	3.5x6x1.8	\$34.99

Lead Sled MAX

PRODUCT DESCRIPTION

The most versatile Lead Sled in the Caldwell Lead Sled® Family, the Max brings maximum recoil reduction, maximum versatility, and maximum accuracy. The Lead Sled Max modular design transforms into 3 rests in seconds. A removable weight reservoir holds water, sand, gravel, or other materials for absorbing the recoil from magnum rifles and shotguns. The sliding frame is length adjustable and folds up for compact storage and easy transportation. The front rest features a clamping style head that securely holds the firearm and an enlarged elevation wheel with positive detent adjustment and a backlash-free fine windage and elevation adjustment at the rear. Maximize your shooting with the Lead Sled Max and Eliminate The Variables That Make You Miss®

FEATURES & BENEFITS

- Reduces up to 95% felt recoil
- Detachable 2-gallon weight reservoir holds water, sand, and other weight media
- Clamping front rest securely holds firearms without damage
- Benchrest quality front elevation and backlash-free windage adjustments
- Adaptable design can convert from recoil reducing to full-length to front rest
- Adjustable sliding frame tubes accommodate firearms of any length

MATERIAL	ADDED WEIGHT
WATER	16 LBS
SAND	25 LBS



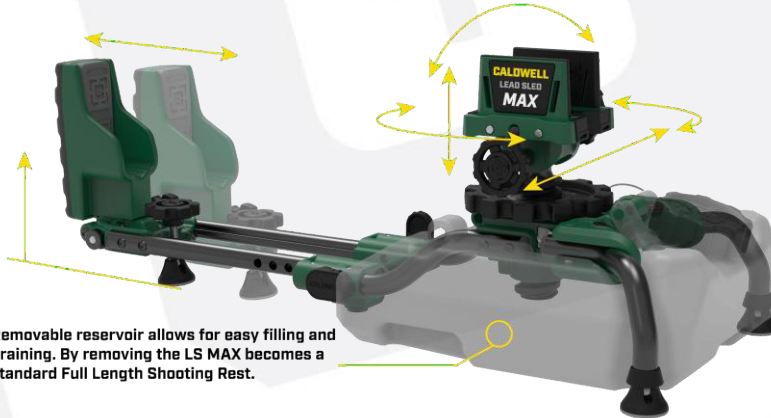
FRONT
TURRET REST



FULL LENGTH
SHOOTING REST



COLLAPSABLE FOR
TRANSPORT



Removable reservoir allows for easy filling and draining. By removing the LS MAX becomes a standard Full Length Shooting Rest.



FULL LITHO BOX

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
3004222	Lead Sled MAX	198700000946	1	21x15x14	\$299.99	Feb. 2025

Lead Sled DFT 3

PRODUCT DESCRIPTION

One of the most popular shooting rests in the Caldwell Lead Sled® family, the Lead Sled DFT features sturdy dual frame construction that can handle the biggest magnum rifles. The new improved frame design retains the original dual tubes but relocates them under the weight tray for improved clearance for detachable magazines, pistol grips, or lever actions. The frame includes a sliding design with 6" of length adjustment for a perfect fit on nearly any stock length. The benchrest style front rest features a smooth ball-bearing elevation adjustment and precise backlash-free windage adjustment. An all-weather skeletonized rubber front rest bag and rear support with a shock-eliminating recoil pad protect the firearm and scope from damage. The adjustable weight tray holds a variety of weight materials including Lead Sled Weight Reservoir Bags, lead shot, or 35 lb. barbell weights. Sight in with bench rest accuracy without the kick and Eliminate The Variables That Make You Miss® with the Caldwell Lead Sled DFT 3.

FEATURES & BENEFITS

- Reduces up to 95% felt recoil
- Adjustable weight tray fits lead sled weight reservoirs, barbell weight plates, or lead shot to eliminate recoil
- Adjustable sliding frame tubes accommodate firearms of any length
- Improved frame design compatible with detachable magazines and lever action rifles
- Benchrest quality front elevation and backlash-free windage adjustments
- All-weather front bag design that securely holds firearms without causing damage
- Rear support featuring a shock-eliminating pad and vibration dampener reduces felt recoil and protects stocks from damage



1.5" Windage Adjustment



6" Length Adjustment



2.5" Elevation Adjustment



FULL LITHO BOX

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1217425	Lead Sled DFT 3	198700000694	1	24x10x5.5	\$259.99	March 2025

Lead Sled DFT 2

vs

Lead Sled DFT 3



Improved frame clearance for lever action, detachable magazines, and pistol grip clearance

New vibration-dampening frame

Improved adjustable weight tray compatible with new weight reservoir bags and barbell weights

sliding dual frame tube with quick-adjust lever

Lead Sled 4

PRODUCT DESCRIPTION

The Caldwell Lead Sled® revolutionized shooting rests over 20 years ago. These sturdy rests hold the rifle steady while using added weights to eliminate almost all felt recoil. This means you get sighted in faster and more precisely without developing bad flinching due to recoil. The Lead Sled 4 is the latest version of this classic shooting rest, starting with a new frame design that relocates the tube below the weight tray for improved clearance for detachable magazines and lever-action firearms. The adjustable weight tray holds a variety of weight materials including Lead Sled Weight Reservoir Bags, lead shot, or 35 lb. barbell weights. The front rest features windage and elevation adjustments with an all-weather rubber front bag that securely holds the firearm without damaging the stock. The rear support features the Caldwell Shock Eliminating recoil pad for added recoil reduction and firearm and scope protection from heavy recoil. Save your shoulder from the kick and Eliminate The Variables That Make You Miss® with the Caldwell Lead Sled 4.

FEATURES & BENEFITS

- Reduces up to 95% felt recoil
- Adjustable weight tray fits Lead Sled weight reservoirs, barbell weight plates, or lead shot to eliminate recoil
- Improved frame design compatible with detachable magazines and lever action rifles
- Front elevation and windage adjustments with rear fine elevation adjustment
- All-weather front bag design that securely holds firearms without causing damage.
- Rear support featuring shock eliminating pad and vibration dampener reduces felt recoil and protects stocks from damage



 **PATS:**
WWW.AOB.COM/PATENTS



**COMPATIBLE WITH
LS WEIGHT RESERVOIRS**



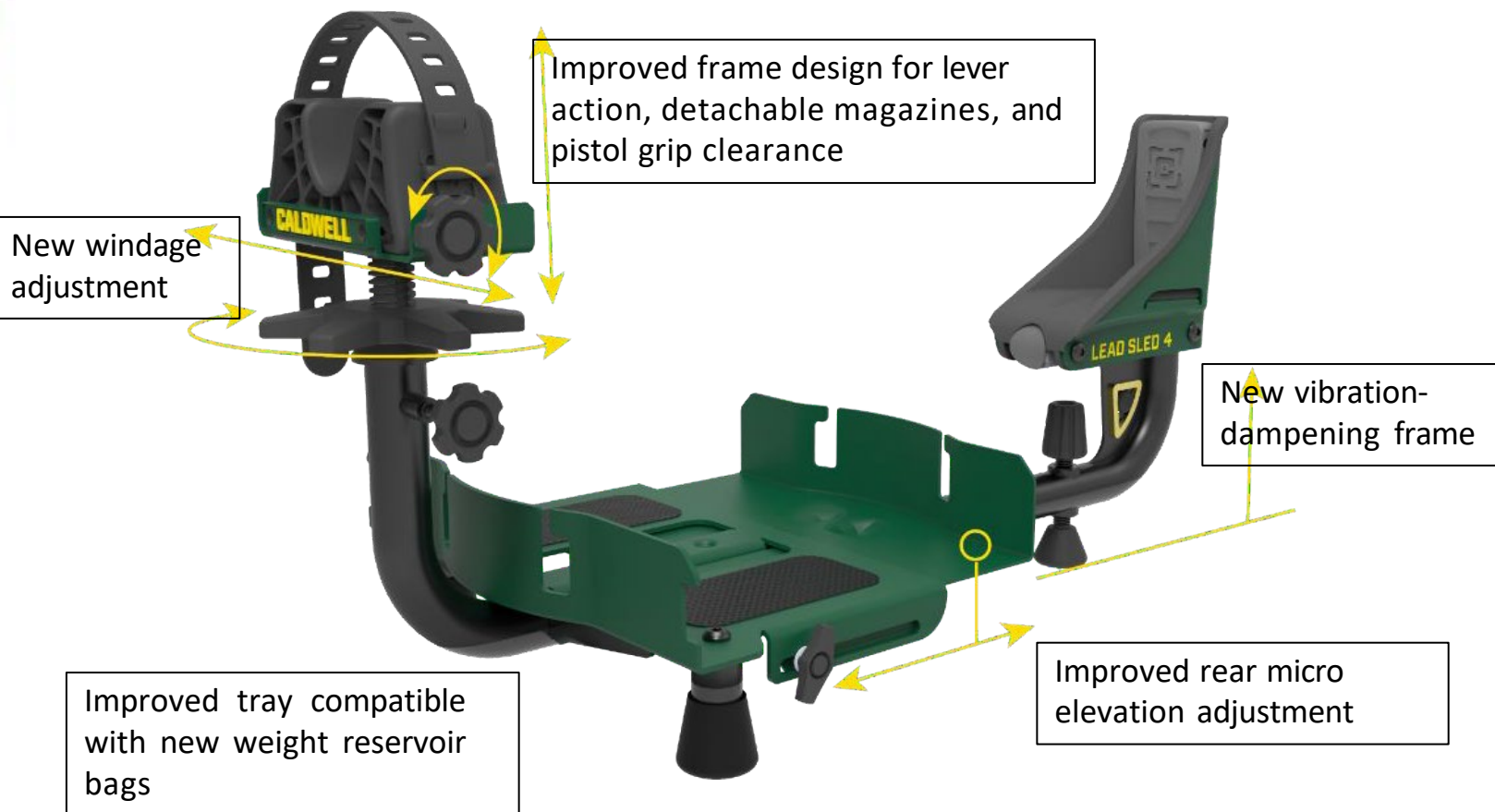
FULL LITHO BOX

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1217424	Lead Sled 4	198700000687	2	27x5x13	\$194.99	March 2025

