

LANA, PHRASING! PRESENTING THE GUNS OF ARCHER.

GUNUP

THE MAGAZINE

SHOT SHOW SPECIAL

INSIDE
THE
FREEDOM
MUNITIONS
FACTORY

/// SHOT SHOW 2015

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NEW GUNS.

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FEATURES

10 THE GUNS OF ARCHER

"Idiots doing idiot things, because they're idiots."

16 SHOT SHOW 2015: BEST OF GUNS

The Korth Sky Marshal, Beretta M9A3, Benelli 828U, Weatherby WBX-X, LWRC SMG-45, Stoeger M3K 3-Gun, and Smith & Wesson Bone Collector.

20 SHOT SHOW 2015: BEST OF PRODUCTS

The Leatherman Tread, the Leupold D-EVO, and SIG SAUER Silencer Technology.



10 THE GUNS OF ARCHER



16 SHOT SHOW 2015: BEST OF GUNS

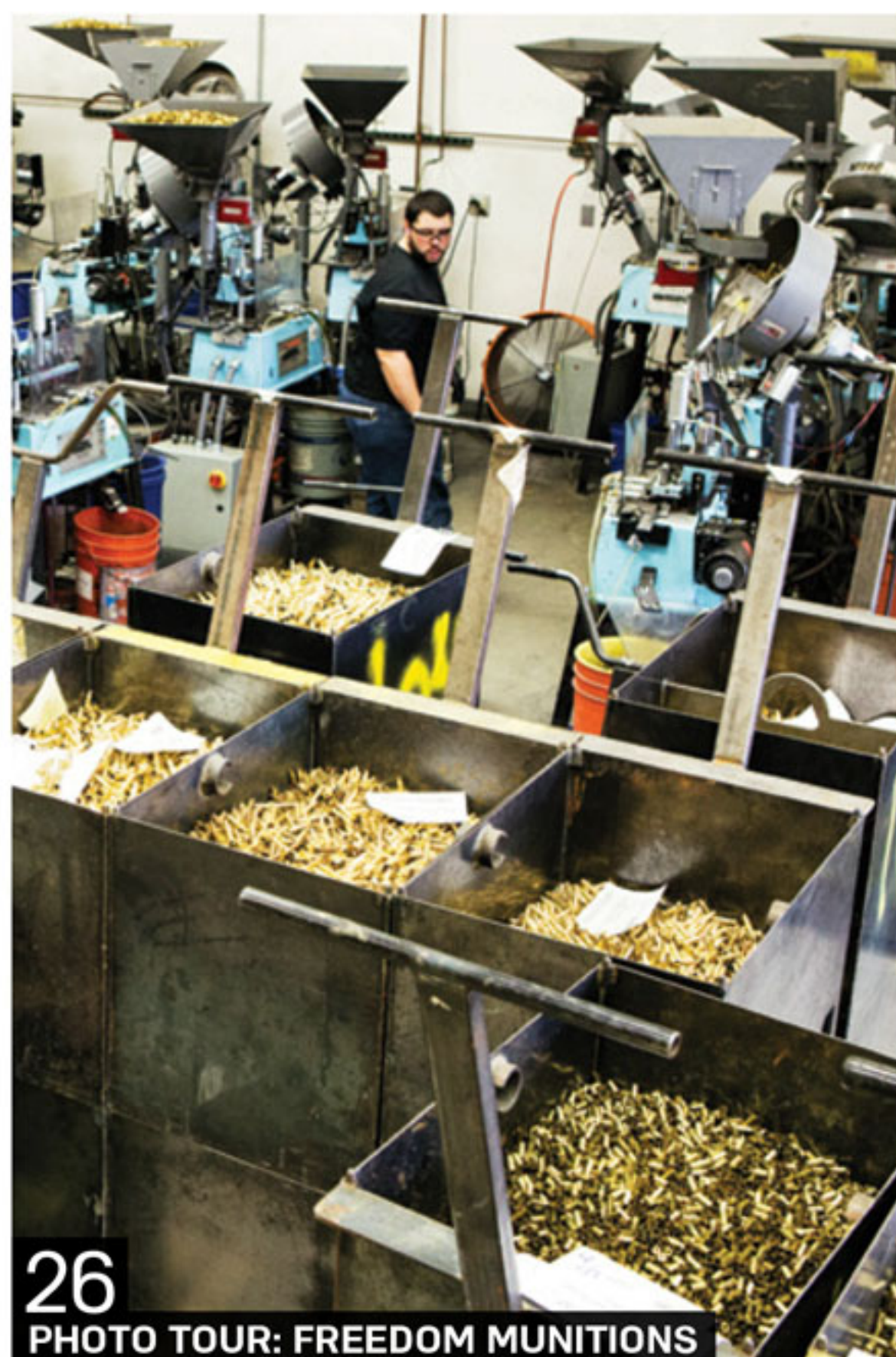


20 SHOT SHOW 2015: BEST OF PRODUCTS

TRAVEL

26 PHOTO TOUR: FREEDOM MUNITIONS

A look inside the Freedom Munitions factory in Lewiston, Idaho.



26 PHOTO TOUR: FREEDOM MUNITIONS

GUNUP ON FACEBOOK

WHAT'S GOING ON AROUND GUNUP?



■ GUNUP THE MAGAZINE ONLINE

Good news: Our entire team survived SHOT Show. We even escaped without the "dreaded SHOT Show crud" to bring you coverage from the show.



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IMPROVE YOUR GAME

32 SURVIVING YOUR FIRST SHOT SHOW

Whether you go as an exhibitor, attendee, or media, here are some tips to get the most out of the show and avoid the “1,000 aisle stare.”