Lead Sled 3

vs

Lead Sled 4



Lead Sled Solo 2

PRODUCT DESCRIPTION

The Caldwell Solo 2 gives the shooter everything they need to sight in without taking the kick. The pivoting frame design features an elevation adjustment that gets on target fast, with an offset design to work with detachable magazines, pistol grips, or lever action firearms. The weight tray holds up to 50 lbs. of lead shot or the Caldwell Lead Sled Solo Weight Reservoir to tame heavy recoil. The shock-eliminating rear support protects the shooter's shoulder as well as the firearm and scope from recoil. Take the pain out of sighting in get the Lead Sled Solo 2 and Eliminate The Variables That Make You Miss®.

FEATURES & BENEFITS

- Reduces up to 85% felt recoil
- Weight tray fits the Lead Sled Solo Weight Reservoir or lead shot to eliminate recoil
- Center pivot for rapid elevation adjustment
- All-weather front rest with coarse elevation adjustment
- Rear support featuring shock eliminating pad reduces felt recoil and protects stocks from damage
- Offset frame design works with detachable magazines and lever action firearms



PATS:
WWW.AOB.COM/PATENTS

COMPATIBLE WITH
LS SOLO RESERVOIR



Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	Available
1217423	Lead Sled Solo 2	198700000670	2	27x7x8.5	\$119.99	March 2025
1232952	Lead Sled Solo 2 w Reservoir	TBD	2	27x7x8.5	\$134.99	March 2025

FULL LITHO BOX

Solo

vs

Solo 2



Larger front elevation adjustment wheel

Upgraded front rest bag and strap

Upgraded shock-absorbing rear support



Upgraded non-slip rubber front feet

Lead Sled Weight Reservoir 2-Pack

PRODUCT DESCRIPTION

Adding weight to your Lead Sled Shooting rest couldn't get any easier than with the Lead Sled® Weight Reservoirs. These reservoirs feature a leakproof bladder inside a durable 600D nylon outer case. A wide mouth opening for easy filling with materials like water, sand, or gravel. The collapsible design folds out of the way when not in use. Compatible with Lead Sled 4 and Lead Sled DFT 3 each rest can hold 2 reservoir bags in the adjustable weight trays. The Standard Reservoir holds 1.2 gallons per reservoir (the Lead Sled 4 and Lead Sled DFT 3 rests hold up to 2 reservoirs), approx. 20 lbs. of water or 33 lbs. of sand total.

FEATURES & BENEFITS

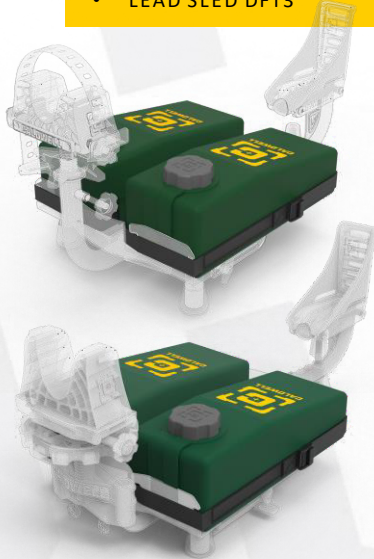
- Compatible with Lead Sled 4 and DFT 3
- Holds water, sand, gravel, and other weight materials
- 600D Cordura nylon shell with water-tight bladder
- Wide mouth opening for easy filling
- Tensioning strap to securely attach to Lead Sled weight tray
- 1.2-gallon capacity per reservoir

MATERIAL	ADDED WEIGHT (2-Pack)
WATER	20 LBS
SAND	33 LBS



COMPATIBLE WITH

- LEAD SLED 4
- LEAD SLED DFT3



Hanging Box

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1223931	Lead Sled Weight Reservoir 2-Pack	198700000861	6	5.5x8x4	\$39.99	March 2025

Lead Sled Solo Weight Reservoir

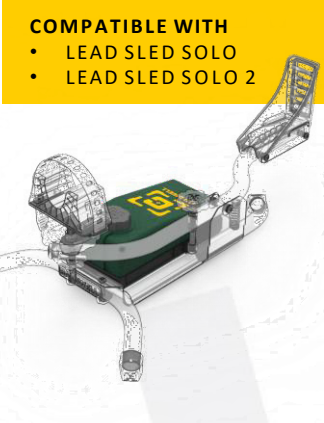
PRODUCT DESCRIPTION

Adding weight to your Lead Sled Shooting rest couldn't get any easier than with the Lead Sled® Weight Reservoirs. These reservoirs feature a leakproof bladder inside a durable 600D nylon outer case. A wide mouth opening for easy filling with materials like water, sand, or gravel. The collapsible design folds out of the way when not in use. Compatible with the Lead Sled Solo and Solo 2 models. The Solo Reservoir holds 1.6 gallons, approx. 14 lbs. of water or 22 lbs. of sand.

FEATURES & BENEFITS

- Compatible with Lead Sled Solo and Solo 2
- Holds water, sand, gravel, and other weight materials
- 600D Cordura nylon shell with water-tight bladder
- Wide mouth opening for easy filling
- 1.6-gallon capacity

MATERIAL	ADDED WEIGHT
WATER	15 LBS
SAND	22 LBS



COMPATIBLE WITH

- LEAD SLED SOLO
- LEAD SLED SOLO 2



Hanging Box

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1223932	Lead Sled Solo Weight Reservoir	198700000878	6	5.5x8x2	\$19.99	March 2025

NEW 2025 Lead Sled Family



	Lead Sled Max	Lead Sled DFT 3	Lead Sled 4	Lead Sled Solo 2
MSRP	\$299.99	\$259.99	\$194.99	\$119.99
Weight Options	Removable 2 gal. tank holds 16 lbs. of water or 25 lbs. of sand	Adjustable weight tray holds two Lead Sled Weight Reservoirs, two 35 lb. barbell weights, or 100 lbs. of lead shot	Adjustable weight tray holds two Lead Sled Weight Reservoirs, two 35 lb. barbell weights, or 100 lbs. of lead shot	Fixed Weight Tray holds one Lead Sled Solo Weight Reservoir or 25 lbs. of lead shot
Recoil Reduction	95%	95%	95%	85%
Adjustable Length	YES	YES	NO	NO
Front Rest	Clamping turret design	Skeletonized rubber bag with retention strap	Skeletonized rubber bag with retention strap	Skeletonized rubber bag with retention strap
Elevation and windage adjustments	Front coarse elevation with rear fine elevation adjustments. Micro-adjust rear windage adjustment	Benchrest style ball bearing elevation adjustment with oversized wheel and rear fine elevation adjustment Backlash free windage adjustment	Front Coarse Elevation and rear fine elevation adjustments Basic front windage adjustment	Center pivot elevation adjustment
Convertible	YES 3 Rests in 1 - Recoil Reducing, Full Length, and Front Turret Rest	NO	NO	NO
Collapsible for storage / transport	YES	NO	NO	NO

ClayCopter Hand-Held Thrower

PRODUCT DESCRIPTION

The clay pigeon was invented in 1880 as a replacement target option for glass ball targets and live birds. In the last 150 years, nothing major has changed in aerial shotgun targets. The Caldwell ClayCopter is the change we have all been waiting for. The ClayCopter is a handheld target launcher that uses an electric motor to spin target disks up to 15,000 RPM and releases them as single or double targets. The lightweight bio-degradable targets fly in unique patterns that mimic live birds’ flight up to 75 yards. The ClayCopter features a removable rechargeable Li-Ion battery pack that launches up to 150 targets on a single charge. The handheld design makes changing target angles and directions fast and easy for a variety of challenging shots. Hone your wing shooting skills with the Caldwell ClayCopter target launcher.

FEATURES & BENEFITS

- Handheld thrower launches Caldwell ClayCopter disk targets up to 75 yards.
- Throws single or double targets
- Rechargeable Li-ion battery launches up to 150 targets
- Spare battery packs sold separately for extended-range sessions.
- Variable speed for control of target speed and distance
- Two size targets available 110mm and 90mm
- ClayCopter disks are lighter and resist breakage in transit compared to traditional clay targets



EXTRA BATTERY



CARRY CASE



LITHO BOX

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1215376	Target Disk Launcher	198700000571	2	13.5x9x6	\$199.99	March 2025
1226204	Carry Case	198700001417	2	13.5x9x6	\$49.99	March 2025
1223618	Battery	198700000830	6	8x6x1.5	\$59.99	March 2025

ClayCopter Target Disks

PRODUCT DESCRIPTION

The clay pigeon was invented in 1880 as a replacement target option for glass balls and live birds. In the last 150 years, nothing major has changed in aerial shotgun targets. The Caldwell ClayCopter is the change we have all been waiting for. These target disks are made of natural biodegradable materials that break down faster than traditional clay targets. They are also lighter weight, easier to transport, and more break-resistant than traditional clay targets. The Hi-Viz orange target disks attach to the Caldwell ClayCopter launcher that spins them up to 15,000 RPM and launches them at distances up to 75 yards. The unique blade design creates a challenging target presentation that moves in 360 degrees as it travels away from the shooter. These dancing targets are sure to challenge even the best shotgun shooters. Update your shotgun practice with the Caldwell ClayCopter Target Disks.

FEATURES & BENEFITS

- Biodegradable materials break down faster than traditional clay targets
- Hi-Viz orange color for easy sight in any condition
- Two sizes available 110mm and 90mm
- Lightweight and compact for easy transport and reduced breakage
- Spinning prop design offers challenging and unique flight patterns
- Compatible with Caldwell ClayCopter Launchers



PRINTED TUBE



THERMO PRINTED BOX

Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1215372	110mm Target Disk 50 Pack	198700000533	6	4.5x12x4.5	\$12.99	January 2025
TBD*	110mm Target Disk Case Pack	TBD*	1	10x12x15	\$77.94	January 2025
1222327	90mm Target Disk 50 Pack	198700000755	6	3.8x12x3.8	\$9.99	January 2025
TBD*	90mm Target Disk Case Pack	TBD*	1	8x12x11.5	\$59.94	January 2025

Velociradar Chronograph

PRODUCT DESCRIPTION

The Caldwell Velociradar Chronograph is precision redefined with cutting-edge Chirp radar technology. While most chronographs only provide velocity, the Velociradar tracks the bullets downrange, offering a full picture of ballistic performance. Using this downrange data, the Velociradar measures the drag on the bullet to calculate the ballistic coefficient and provides a true muzzle velocity and downrange energy. With a single shot, the Velociradar creates a custom bullet drop chart showing the actual elevation adjustments needed for shots at longer ranges. The Velociradar sits next to the shooter, not downrange, offering safe and quick setup and eliminating the risk of bullet impacts. Whether you're tracking high-velocity rifle bullets soaring beyond 4,000 feet per second or measuring arrows with pinpoint accuracy, see the full picture with the Caldwell Velociradar Chronograph.

FEATURES & BENEFITS

- Chirp radar tracks bullet velocity and distance up to 100 yards downrange
- Velocity Range 250-4500 FPS for use with rifles, shotguns, handguns, and archery
- Provides muzzle velocity and ballistic coefficient of each shot to monitor stability
- Integrated ballistic calculator creates a custom bullet drop chart from a single shot
- Built-in rechargeable li-ion battery for longer runtimes, eliminates the need for disposable batteries before each trip to the range
- Safe and quick setup on the bench, eliminating risk of bullet impacts
- Integrated peep sight for easy target alignment
- Included recoil trigger increases reliability shooting suppressed, on busy ranges, or indoor/covered shooting ranges
- Included premium ball head tripod perfect for bench or prone setup
- Control and monitor the Velociradar from the free Caldwell Mobile App
- Carry case (sold separately) protects and organizes your Velociradar and accessories



Product #	Description	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1134904	Velociradar Chronograph	661120259930	1	8.5x12.5x2.5	\$549.99	November 2024
1204383	Velociradar Chronograph Case	661120750970	4	14.7x9.7x3	\$49.99	November 2024

Velociradar Chronograph: See the Full Picture

STRING SUMMARY



Quickly see string performance statistics including velocity and average ballistic coefficient.

SHOT-BY-SHOT BREAKDOWN

STRING 1 - 0.243/110GR

RADAR READY

SHOT	MV	BC
5	2931	.241
4	2869	.289
3	2917	.281
2	2842	.297

STRING SHOTS D.O.P.E

Review individual shot muzzle velocity and ballistic coefficient and bullet visualize stability.

BALLISTIC CALCULATOR

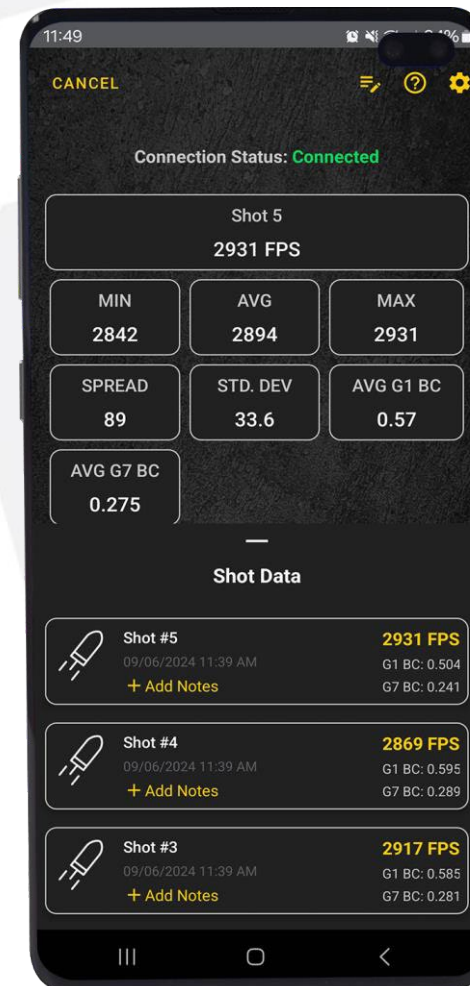
STRING 1 - 0.243/110GR

RADAR READY

RANGE (YDS)	100	200	300	400	500	600
DROP (INCH)	0.0	-2.5	-10.8	-26.0	-49.7	-83.8
KE (FT.LB)	1801	1579	1378	1198	1036	891

STRING SHOTS D.O.P.E

Get a detailed ballistic chart with bullet drop and kinetic energy down range.



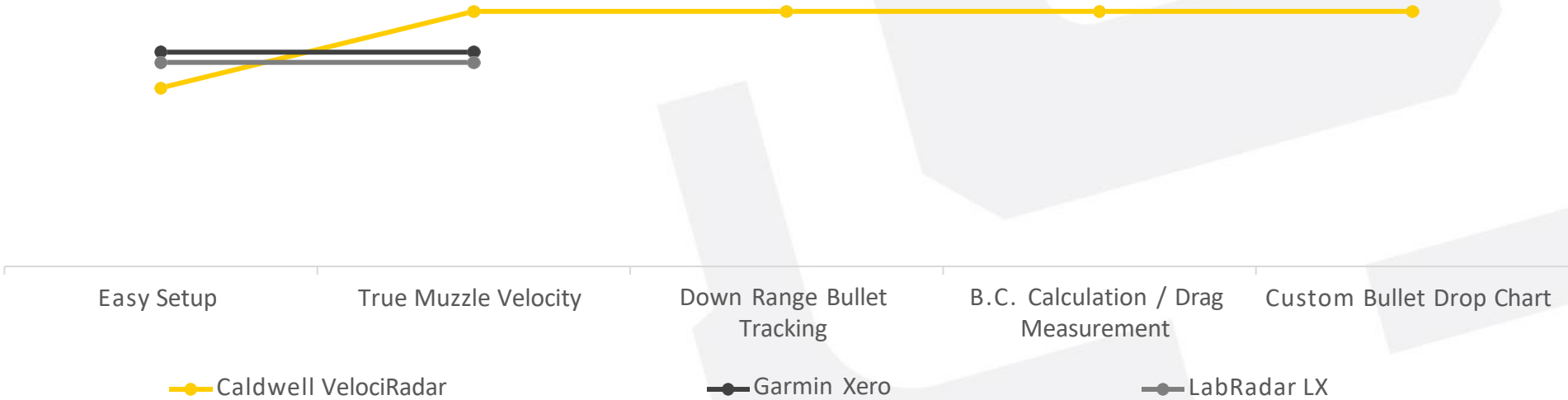
FREE CALDWELL APP

- Control the Velociradar directly from your smartphone
- View shots and strings in real-time
- Save detailed cartridge and firearm information for easy reference
- Download and organize string data from the Velociradar
- Get the latest firmware updates for your Velociradar



Velociradar Chronograph

Product Name	Price	Radar Type	Down Range Bullet Tracking	Measure Bullet Drag / Calculate B.C.	Monitor Bullet Stability	Calculate True Muzzle Velocity	One-Shot Custom Bullet Drop Chart
VelociRadar	\$499.95	Chirp	X	X	X	X	X
Garmin Xero	\$599.99	Doppler	N	N	N	N	N
Lab Radar LX	\$599.99	Doppler	N	N	N	N	N



PACKAGING EXAMPLES



Marketing

Marketing Initiatives

- Maintain and grow the online community around the X-10 press
- Identify and work with new influencers that are currently working with our retailers



Deal Alert! Free Bullet Collator (Limited Time) with X-10 Purchase at Midsouth...