THE GREATEST GEAR

36 SHOT SHOW 2015: WOMEN AND THE INDUSTRY

The number of gun-toting women has risen drastically over the past couple years. This has had a huge impact on the industry's largest trade show.

SHOT SHOW: WOMEN IN THE INDUSTRY

36

Champion mounted shooter **Kenda Lenseign** announced her sponsorship with Uberti Firearms at SHOT Show 2015.

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**32 SURVIVING YOUR FIRST SHOT SHOW**

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NOTE FROM THE EDITOR



Running FNH's 3-Gun sidematch at the 2013 Bianchi Cup.

SHOT Show is an exciting time of the year for us. We get to fly out to Las Vegas and pretend to be rockstars for a week and that's kind of cool. There's big parties and classy dinners and rows upon rows of firearms to ogle. But one the neatest things about SHOT Show is getting to see how the industry has changed.

This year was my fifth time attending the show, which puts me somewhere between "newbie" and "veteran." I've been in this game long enough to see some changes though, and I have to admit, I'm really excited.

In a secluded corner of the Press Room, there was a poster made by the NSSF exclaiming "New target shooters are leading the way!" and displayed the following statistics:

Target shooters with more than five years experience are on average 10 years older, 15% less likely to be female, 13% likely to live in an urban area, 27% more likely to have hunted in 2012, and a whopping 58% less likely to have started shooting over the age of 18 than target shooters with less than five years experience.

So what does that mean?

Target shooters are younger, more likely to be female, more urban, and starting to shoot later in life. In other words, they're more like me, and if the information I have on our demographics is correct, they're probably a little bit more like you too.

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GUN SAFETY | FOUR BASIC RULES

- ① TREAT ALL GUNS AS IF THEY ARE LOADED.
- ② KEEP YOUR FINGER OFF THE TRIGGER UNTIL YOUR SIGHTS ON THE TARGET.
- ③ NEVER POINT A GUN AT ANYTHING YOU'RE NOT WILLING TO SHOOT.
- ④ ALWAYS BE AWARE OF YOUR TARGET AND WHAT IS BEYOND IT.



WE BELIEVE IN **SAFETY** FIRST.

GUNUP
THE MAGAZINE



***Archer** is an animated half-hour comedy on FX that revolves around an international spy agency and the lives of its employees. **Archer** airs every Thursday at 10pm.*

THE GUNS OF ARCHER

BY PETER BARRETT

www.papadeltabravo.com

If you haven't caught any of Adam Reed's FX Network animated spy spoof *Archer* yet, you may be forgiven for wondering why we're covering a cartoon this month. One of the latest in a long running line of American satirical cartoons that stretch arguably back to *The Flintstones*, *Archer* deviates slightly from the formula established by *The Simpsons*, *Futurama*, *South Park*, *Family Guy*, *The Venture Bros.*, and numerous other short lived FX and Cartoon Network Adult Swim series by aiming more for realistic, comic book-style artwork over abstraction, and this eye for detail extends to the weaponry in the series. While not approaching the hyper-realistic levels seen in Japanese cartoons, *Archer* puts in remarkable effort into the selection

and depiction of the guns used that make it rewarding for the fan of shooter cinema.

Even if you're not sitting down for the gunplay, *Archer* is an absolute delight. It's rated TV-MA and earns it every episode with over the top "they-went-there!" antics. Reed lets absolutely nothing get in the way of telling a good joke wrapped around surprisingly deep stories. This even extends to the series' time setting, which is hilariously ambiguous and allows the writers to set the absurd mundane banalities of modern life like cell phones, political correctness and mandatory sensitivity training, the Human Resources and Information Technology departments against the titanic struggle of the Cold War. The lead character, superbly self-absorbed thirty-something super spy Sterling Mallory

Archer (Codename: Duchess) (voiced by H Jon Benjamin), embodies the triumph of the whim over duty. To Archer, the super-spy career is more about the lavish lifestyle, endless supply of women of negotiable morals and cutting edge gadgetry than service to his country. When his supervisor and mother Malory Archer (Jessica Walter) complains about his lack of discretion by noting "Most secret agents don't tell every harlot from here to Hanoi that they are secret agents!" Archer simply asks: "Then why be one?"

This also extends to the agency the characters all work for, the International Secret Intelligence Service (ISIS), is some kind of quasi-private company to which American counter-intelligence work is contracted to, as

if we had replaced the CIA with Blackwater or something. This leads to more than a few situations where the perpetually inept ISIS is pitched against rival intelligence agencies.

As an unapologetic homage to the 1960's film *James Bond* in style and appearance, Duchess' sidearm throughout the series is of course a .32 Automatic Walther PPK pistol. Developed in the 1930s from the Walther PP, the PPK shares the innovative safety features of its larger brother, like the loaded chamber indicator, firing pin block and traditional



TEC-9 was made from a polymer frame and a number of steel stampings for the frame and barrel shroud. While bulky and somewhat unreliable, the aggressive appearance and large capacity magazines made for a fun range toy and the TEC-9 found fame in television and movies as a prop gun for the bad guys.

Kane carries her TEC-9s in a somewhat fanciful double shoulder rig, but the large and crude pistols are a good match not only to her brusque manner but also her gigantic hands.



double action with a safety and decocker, but is cut down in size to a 3.3-inch barrel and a shorter grip with a one round smaller magazine. The PPK quickly became the standout in a crowded field of small pocket pistols, offering a level of quality and reliability that its competitors found hard to match. It was catapulted to even greater fame and

sales after featuring as James Bond's pistol in the long running movie series.

Archer's PPK begins the series as a stylized sketch light on the details, but as the series progresses, the animators bestow more and more detail on it until by Season 3, even the extractor, serial number and ring hammer are represented well.