Social



Search Facebook



Frankford Arsenal Official X-10 Owners Group and Reloading Discussion

Private group · 1.4K members

Frankford Arsenal X-10 Users Group

Public group · 818 members



TV



Pro Staff

- Jalise Williams
- Justine Williams
- Rei Hoang
- Becky Yackley

Digital



Ultimate Reloader

@Ultimatereloader · 356K subscribers · 1.1K videos
Ultimate Reloader Website: <http://ultimatereloader.com> and 2 more links



WHO_TEE_WHO

@WHOTEEWHO · 556K subscribers · 2.4K videos
The Official WHO_TEE_WHO Youtube channel!!! ...
patreon.com/whoteewho and 3 more links

Subscribe

Join



HarleyWood

@HarleyWood23 · 112K subscribers · 627 videos
Just a normal guy, buying stuff that interests me, & ...
instagram.com/harleywood2a and 1 more link

Subscribe



Erik Cortina

@ErikCortina · 229K subscribers
My channel focuses on precision
erikcortina.com and 2 more links

Subscribe



F-Class John

@FClassJohn · 33.2K subscribers ·
On the line, my name is John Masek

Subscribe



BragginRights Precision Reloading

@bragginrightsprecisionrelo346 · 2.97K subscribers · 125 videos
My channel is about reviewing tools and equipment involved in reloading, proper care and ...
bragginrightsprecisionreloading.com and 3 more links

Subscribe

Precision Single Stage Press

PRODUCT DESCRIPTION:

The Frankford Arsenal **Precision** Single Stage Press is designed and built with extreme precision in mind. Heavy-duty solid steel constructed frame and linkages offer smooth motion with zero flex for precise case sizing and bullet seating. The primer catch system is fully contained to eliminate spent primers and debris from spilling out for clean, clutter-free benchtops and floors. A large frame opening with integrated LED lights illuminating the work area allows for easy case insertion and bullet placement. The stainless-steel ram uses standard shell holders and features an anti-rotation retainer design to keep shell holders from spinning during use. Compatible with most 7/8x14 dies the press can load up to .338 Lapua length cartridges. Get the Frankford Arsenal **Precision** Single Stage Press and start making better ammunition.

FEATURES & BENEFITS:

- Heavy duty iron frame and linkages for smooth operation with no flex
- Compatible with standard 7/8x14 dies
- Anti-rotation shell holder uses standard shell holders
- Spill free fully contained primer catch keeps benchtops and floors clean
- Integrated LED lights illuminate the work area

PATS: WWW.AOB.COM/PATENTS



ANTI-ROTATION SHELL HOLDER

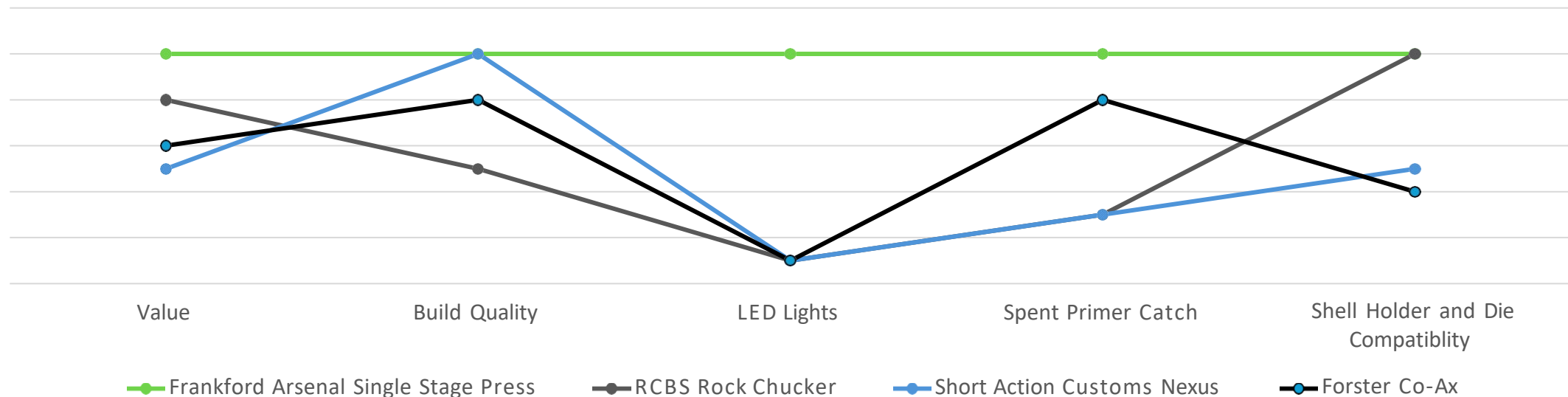


Full Litho Box

Product Number	Product Name	UPC	Case Pack	MSRP	ETA	Package Size W x H x D
1218944	Precision Single Stage Press	198700000717	1	\$349.99	March 2025	22"x11.5"x8"

Precision Single Stage Press

Brand/Product	MSRP	LED Lights	Non Spill Primer Catch	Standard Shell Holders and Dies	Anti-Rotation Shell Holder
Frankford Arsenal Precision Single Stage Press	\$349.99	X	X	X	X
RCBS Rock Chucker Supreme Press	\$269.95	N	N	X	N
Short Action Customs Nexus	\$875.00	N	X	N	X
Forster Co-Ax	\$570.00	N	X	N	X





Precision Turret Press

PRODUCT DESCRIPTION:

Turret presses are great for reloaders who want to spend less time with setup and adjustments every time they change dies. This convenience has come at a cost with most turret press heads having increased flex causing inconsistent case sizing and bullet seating depths. The Frankford Arsenal Precision Turret Press solves this problem using a thrust bearing design turret head capable of handling extreme pressures with minimal movement. This reduced tool head flex is comparable to any quality single stage press on the market. The primer catch system is fully contained to eliminate spent primers and debris from spilling out for clean, clutter-free benchtops and floors. A large frame opening with integrated LED lights illuminates the work area for easy case insertion and bullet placement. The stainless-steel ram uses standard shell holders and features an anti-rotation retainer design to keep shell holders from spinning during use. Compatible with most 7/8x14 dies the press can load up to .338 Lapua length cartridges. Get the Frankford Arsenal Precision Turret Press and start making better ammunition.

FEATURES & BENEFITS:

- 8 station turret allows for quick caliber changes without losing die settings
- Thrust bearing turret head for smooth rotation with reduced flex
- Heavy duty iron base and linkages for smooth operation without flex
- Anti-rotation shell holder retainment system uses standard shell holders
- Spill free fully contained primer catch keeps benchtops and floors clean
- Integrated LED lights illuminate the work area

ADDITIONAL TOOL HEAD AVAILABLE



PATS: WWW.AOB.COM/PATENTS



ANTI-ROTATION SHELL HOLDER

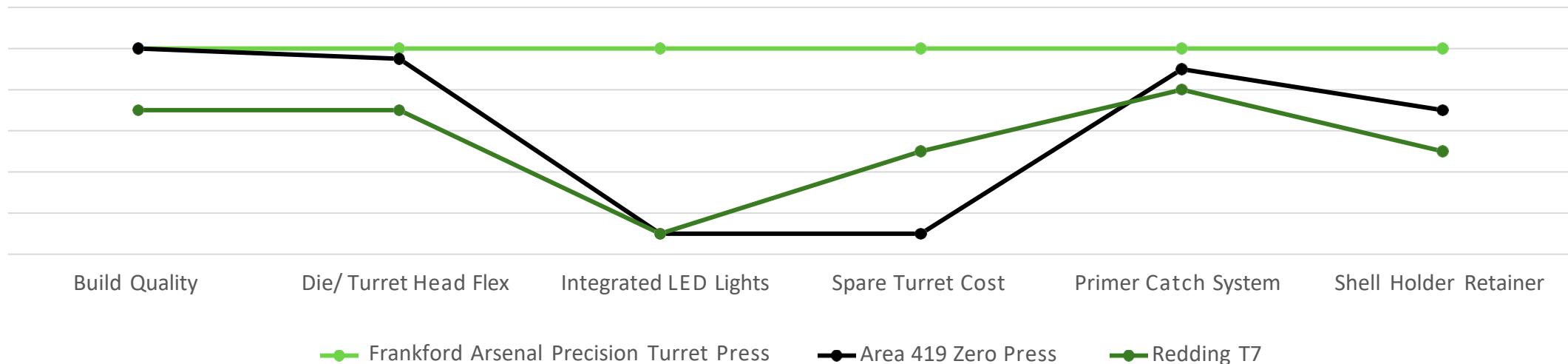


Full Litho Box

Product Number	Product Name	UPC	Case Pack	MSRP	ETA	Package Size W x H x D
1222391	Precision Turret Press	198700000762	1	\$399.99	April 2025	x
1226971	Turret	198700000892	6	\$24.99	April 2025	x

Precision Turret Press

Brand/Product	MSRP	Spare Turret Cost	Stations	LED Lights	Contained Primer Catch	Anti-Rotation Shell Holder Retainer
Frankford Arsenal Precision Turret Press	\$399.99	\$24.99	8	X	X	X
Area 419 Zero Press	\$1,275.00	\$250.00	8	N	X	N
Redding T7	\$639.50	\$149.50	7	N	N	N