Archer's professional and personal foil and on-and-off love interest, fellow ISIS agent Lana Kane (Aisha Tyler) is most often seen with a pair of Intratec TEC-9 submachine guns. A development of the Swedish Interdynamic MP-9 submachine gun, the TEC-9 was modified to fire in semi-automatic only and deleted the shoulder stock and foregrip to be importable as a handgun. The

When the script calls for an older foreign looking pistol, Archer turns to the C96 "Broomhandle" Mauser, specifically the detachable box magazine, select fire variant dubbed the M712. In the mad scramble of the late 1890s to produce a self-loading alternative pistol to the revolver, Mauser's C96 was one of the earliest designs to find commercial favor and win military contracts. An almost alien design to modern eyes used to seeing nothing but Browning pattern tilt-barrel pistols, the C96 featured a fixed box magazine reloadable with stripper clips, a fixed barrel and a recoil operated bolt instead of a reciprocating slide. In 1927, Spanish arms manufacturers began making C96 clones with detachable magazines that could be

WALTHER PPK



operated in selective fire mode, and Mauser followed up with their own Schnellfeuer ("Fast Fire") a few years later. Intended for export, the M712 found its way all over the globe and individual copies floated around the underground arms market for decades.

M712s show up in all seasons, particularly in the hands of Malory Archer as she fends off enemy agents while nursing the just-born Sterling. Mad Scientist and general tech support Dr. Kreiger (Lucky Yates) carries one in Season Four, and various foreign assassins are seen with them throughout the series.

Archer's recurring professional rival Barry Dillon (Dave Willis) is quite partial to the Israeli Military Industries Desert Eagle. A large, gas-operated semi-automatic, the Desert Eagle was an attempt to marry the powerful cartridges of large framed revolvers with the single action trigger and box magazine of automatic pistols. Initially available in .357 Magnum, the design also accommodated the legendary .44 Remington Magnum and eventually the gigantic .50 Action Express designed specifically for the gun. The Desert Eagle never found widespread success except in movies, where its intimidating size and implied power made it a natural star of screen.

Dillon displays an unusual affection for his gun and is often seen polishing and cleaning it, reading Desert Eagle Magazine and eventually in *Season 2*, holding a conversation with it like Inspector Hammer talking to his S&W 629 in ABC's 1986 TV series *Sledge Hammer!*

**C96 MAUSER**

It's not all pistols and buzzguns at ISIS, though. The go-to sniper rifle is generally H&K's PSG-1, a heavily modified and accurized version of the G3 7.62 NATO battle rifle. Featuring a highly adjustable buttstock, palm-rest pistol grip, a light and adjustable trigger and free floated barrel, the PSG-1 was claimed to shoot up to the intrinsic accuracy of the ammunition used in it. While expensive, the PSG-1 lived up to the

**DESERT EAGLE**

advertising and found service in SWAT and military units across the globe.

Another German sniper rifle appears in Season 2 as Archer uses a Walther WA 2000 to take out some security guards during his cancer patient avenging rampage. An exotic looking bullpup rifle, the WA 2000 was a no-expenses-spared effort to design the ultimate counter-terrorist rifle. Chambered in .300 Winchester Magnum, the design was exceedingly accurate and compact (yet still tipping the scales at over 16 pounds unloaded), it proved to be too expensive and complex compared to its competitors and



was ultimately shelved after less than 200 examples were built.

ISIS occasionally faces off against Soviet agents, who are mostly equipped with Tokarev





MP40

TT-33 pistols and PPSH-41 submachine guns. Chambered in 7.62x25mm Tokarev, the TT-33 largely resembles an enlarged Browning 1903, using the M1911's tilt-barrel recoil

it's predecessor the PPD-40 proved to be too costly and time consuming to produce in the numbers required. A simple open-bolt blowback design, the PPSH-41 combined

routine to take a riff on the glamorous crime television shows and movies of the 80s and 90s, and *Archer Vice* was born. As one of the characters quipped, it resembled "The A-Team meets Scarface", although ISIS always finds a way to complicate matters. Given the task of selling an entire ton of cocaine, the gang encounters drug gangs, South American cartels, participates in a bloody counter-revolution, throws a coup and discovers new levels of depravity. Season 5 is an opportunity to see some '80s action movie gun prop staples, such as M16A1s, AK-47s and 74s, the M60, and the H&K



system, but also adding additional locking lugs to the barrel and simplifying some details to ease production. While wartime demands meant the design never fully displaced the M1895 Nagant revolver, the TT-33 was a rugged and popular pistol that gave good service under harsh conditions.

The PPSH-41 was rushed into production at the dawn of the Second World War when

sheet metal stampings with a wooden stock and either a 35-round box magazine or a 71-round drum with a blazing fast 1000 RPM rate of fire. The PPSH-41 saw service through the entire war and continued to be supplied to Soviet client states for decades after.

Another common sight for all seasons of *Archer* is the German MP40. Much like the Russian PPSH-41, the German MP40 was a wartime expedient design that was pushed into production and displaced more complex and expensive predecessors. The MP40 was also a fairly simple open-bolt blowback submachine gun that relied heavily on metal stampings and used a folding metal stock. The MP40 remained in production until the end of the war, and was adopted into various police and military units of several nations and continue to appear in service in various trouble spots across the world to this day.

For Season 5, Reed took the series down a different path and abandoned the spy thriller

MP5, among others.

Under siege from the Japanese mob and fresh out of guns and ammunition, Cheryl Tunt's (Judy Greer) family gun cabinet is raided out of desperation. As the antique arms are handed out, sharp eyed nerds will spot a Lee Enfield No 4Mk1, an M1 Garand, a Civil War era Springfield 1861 and even a French Charleville Musket.

Archer was wisely renewed by FX for a sixth and seventh season late last year and Reed returned the series to its spy movie roots, but after the rise of the Islamic State of Iraq and Syria, Reed abandoned the ISIS acronym and instead folded the previously rogue spies back into the CIA. As long as the ratings remain high and the jokes keep coming, *Archer* is in a zone of little danger of being cancelled. Fans of shooter TV that are looking for some lighter fare than our usual diet of cop and military dramas and action flicks are well advised to tune in. ☺



WALTHER WA 2000

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BEST OF: GUNS

GET READY. HERE IS A SNEAK PEAK OF GUNS THAT WERE UNVEILED AT THIS YEAR'S SHOT SHOW.


 WEATHERBY
WBX SHOTGUNS

WHAT IS IT?

A line of affordable semi-automatic shotguns.

WHY SHOULD YOU CARE?

These guns are smaller, lighter, and come in a lot of unique patterns. It's a neat new option for younger shooters.

THE FACTS

Caliber: 12 or 20 gauge

Weight: 5.75 – 6.5 lbs.

Capacity: 4+1 – 7+1

Barrel Length: 18.5" – 24"

Length of Pull: 12.5" – 14"

Overall Length: 39" – 43"

Price: \$469 - \$799

Find out more at Weatherby.com.





KORTH SKY MARSHAL

WHAT IS IT?

A 9mm revolver.

WHY SHOULD YOU CARE?

It doesn't use moonclips and it's a Korth you can actually afford.

THE FACTS

Caliber: 9mm

Weight: 1.23 lbs.

Capacity: 6

Barrel Length: 2"

Overall Length: 5.12"

Price: \$1,000

Find out more at Korth-Waffen.de.



LWRC SMG-45

WHAT IS IT?

A .45 caliber sub-gun.

WHY SHOULD YOU CARE?

There are a lot of these guns on the market but LWRC makes really nice stuff, so it's exciting to see them get on this very enjoyable bandwagon.

THE FACTS

This gun is a prototype, the real thing should exist in the next couple months but it will probably be a while before we see the civilian version released.

We'll keep you updated at GunUptheMagazine.com.

SHOT
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2015

BEST OF: GUNS

**BENELLI 828U****WHAT IS IT?**

A 12-gauge over/under shotgun.

WHY SHOULD YOU CARE?

This is Benelli's first over/under, and it's real nice to shoot.

THE FACTS

Caliber: 12 gauge

Weight: 6.5 - 6.6 lbs.

Capacity: 2

Barrel Length: 26" - 28"

Overall Length: 43.25" - 45.25"

Price: \$2,499 - \$2,999

Find out more at BenelliUSA.com.

**STOEGER M3K 3-GUN****WHAT IS IT?**

A semi-automatic shotgun designed specifically for 3-Gun.

WHY SHOULD YOU CARE?

3-Gun is an expensive game, having reasonable priced options that are ready to rock out of the box can lower the barrier of entry to the sport.

THE FACTS

Caliber: 12 gauge

Weight: 7.3 lbs.

Capacity: 4+1

Barrel Length: 24"

Overall Length: 45.75"

Price: \$699

Find out more at StoegerIndustries.com.

**BERETTA M9A3****WHAT IS IT?**

An update on the legendary Beretta M9.

WHY SHOULD YOU CARE?

Beretta made this pistol in an attempt to keep the U.S. Army using M9s, ultimately the Army decided to find a new pistol.

THE FACTS

Caliber: 9mm

Weight: 2.08 lbs.

Capacity: 17+1

Barrel Length: 5.1"

Overall Length: 8.7"

Price: Currently Unavailable

Find out more at BerettaUSA.com.

**SMITH & WESSON
BONE COLLECTOR****WHAT IS IT?**

A revolver chambered in 460 Smith & Wesson Magnum.

WHY SHOULD YOU CARE?

Only 1,500 are being made, and it definitely has a giggle factor.

THE FACTS

Caliber: .460 S&W Magnum

Weight: 4.81 lbs.

Capacity: 5

Barrel Length: 7.5"

Overall Length: 15.2"

Price: \$1,680

Find out more at Smith-Wesson.com.

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BEST OF: PRODUCTS

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THE LEATHERMAN TREAD

ORIGINAL PRESS RELEASE

This summer, Leatherman Tool Group, Inc. will debut an industry first: a multi-tool that can be worn on the wrist. The Leatherman Tread is crafted of high strength, corrosion resistant 17-4 stainless steel links that include two to three functional tools each, making a total of 25 usable features like box wrenches and screwdrivers available at a moment's notice.

"The idea originated on a trip to Disneyland with my family," said President Ben Rivera. "I was stopped at the gate by security for carrying a knife, when what they had actually seen was my Skeletool. I was unwilling to give it up, so they made me take it all the way back to my hotel room. I knew there had to be another way to carry my tools with me that would be accepted by security." When he returned from his trip, Rivera, who began his tenure at Leatherman Tool Group 24 years ago as an engineer, began by wearing a bike chain bracelet to see how it would feel. As his thoughts took shape, he brought his idea to the engineers at Leatherman who helped fast track his plans.

The Tread bracelet began taking shape. Each complex link was metal injection molded for strength and intensity. The bracelet was crafted to be fully customizable with slotted fasteners, so the user could rearrange links, add new ones, or adjust for wrist size to 1/4". Even the clasp is functional with a bottle opener and #2 square drive. Other link tools include a cutting hook, hex drives, screwdrivers, box wrenches, and a carbide glass breaker.