Precision Turret -1222391	Precision Single Stage	M-Press	F-1
\$399.99	\$349.99	\$249.99	\$149.99
Heavy duty iron frame with precision machined linkages and ram for zero flex	Heavy duty iron frame with precision machined linkages and ram for zero flex	Co-axial designed press with over top handle	Traditional single stage press design with linear ram bearings
8 station turret holds standard 7/8x14 dies (spare turrets available 1226971)	Fits standard 7/8x14 dies	Fits standard 7/8x14 dies with floating m-press die block (spare blocks available 1097880)	Fits standard 7/8x14 dies
Anti-rotation shell holder retainment system uses standard shell holders	Anti-rotation shell holder retainment system uses standard shell holders	Built in universal shell holder system	Standard shell holders
Integrated LED light	Integrated LED light	Integrated LED light	Integrated LED light
Fully contained primer catch	Fully contained primer catch	Removable primer catch tray	Fully contained primer catch



Intellidropper 2.0

PATS: WWW.AOB.COM/PATENTS

PRODUCT DESCRIPTION:

The Frankford Arsenal® Intellidropper 2.0 is the most advanced, intelligent, and precise electronic powder measure on the market today. The Intellidropper features a proprietary Powder Calibration feature that optimizes powder flow for fast, accurate powder charges, making the Intellidropper 2.0 almost two times faster than other powder measures on the market. Selectable auto, manual, and trickle modes throw charges up to 250 grains with +/- 0.1 grain accuracy. The see-through powder hopper holds more than 1lb of powder and features an improved powder drain valve. The Intellidropper 2.0 is Bluetooth enabled and connects to the free Frankford Arsenal app making reloading easier than ever, spending more time loading and less time looking for load data. The user-friendly app neatly categorizes, organizes, and stores your load recipes for quick accessibility and sends them directly to the Intellidropper 2.0. Its dual-screen display mirrors the Intellidropper 2.0 screen with your device allowing the user to monitor and control the Intellidropper 2.0 hands-free and remotely.

FEATURES & BENEFITS:

- Patented Powder Calibration optimizes powder flow for fast, accurate powder charges
- Ultra quiet precision stepper motor provides ultimate precision and industry leading dispense time
- Dispenses charges up to 250 grains with +/- 0.1 grain accuracy
- Bluetooth connectivity to free Frankford Arsenal app for remote control and load data storage
- 1 lb. capacity powder hopper with easy turn drain valve
- Easy-to-read color touchscreen



Product Number	Product Name	UPC	Case Pack	MSRP	ETA	Package Size W x H x D
1217412	Intellidropper 2.0	198700000663	2	\$299.99	March 2025	13x8x8



X-10 Rifle Bullet Collator

PATS: WWW.AOB.COM/PATENTS

PRODUCT DESCRIPTION:

Experience a new level of reloading convenience with the X-10 Rifle Bullet Collator. When combined with an X-10 Rifle Bullet Feed Caliber Conversion Kit (available separately), this system allows you to feed and seat bullets in the same station, freeing up a station for bullet crimp or other operations. Ultimately, this provides the user with more precise and accurate reloads. The collator mounts directly to the X-10 and the power stems from the X-10 Case Feeder to reduce clutter. Capable of holding up to 300 bullets at a time, the X-10 Rifle Bullet Collator features an automatic shut-off and is compatible with .223, .243/6mm, .264/6.5mm, and .308 caliber bullets. Elevate your X-10 reloading experience today and let the X-10 Rifle Bullet Feed System redefine your bullet feeding standards

FEATURES & BENEFITS:

- Capable of feeding and seating bullets in the same station on the X-10 when paired with Caliber Conversion Kit (sold separately)
- Mounts directly to X-10 and power stems from X-10 Case Feeder for reduced clutter
- Collator features an automatic shut-off and is compatible with .223, .243/6mm, .264/6.5mm, and .308 caliber bullets
- Large capacity collator holds up to 300 bullets for uninterrupted loading sessions



Product Number	Product Name	UPC	Case Pack	MSRP	ETA	Package Size W x H x D
1182972	X-10 Rifle Bullet Collator	661120752684	2	\$149.99	November 2024	9"x8"x8"



X-10 Rifle Bullet Feeder Caliber Conversion Kits

PRODUCT DESCRIPTION:

X-10 Rifle Bullet Feeder Caliber Conversion Kits include everything needed to connect the X-10 Rifle Bullet Feeder Collator (sold separately) to the X-10 Progressive Reloading Press. Kits include a caliber-specific micrometer adjustable seating die assembly with an on/off switch. The bullet feed system is integrated seamlessly into the X-10 Tool Head to feed and seat bullets in the same station freeing up a station for bullet crimp or other operations.

FEATURES & BENEFITS:

- Kit includes bullet feed die assembly
- Integrates seamlessly into the X-10 tool head
- Feed and seat bullets in the same station
- Micrometer for adjustable seating depth (0.001") for fine-tuning bullet seating



Product Number	Product Name	UPC	Case Pack	MSRP	ETA	Package Size W x H x D
1194192	.22 Caliber Conversion Kit	661120752691	4	\$149.99	Nov. 2024	9"x4"x2"
1194193	.243/6mm Caliber Conversion Kit	661120752707	4	\$149.99	Nov. 2024	9"x4"x2"
1194194	.264/6.5mm Caliber Conversion Kit	661120752714	4	\$149.99	Nov. 2024	9"x4"x2"
1194195	.30 Caliber Conversion Kit	661120752721	4	\$149.99	Nov. 2024	9"x4"x2"

X-10 PISTOL BULLET COLLATOR

PRODUCT# 1135900  UPC# 661120263548

Experience a new level of reloading convenience with the X-10 Pistol Bullet Collator. When combined with an X-10 Pistol Bullet Feed Caliber Conversion Kit (available separately), this ingenious system allows you to feed and seat bullets in the same station, freeing up a station for bullet crimp or other operations. Ultimately, this provides the user with more precise and accurate reloads. The collator mounts directly to the X-10 and the power stems from the X-10 Case Feeder to reduce clutter. Capable of holding up to 300 bullets at a time, the X-10 Pistol Bullet Collator features an automatic shut-off and is compatible with popular 9mm Luger, .38 Super, .40S&W, and .45ACP calibers. **Elevate your X-10 reloading experience today and let the X-10 Pistol Bullet Feed System redefine your bullet feeding standards.**

- CAPABLE OF FEEDING AND SEATING BULLETS IN THE SAME STATION ON THE X-10 WHEN PAIRED WITH CALIBER CONVERSION KIT (SOLD SEPARATELY) - SOMETHING NO OTHER BULLET FEED SYSTEM ON THE MARKET CAN DO
- MOUNTS DIRECTLY TO X-10 AND POWER STEMS FROM X-10 CASE FEEDER FOR REDUCED CLUTTER
- COLLATOR FEATURES AN AUTOMATIC SHUT-OFF AND IS COMPATIBLE WITH 9MM LUGER, .38 SUPER, .40S&W, AND .45ACP
- LARGE CAPACITY COLLATOR HOLDS UP TO 300 BULLETS FOR LONGER UNINTERRUPTED LOADING SESSIONS



 PATENTS
AOB.COM/PATENTS

Product Number	Product Name	UPC	Case Pack	MSRP	Availability Date	Package Size W x H x D
1135900	X-10 Pistol Bullet Collator	661120263548	2	\$149.99	In Stock	9"x8"x8"

X-10 PISTOL BULLET FEED CALIBER CONVERSION KITS

Experience a new level of X-10 reloading efficiency with the X-10 Pistol Bullet Feed Caliber Conversion Kits. When combined with an X-10 Pistol Bullet Collator (available separately), this robust system allows you to feed and seat bullets in the same station, freeing up additional stations for bullet crimp or other operations. Ultimately, this ensures the user produces more precise and accurate reloads on their X-10. This system integrates seamlessly into X-10 Tool Head and the die assembly is micrometer adjustable guaranteeing the perfect bullet seating depth every time. The X-10 Pistol Bullet Feed Caliber Conversion Kits are available in 9mm Luger, .38 Super, .40S&W, and .45ACP calibers. **Elevate your X-10 reloading experience and let the X-10 Pistol Bullet Feed System redefine your bullet feeding standards.**

- PAIRS WITH X-10 PISTOL BULLET COLLATOR TO FEED AND SEAT BULLETS IN THE SAME STATION - SOMETHING NO OTHER BULLET FEED SYSTEM ON THE MARKET CAN DO
- MICROMETER ADJUSTABLE SEATING STEM ENSURES CONSISTENT AND PRECISE SEATING DEPTHS WITH EVERY PULL OF THE HANDLE
- SYSTEM FREES UP AN ADDITIONAL STATION TO RUN BULLET CRIMP OR OTHER OPERATIONS WHICH ULTIMATELY LEADS TO MORE PRECISE RELOADS
- AVAILABLE IN MOST POPULAR PISTOL CALIBERS (9MM LUGER, .38 SUPER, .40 S&W, AND .45 ACP)