"I began wearing prototypes myself to test comfort and usability, and to ask for feedback," said Rivera. "Folks immediately associated the bracelet design with a watch and asked, where's the watch? We decid-



ed to make a timepiece an optional part of the Tread.”

A version of the Tread bracelet that includes a watch will be available in Fall 2015. The Leatherman Tread™ QM1 will feature a unique Leatherman-designed and Swiss-made timepiece with precision quartz movement. A shock resistant sapphire crystal ensures scratch resistance for heavy duty wear, and the curved watch limits reflection and increases outdoor visibility.

The Leatherman Tread bracelet will begin shipping worldwide in Summer 2015 in stainless steel and DLC (diamond like coating) black finish. MSRP will be \$150.00 and \$200.00 USD, respectively. Individual links for customization will also be available.

WHAT WE LIKE

Wearable technology is absolutely the future right now, with the rise of the Fitbit and the ideas behind the Apple Watch, we are seeing more and more people leaning toward bracelets and watches like these as answers to daily life problems.

Not being able to take tools into secure locations is certainly a problem, and one that needs to be addressed, and the novelty of a tool-bracelet or tool-watch is going to be appealing to a lot of people. Also, we're glad they decided to add the watch face, we're watch fans here at *GunUp the Magazine*, and we think it looks good. Plus, it adds another element of utility to the tool.

WHAT WE DON'T LIKE

There has to be a more practical way to address this problem of security. Like an actual tool without a blade, maybe? These tools look small, fiddly, and difficult to use, and while they'd be nice to have in a pinch,



there is a certain part of this that feels like a solution looking for a problem.

Then there is the point of wearables, some are performing better than others and some are better looking than others. The wearables market hasn't established solid ground on where the line is between price, utility, and aesthetic, so it will be interesting to see how the Tread settles in.

THE VERDICT

The Tread is a neat idea, even though it still feels like a solution looking for a question. As a novelty item it's a definite win. As a tool? The idea has potential, but we'll wait to see how useful these small links truly are. We also think there's a possibility that Leatherman is ahead of its time, and as the wearable market grows the concept of building tools into wearable gadgetry will also expand. Apple Watch? Great. Apple Watch with a bottle opener? Even better.

Take a look at the Tread at Leatherman.com.



ORIGINAL PRESS RELEASE

SIG SAUER, Inc., has assembled a team of industry leading engineers, designers, and professional end-users under the leadership of Division President Kevin Brittingham to introduce the next generation of professional grade signature reduction devices to the market.

“The team we have assembled is combining cutting-edge design with advanced material selection and state of-the-art manufacturing processes,” said Jeff Creamer, Executive Director and General Merchandise Manager for SIG SAUER, Inc. “SIG SAUER Silencers offer new standards of durability, accuracy, and performance.”



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BEST OF: PRODUCTS



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In addition to technical innovations, SIG SAUER has rethought the utility of silencers. Primarily looked at as a military tool, silencers have exploded on the sport and recreational shooting scene over the past few years.

“As we started to rethink silencers, we also rethought how they are used,” Creamer said. “The result is a military-grade silencer that would be optimal for any unit or law enforcement agency to use, that also makes sense for the commercial market.”

For example, the SRD45 silencer, designed for use on .45 Auto handguns, comes with two pistons, allowing it to be attached to either .578x28 TPI or M16x-

1LH threads, making it a versatile choice for use on multiple firearms. Nine millimeter and .40S&W pistons are available and greatly add to the versatility of the system. Likewise, the SRD22 rimfire silencer comes with two adapters: both 6x28 and M9.

SIG SAUER has also rethought how si-

lencers attach to firearms, which is the key factor in accuracy. New tapered direct thread designs eliminate the need for a crush washer, allowing the silencers to be more securely torqued down, increases the surface area of contact, and is self-centering to the bore. This design allows for a much more secure fit and significantly reduces the POI shift when using the silencer.



This taper design carries over to the new

silencers feature a secondary retention latch, which has wrench flats machined in to facilitate proper torque and aid in removal when heavily fouled by carbon build-up.

SIG SAUER pistol silencers are constructed with 100% 17-4 stainless steel baffles, which offer the same weight as aluminum but far better wear resistance and durability. Designed to be hearing safe when used “dry,” SIG SAUER pistol silencers can also be used “wet” with an abrasive material such as water. The rimfire silencer can be disassembled for easy cleaning, and the stainless baffles allow the silencer to be “dipped” into an ultrasonic cleaner, something not possible with aluminum baffle stacks.

Featuring a selection of stainless steel, titanium, direct mount or fast attach, select SIG SAUER silencers will hit the market in Q1 2015.



WHAT WE LIKE

SIG SAUER has absolutely changed the game with this one. They hired some of the top minds and managed to create something that is not only on-par with SIG's legendary quality, but is also affordable. With prices ranging between \$495 and \$795, their new silencer line is accessible to enthusiasts who may never have considered buying a can before.

Another game changer? How easy these are to clean. One of the most intimidating factors about silencers can be maintenance, but they've addressed that by making them easy to disassemble and made of material that can be cleaned in an ultrasonic cleaner.

WHAT WE DON'T LIKE

We don't like that suppressors, which are a commonsense safety device, are regulated under the NFA. We don't like that you have to do paperwork and pay a tax stamp to get one. We think that's stupid.

THE VERDICT

We are excited to see a large company like SIG SAUER getting into the silencer market. The product they've created will help make quality silencers more accessible to more firearms enthusiasts, and that's awesome. In the field, in the home, or on the range silencers are excellent to have around, and now they're easier to afford and maintain, and that's rad.