9MM LUGER KIT

PRODUCT# 1194188 □ UPC# 661120746935

.38 SUPER KIT

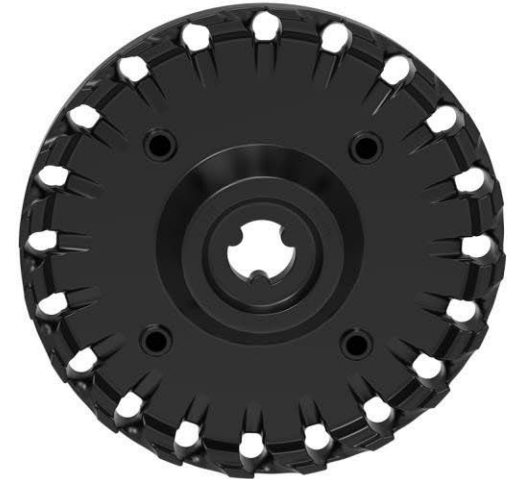
PRODUCT# 1194189 □ UPC# 661120746942

.40 S&W KIT

PRODUCT# 1194190 □ UPC# 661120746959

.45 ACP KIT

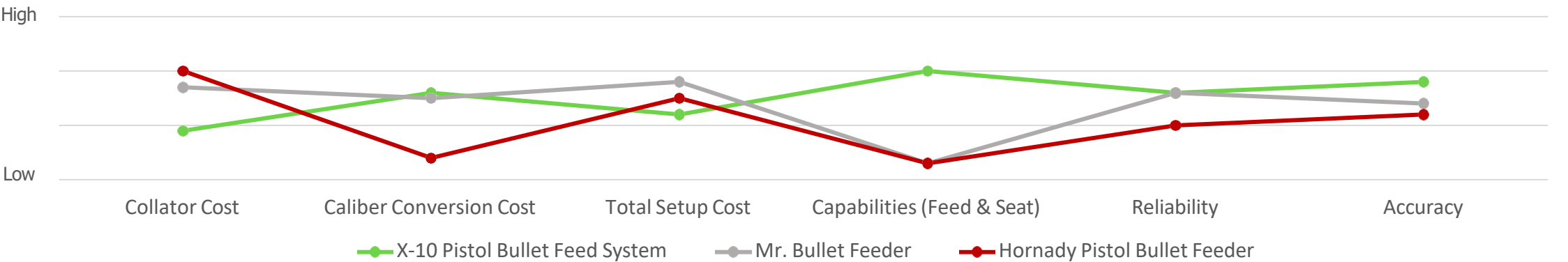
PRODUCT# 1194191 □ UPC# 661120746966



Product Number	Product Name	UPC	Case Pack		MSRP	Availability Date	Package Size W x H x D
1135900	X-10 Pistol Bullet Collator	661120263548	2		\$149.99	In Stock	9" x 8" x 8"
1194188	9mm Luger Bullet Feed Caliber Conversion Kit	661120746935	2		\$174.99	In Stock	10" x 10.5" x 4"
1194189	.38 Super Bullet Feed Caliber Conversion Kit	661120746942	2		\$174.99	In Stock	10" x 10.5" x 4"
1194190	.40 S&W Bullet Feed Caliber Conversion Kit	661120746959	2		\$174.99	In Stock	10" x 10.5" x 4"
1194191	.45 ACP Bullet Feed Caliber Conversion Kit	661120746966	2		\$174.99	In Stock	10" x 10.5" x 4"

Brand/Product	Feed & Seat in Same Station	Power Supply	Micrometer Adjustable Seating Die	Caliber Conversion Cost	Collator Cost	Total Setup Cost
X-10 Pistol Bullet Feed System	X	Integrated into X-10 Case Feeder	X	\$174.99	\$149.99	\$324.99
Mr. Bullet Feeder Pistol		Separate cord required		\$169.95	\$350.00	\$519.95
Hornady Pistol Bullet Feeder		Separate cord required		\$40.99	\$369.99	\$410.98

X-10 Pistol Bullet Feed Strategy Canvas





2025 SALES DECK



SECUREWALL HANDGUN KIT

SECUREWALL MAGNETIC TOOL HANGER – 2 PACK

IN-PLAIN SIGHT SHELF, FARMHOUSE

IN-PLAIN SIGHT SHELF, FARMHOUSE MINI

MAGNETIC HANGER – 2 PACK

FLEXIBLE GOLDENROD



SECURE your lifestyle™



GOLDEN ROD® 24" Flexible Dehumidifier

The next evolution of the classic GoldenRod that so many trust. The flexible construction allows you to fit more dehumidifier in the same space. Added surface area means a more efficient and even distribution of warm air. It also fits into tighter spaces ensuring it stays out of the way.

FEATURES

- Flexible construction to fit almost any space
- Eliminates moisture from the air by slightly increasing temperature
- Made in the USA
- Perfect for gun safes, boat hulls, campers and other small areas
- Easy install plug to make routing wiring simpler
- Mounting brackets and hardware included



SKU#	Product Name	UPC	CP	MSRP	ETA	Package Size WxHxD Inches
1204925	Golden Rod 24" Flexible Dehumidifier	6611 75 3 7	4	\$59.99	November 2024	4.5 x 13 x 1



LITHO BOX
Not final artwork



MAGNETIC HOOK - 2 PACK

Add extra storage to the side of your safe with the Lockdown Magnetic Hanger. Store gun bags, duty belts, or anything else you want to keep off the floor and out of the way.

FEATURES

- 25lb weight limit each
- Heavy duty powder coated steel
- Two hangers included



Hanging Bag
Not final artwork

SKU#	Product Name	UPC	CP	MSRP	ETA	Package Size WxHxD
1215354	Magnetic Hook – 2 Pack	198700000465	10	\$14.99	Feb. 2025	" x " x 3"



MAGNETIC HANGER - 2 PACK

COMPETITIVE MATRIX



Brand	Weight Limit	Swivel Hook	MSRP
Lockdown	25lbs	✓	\$14.99
Snap Safe	14lbs	✓	\$21.99
SecureIt	20lbs	✓	\$5.99

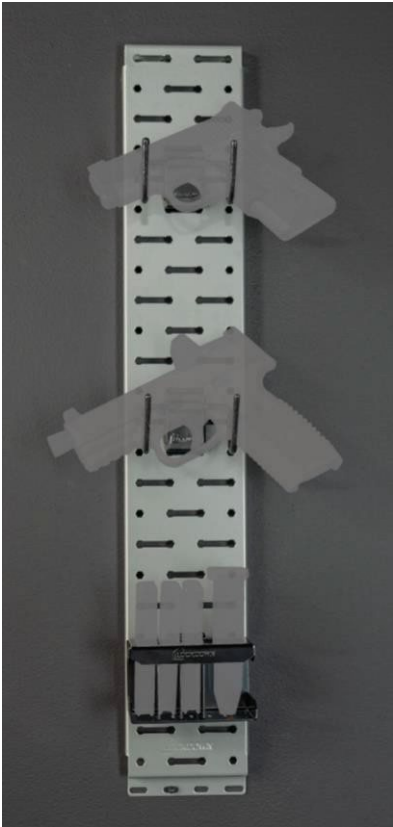


SECUREWALL HANDGUN KIT

This kit provides a low cost and space commitment for retailers and customers who want to get into the SecureWall family. Store 2 handguns and up to 5 magazines with the SecureWall Handgun Kit. Its 4" x 24" panel, two Handgun Hangers, and Pistol Mag Rack provides an ideal setup for any space. Additionally, you can expand the kit by incorporating other SecureWall panels and accessories.

FEATURES

- Convenient package combines popular products into one kit
- Fits most handguns
- Fits single and double stack magazines
- Includes (1) 4"x24" Panel, (2) Handgun Hangers, (1) Pistol Mag Rack
- Provides retailers a ready to go kit that is much easier to merchandise



SKU#	Product Name	UPC	CP	MSRP	ETA	Package Size WxHxD
1215348	SecureWall, Handgun Kit	198700000441	4	\$ 9.99	January 2025	.5" x 5.5" x 3.5"



LITHO BOX
Final artwork



SECUREWALL MAGNETIC TOOL HANGER - 2 PACK

The SecureWall Magnetic Tool Hanger helps keep your space organized. Store pocketknives, tools, magazines, or a host of other metal products where they are easy to find and quick to reach.



FEATURES

- 2-pack offers multiple mounting options
- 8" length to fit standard and half panels
- Compatible with SecureWall panels
- Heavy duty powder coated steel
- Mounted vertically or horizontally



LITHO BOX
Not final artwork

SKU#	Product Name	UPC	CP	MSRP	Dealer Margin	Package Size WxHxD
1215349	SecureWall, Magnetic Tool Hanger	198700000458	6	\$.99	Feb. 2025	5.75" x 1 .75" x 1"



IN-PLAIN-SIGHT SHELF, FARMHOUSE

Need quick access to your firearms but also want it secure? The In-Plain-Sight series of shelves do just that. The IPS Farmhouse features an updated, modern look with improved features. Its French cleat style mounting makes installing a breeze. Plus, it still has all the same features that made the original IPS Shelf so popular: Improved automatic LED light, patented peg system and an incredible value.

FEATURES

- 24"W x 12"L x 3" D
- Automatic LED light turns on when you open the shelf and off when you close it
- Farmhouse style matches many popular design trends
- French cleat mounting to make installation easy and secure
- Hidden, magnetic latch for fast and discrete opening
- Holds 2 full size pistols and other small accessories such as wallet, keys, etc.
- Patented modular peg system allows user to easily configure layout



LITHO BOX
Not final artwork



SKU#	Product Name	UPC	CP	MSRP	ETA	Package Size WxHxD
1207451	IPS Shelf, Farmhouse	661120750437	2	\$1 9.99	March 2025	5.6" x 13" x .5"



IN-PLAIN-SIGHT SHELF, FARMHOUSE MINI

Need quick access to your firearms but also want it secure? The In-Plain-Sight series of shelves do just that. The IPS Farmhouse features an updated, modern look with improved features. Its French cleat style mounting makes installing a breeze. Plus, it still has all the same features that made the original IPS Shelf so popular: Improved automatic LED light, patented peg system and an incredible value.