**LEUPOLD D-EVO****ORIGINAL PRESS RELEASE**

Leupold & Stevens, Inc., has completely rewritten the book on add-on magnifiers with the introduction of the Dual Enhanced View Optic (D-EVO™).

Designed to be used with the Leupold® Carbine Optic™ (LCO™) or other red dot, holographic or reflex sights, the D-EVO delivers 6X magnification without the need for the operator to move his or her head or change cheekwelds. The operator simply looks down a few inches for a clear, 6X sight picture featuring one of Leupold's most versatile reticles. Nothing needs to move but the operators eyes.

"D-EVO was developed with input from some of the tactical industry's

top instructors and combat veterans," said Tim Lesser, director of product development for Leupold & Stevens, Inc. "The shortcomings of other dual optics systems, like flip-up magnifiers, led us to believe there was a better solution for our warfighters. D-EVO is that solution."

The z-shaped D-EVO features a 6x20mm optics package, and is designed to "look around" the CQB sight. The eyepiece is situated just a few inches below the red dot window. With Leupold's CMR-W™ reticle, the D-EVO adds mid-range accuracy and wind holds well beyond those of the red dot alone.

At just 4.6" long, the D-EVO takes up just 3.2" of rail space, allowing for additional accessories. Its light 13.8 ounces won't weigh down a soldier or varmint hunter's rifle. D-EVO is rugged and reliable; it can



**SHOT
SHOW
2015**

BEST OF: PRODUCTS



be used on its own as a primary optic. At only 2" tall, it's a low-profile option for any rifle.

Even with a package this compact, the D-EVO allows 50 MOA of adjustment for both elevation and windage, with 0.1 mil adjustment dials, compatible with the majority of reticles in use by military shooters and spotters.

Designed, manufactured and assembled in Beaverton, Oregon, D-EVO is built with Leupold's legendary ruggedness and durability. Completely shock and fog proof, D-EVO is waterproof to 66 feet below the surface. D-EVO is covered by the Leupold Gold Ring™ Full Lifetime Guarantee.

WHAT WE LIKE

The D-EVO is a useful and revolutionary tool that will help shooters quickly switch between sight pictures while keeping a cheek weld. If you've ever shot with a 45-degree off-set red dot or irons you will understand why having a scope that allows you to go from 6x magnification to a red dot without moving is useful. It also solves the problem of acquiring a target and then zooming in for an accurate shot, as it's easy to acquire the target using your red dot, and then simply glance down to the D-EVO to zoom in on the sweet spot.

The fact the sight is able to "look around" your red dot sight and still maintain accuracy and, more pointedly, clarity is an impressive bit of engineering. While strange

to look at, the D-EVO is certainly an interesting optic, and we appreciate the science that goes into it.

WHAT WE DON'T LIKE

Since the D-EVO is a new product, it's currently only available in a 6x magnification. We would like to see some other options. Also, it currently boasts a pretty steep price tag, and is listed on Leupold's website for \$1,874.99.

THE VERDICT

We're excited by the D-EVO, and we think it's a useful tool that is only going to become more popular as time goes on the price starts dropping. ☺



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LEWISTON LANDSCAPE

This beautiful landscape is hiding a secret. Just across the river lies the ammunition capital of the United States... **Lewiston, Idaho.** While the most famous brand that calls the small city home is CCI, there's another small, but quickly growing ammunition manufacturer ready to make an impact. Howell Munitions Technology is the parent company to Freedom Munitions, X-Treme Bullets, and several other companies dedicated to a single mission. Their goal is to deliver high-quality re-manufactured ammunition and plated bullets directly to the consumer, bypassing the extra mark-ups seen in the traditional distribution model. *Photo by B.J. Norris.*

/// PHOTO TOUR:

BY B.J. NORRIS
www.bjnorris.com

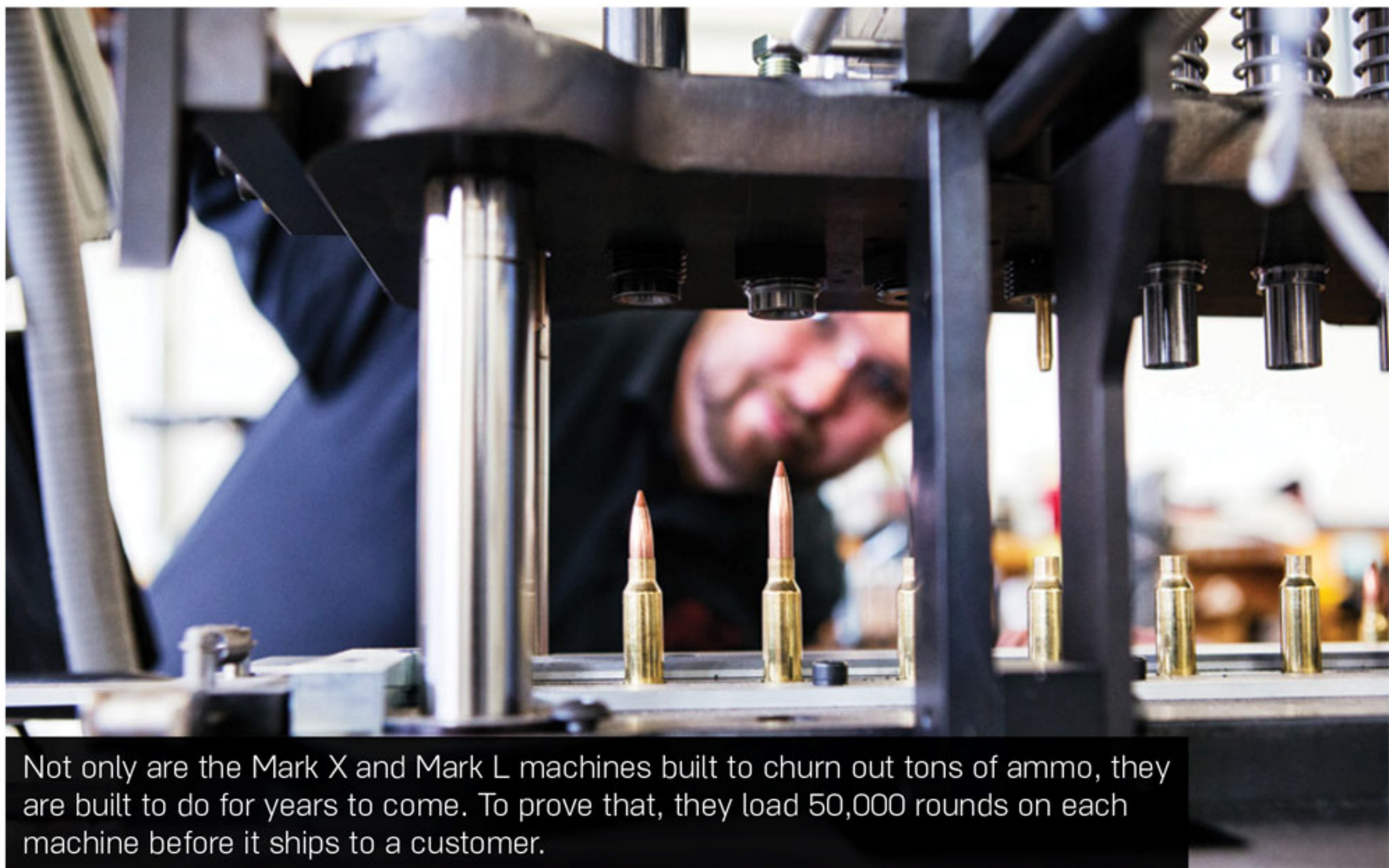
FREEDOM MUNITIONS



LEWISTON, IDAHO



Part of the HMT Group, Ammoload Worldwide houses a full CNC and fabrication shop right in downtown Lewiston.



Not only are the Mark X and Mark L machines built to churn out tons of ammo, they are built to do for years to come. To prove that, they load 50,000 rounds on each machine before it ships to a customer.

Brass wire about to be turned into fresh 9MM Luger cases.





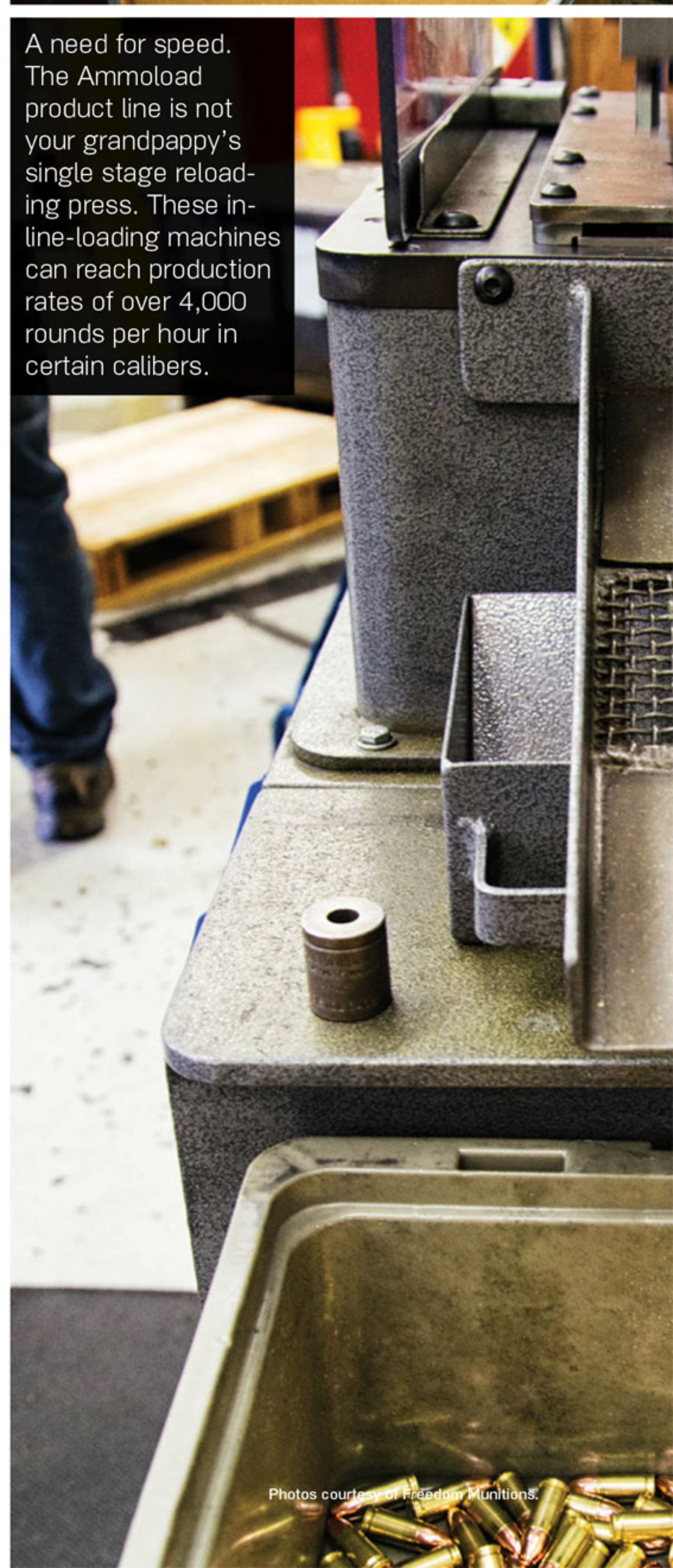
You know those pesky small primer pocket .45 ACP cases? A custom-built shaker tray lets Freedom Munitions sort them out quickly. Yep, by hand.