FEATURES

- 14"W x 9"L x 3"D
- Automatic LED light turns on when you open the shelf and off when you close it
- Farmhouse style matches many popular design trends
- French cleat mounting to make installation easy and secure
- Hidden, magnetic latch for fast and discrete opening
- Holds 1 full size pistol and other small accessories such as wallet, keys, etc.
- Patented modular peg system allows user to easily configure shelf



 **LITHO BOX**
Not final artwork

 **PATS:**
AOB.COM/PATENTS

SKU#	Product Name	UPC	CP	MSRP	ETA	Package Size WxHxD
1207450	IPS Shelf, Farmhouse Mini	661120750420	4	\$99.99	March 2025	1 .3" x 15.5" x .6"



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LOCKDOWN®



TIPTON™

FY25 New Products





DELUXE CARBON FIBER CHAMBER ROD KIT

Finally, there is a better solution for cleaning the actions of AR platform and bolt-action rifles. Features like the optimized 20" rod length and fixed, ergonomic handle ensure you can reach and effectively clean the action lug recesses of your rifles. ***It's not clean until it's Tipton clean.***

KEY FEATURES

- 20" rod length ensures the handle doesn't interfere with or contact the stock during cleaning
- Capable of cleaning bolt-action and AR-style chambers/actions
- Carbon fiber rod won't bend, break, or damage metal surfaces
- Fixed, ergonomic handle for comfortable use
- Action brushes thoroughly clean grease, oil, and debris from action lug recesses
- Uses standard 3" cotton patches
- Cleaning rod accepts standard 8-32 chamber brushes, mops, and cleaning tools
- Kit includes 20" chamber rod, 2 brushes (AR and bolt-action), and 10 -3" patches

20" Carbon Fiber Rod is perfect length to clear Stocks and high combs on bolt-action rifles



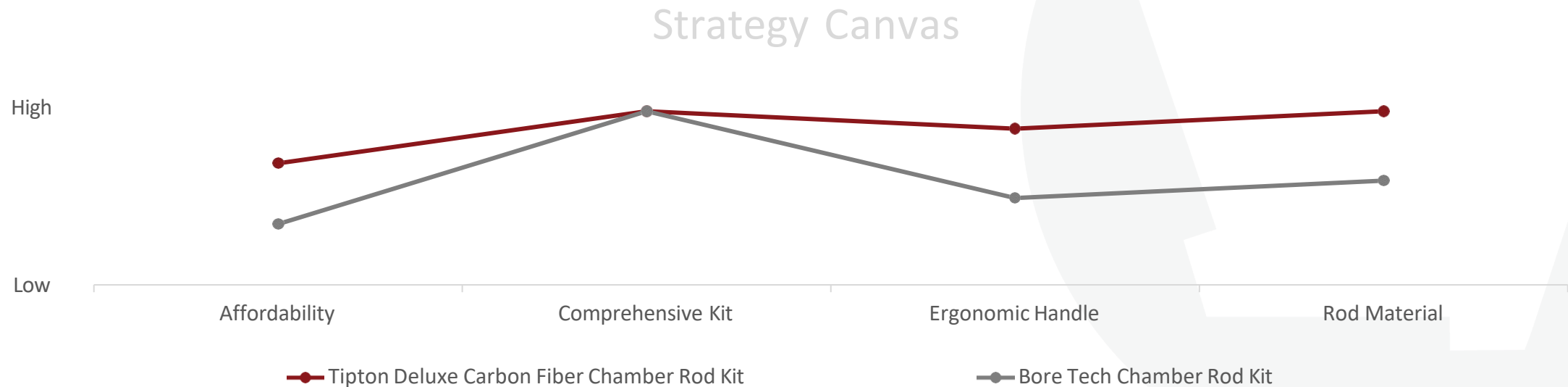
Product #	Name	UPC	Case Pack	Package Size (WxHxD)	MSRP	ETA
1215370	Deluxe Carbon Fiber Chamber Rod Kit	198700000526	4	1.65" x 30.5 " x 1.65"	\$44.99	March 2025



DELUXE CARBON FIBER CHAMBER ROD KIT

SKU #: 1215370 UPC: 198700000526

Product Name	MSRP	Rod Material	Rod Length	Ergonomic Handle
Tipton Deluxe Carbon Fiber Chamber Rod Kit	\$44.99	Carbon Fiber	20"	✓
Bore Tech Chamber Rod Kit	\$69.99	Stainless Steel	20"	✓





 **TIPTON**



FY25 New Products

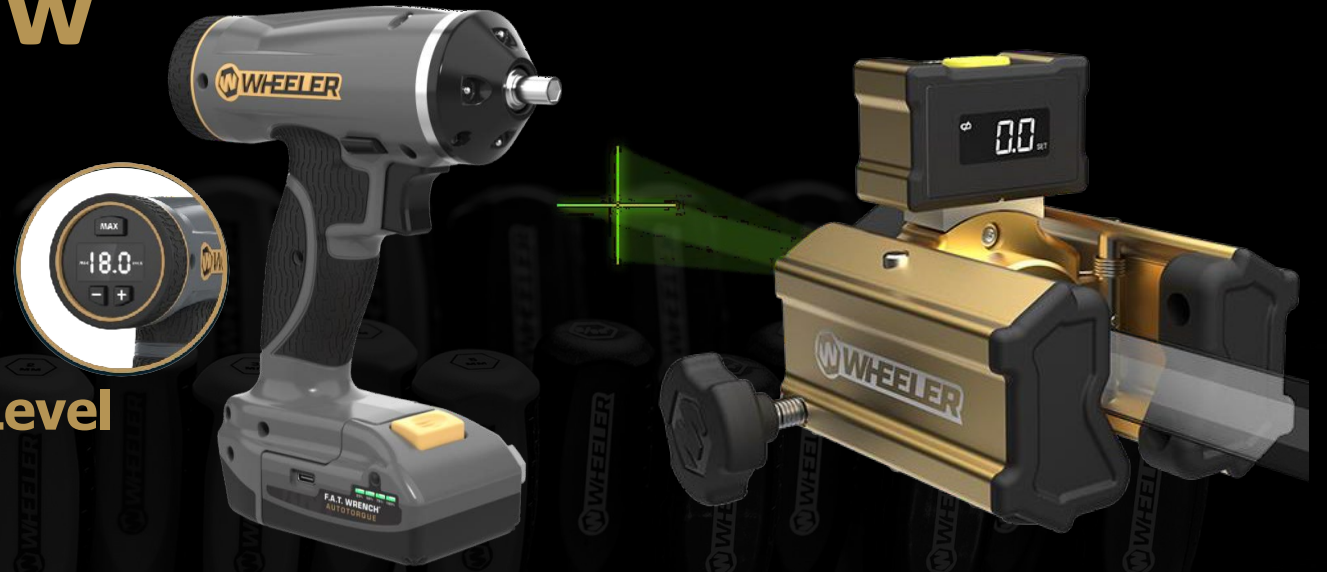


Marketing Overview

Key Product Launches

F.A.T. Wrench AutoTorque

Tru-Level Laser Boresight and Scope Level



Digital/Social Media

Print

Television

 YouTube



Ultimate Reloader
356K Subscribers



Red Arrow
56.6K Subscribers

Pro Staff

Julie Golob

Pro Shooter (Action Pistol)

Becky Yackley

Pro Shooter (3-Gun)

Rei Hoang

Pro Shooter (ELR)

GUNS&AMMO



SPORTSMAN
CHANNEL


Outdoor
CHANNEL



F.A.T. Wrench AutoTorque

The newest addition to the ever-expanding, iconic F.A.T. Wrench family comes the F.A.T. Wrench AutoTorque, the first battery-operated screwdriver with an integrated torque limiter engineered specifically for the gunsmithing industry. This innovative screwdriver allows you to work faster when installing red dots, scope bases, scope rings, and action screws without sacrificing accuracy. Adjustment is simple, just set the torque between 5-65 in-lbs. on the easy-to-read digital display and get to work. The variable speed 200 RPM motor shuts off automatically when the desired torque is reached, safeguarding against fasteners being over-torqued or causing damage to your firearm. The rechargeable battery pack boasts a generous 2-hour continuous run-time on a single charge. Includes a 15-piece, black phosphate-coated 1/4" bit set that conveniently fits most common fasteners found on modern firearms. All the contents are neatly organized and secured in a premium latching hard case and stacks with other Wheeler sets for smart, convenient storage.

KEY FEATURES

- 5-65 in-lbs. torque range is perfect for common gunsmithing tasks and other low-torque applications
- Motor shuts off when desired torque is reached, eliminating any chance of over-torquing fasteners
- Detachable lithium-Ion battery with USB-C charge port & quick-check LED battery status
- Includes 15-piece 1/4" bit set for common fasteners
- Four ultra-bright LEDs illuminate the workspace
- Variable speed trigger with up to 200 RPM motor speed
- Max setting rapidly switches to maximum power to remove stuck fasteners
- Easy-to-read digital LCD screen displays torque settings in 0.1 in-lb. increments
- Premium, stackable storage case nests with other Wheeler screwdriver cases



ADDITIONAL BATTERY
PACK AVAILABLE!



Hanging full color litho box
Packaging mockup ONLY
Not final artwork

Product #	Name	UPC	Case Pack	Package Size (WxHxD)	MSRP	MAP	ETA
1159465	F.A.T. Wrench AutoTorque	198700000434	2	8"x14"x3"	\$219	\$199.95	March 2025
1223619	F.A.T. Wrench AutoTorque Spare Battery	198700000847	4	3.2"x4.3"x2.2"	\$49.99	N/A	March 2025



F.A.T. Wrench AutoTorque

15-PIECE BIT SET INCLUDES

- ☆ | TORX: TT10 / TT15 / TT20 / TT25
- ⬡ | SAE HEX: 7/64" / 1/8" / 9/64" / 5/32" / 3/16" / 1/4"
- ⊗ | PHILLIPS: #2
- ⊖ | FLAT: #46
- ⦿ | SOCKET: 1/2"
- Ⓢ | SPECIALTY: 1/4" SOCKET ADAPTER, 2.5" BIT EXTENSION





F.A.T. Wrench® Family

The Wheeler F.A.T. Wrench® family has been the industry standard for over 15 years. From the iconic F.A.T. Wrench to the new F.A.T. Wrench AutoTorque, Wheeler provides innovative solutions to safely and accurately torque fasteners on firearms. The XL F.A.T. Wrench was introduced in 2023 and is the perfect tool for ensuring that the correct torque is obtained when building and maintaining AR-15s, installing barrels, and other gunsmithing operations that require a high torque spec. The F.A.T. Wrench AutoTorque is the latest addition to the family and is the first-ever battery-operated torque screwdriver built specifically for the gunsmithing industry.

Increase Accuracy and Prevent Damage with the Wheeler F.A.T. Wrench.

SCOPES, RED DOTS, ACTION SCREWS

AR BARRELS, HANDGUARDS,
MUZZLE DEVICES



F.A.T. Wrench
Product #4001002
MSRP: \$79.99



Digital F.A.T. Wrench
Product #4001001
MSRP: \$99.99



**100 Piece Professional
F.A.T. Wrench Screwdriver Set**
Product #4001004
MSRP: \$149.99



F.A.T. Wrench AutoTorque
Product #1159465
MSRP: \$219.99



XL F.A.T. Wrench Mil-Spec
Product #1199887
MSRP: \$149.99

XL F.A.T. Wrench Complete
Product #1196191
MSRP: \$179.99



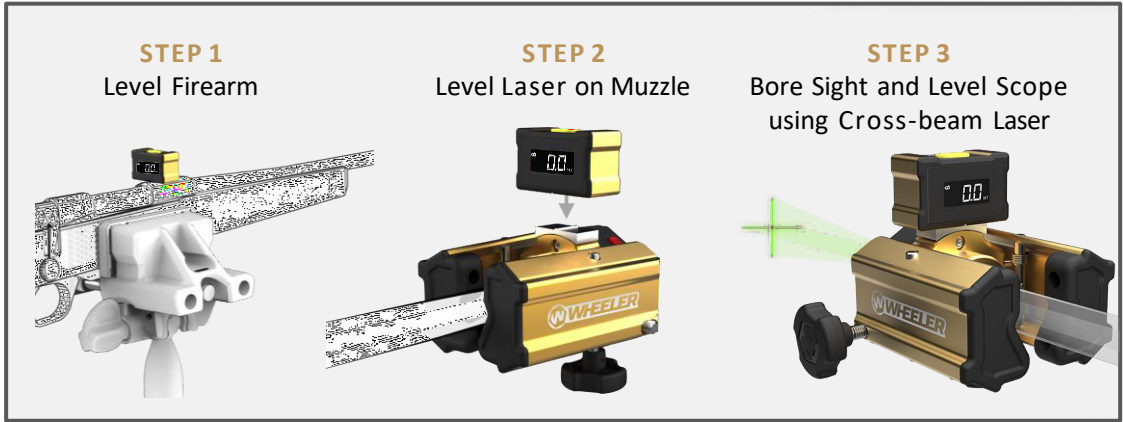
Digital Scope Alignment System

Tired of scope mounting being a time-consuming, tedious process that is hard to gauge if you have truly aligned your reticle to the bore of your rifle? Conventional scope mounting can be a drawn-out process, involving several different tasks. Thankfully, the Digital Scope Alignment System from Wheeler makes that a thing of the past. The Digital Scope Alignment System replaces conventional bubble levels with an accurate, easy-to-read digital level, allowing for next-level precision. The integrated crosshair green laser bore sighter allows for unmatched accuracy by allowing you to level the bore of your rifle to the reticle of your scope instead of relying on leveling off the turret cap, which can produce unsatisfactory results. By combining the scope leveling and bore sighting tasks into one easy step, means you not only save time but will be on target in fewer shots. All the contents are neatly organized and secured in a premium latching hard case that stacks with other Wheeler sets for smart, convenient storage. **Take scope mounting to a NEW LEVEL.**



KEY FEATURES

- Conveniently level scope and bore sight with one device
- No calibration needed
- Easy-to-read LCD display with 0.1 degree accuracy
- Green bore sighting laser is easy to see even in bright conditions
- Cross pattern laser allows precise reticle alignment and bore sighting
- Self-centering, magnetic clamp securely attaches to any barrel without risk of damage to the bore or barrel
- Long-lasting, integrated USB-C rechargeable batteries
- Latching, premium storage case to protect contents during transport



Hanging full color litho box

Product #	Name	UPC	Case Pack	Package Size (WxHxD)	MSRP	Available
1215385	Digital Scope Alignment System	198700000632	4	8.5"X5"X3"	\$249.99	April 2025



PRLS & Laser Bore Sighter

- Separate components to level scope & bore sight
- Bubble level with micro-adjustments
- Green bore sighting laser is easy to see in bright conditions
- Levels off the turret of the scope using a bubble level
- **Professional Reticle Leveling System: \$64.99 MSRP**
- **Professional Laser Bore Sighter: \$174.99 MSRP**

Total MSRP: \$239.98



Digital Scope Alignment System

- Level scope & bore sight in one integrated system
- Digital level with micro-adjustments
- Green bore sighting laser is easy to see in bright conditions
- Levels off the reticle of the scope using crosshair bore sighter laser
- USB rechargeable batteries
- Clamp securely mounts to nearly any barrel, even carbon fiber
- **\$249.99 MSRP**

Total MSRP: \$249.99

RETAIL MERCHANDISING



NEW PACKAGING





3ft Delta Series Endcap Display

- 3ft Endcap Retail Solution Featuring the Best AR-15/LR-308 Building Tools & Accessories on the Market
- Strategically Selected, Top Performing Products Maximize In-Store Sales
- Eye-Catching Display Attracts Attention, Enhancing the Consumer Experience
- Makes Product Selection Effortless by Streamlining the Ordering Process

Spark customer interest and increase your sales with the Wheeler Delta Series Endcap Display. This 3ft endcap assortment offers our best-selling Delta Series tools and accessories featuring the XL F.A.T. AR-15 Crowsfoot Wrench Sets, Action Rod, Professional Armorer's Wrench, and more. This strategically crafted selection of top-performing products is sure to attract attention, enhancing the overall consumer experience and ultimately leading to more sales. Show your customers that you trust Wheeler as the leader in gunsmithing tools and accessories with the Delta Series endcap assortment of products.





4ft Essential Inline Assortment

- 4ft Inline Retail Solution Featuring the Essential Collection of our Best-Selling Gunsmithing Tools
- Strategically Selected, Top Performing Products Maximize In-Store Sales
- Eye-Catching Display Attracts Attention, Enhancing the Consumer Experience
- Makes Product Selection Effortless by Streamlining the Ordering Process

The Wheeler Essential Inline Assortment is a great addition to any store set. This 4ft inline assortment features the essential collection of our best-selling products including our Gunsmithing Screwdriver Sets, the industry standard F.A.T. Wrenches, and more. This hand-picked selection of top-performing products is sure to attract attention, enhancing the overall consumer experience and ultimately leading to more sales. Show your customers that you trust Wheeler as the leader in gunsmithing tools and accessories with the 4ft Essential Inline Assortment.





8ft Gun Care Inline Assortment

- 8ft Inline Retail Solution Featuring a Complete Assortment of Gun Care Products from Wheeler and Tipton
- Strategically Selected, Top-Performing Products Maximize In-Store Sales
- Eye-Catching Display Attracts Attention, Enhancing the Consumer Experience
- Makes Product Selection Effortless by Streamlining the Ordering Process

The Gun Care Inline Assortment is a great addition to any store set looking for an all-in-one solution for gun care products. This 8ft inline retail assortment features the best-selling products from Wheeler and Tipton including the Best Gun Vise, Deluxe Carbon Fiber Cleaning Rods, F.A.T. Wrenches, Gunsmithing Screwdriver Sets, and more. This hand-picked selection of products is sure to attract attention, enhancing the overall consumer experience and ultimately leading to more sales.



Product #	Name	Size (WxH)	SKU Count	Total Units	Dealer	MSRP
1209860	Tipton/ Wheeler Gun Care Inline Assortment	8' x 4.5'	68	374		\$15,346.26



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