HMT Group produces millions of cases that are used in Freedom Munitions ammo, as well as sold to other OEMs. Each one goes through a final hand inspection process to ensure quality



A need for speed. The Ammoload product line is not your grandpappy's single stage reloading press. These in-line-loading machines can reach production rates of over 4,000 rounds per hour in certain calibers.



Photos courtesy of Freedom Munitions.



Got Ammo? These barrels are waiting to be transfer to the shipping department so they can boxed up and sent out to shooters everywhere.



9MM Luger coming off of the Am-moload Mark X loading machine.



Yet another inspection table allows for a final, visual check for defects on rifle ammunition. An interesting fact about Freedom Munitions is that they will not bulk pack ammunition. They found that cases would get dinged, scratched and dented during transport, and they want their customer to receive ammo that not only performs to standard, but also looks like it just came off of the loading machine.



After being run through a mechanical sorting operation, each case is run across an inspection table like this one. Two seats at each table let the dedicated employees sort between the similar cases by hand.



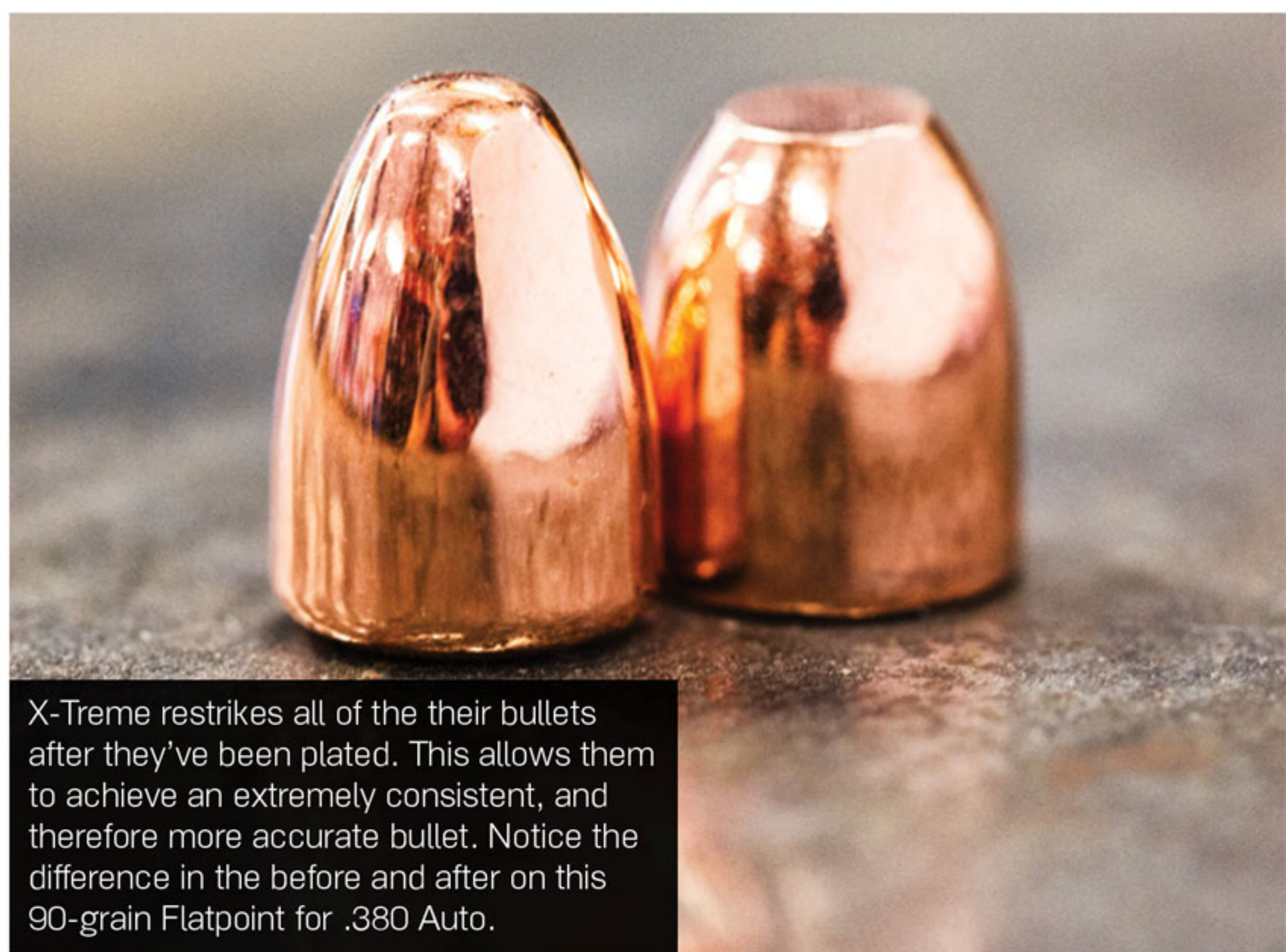
A skilled technician performs a quality check on one of the many punch presses churning out lead bullet bores.



This may look like a hotel waffle iron, but it's so much more. Not only does it help workers correctly orient the rounds for boxing, but it also includes a SAAMI spec chamber gauge. Yes, you read that correctly. Each round of pistol ammunition you get from Freedom Munitions has been checked to ensure it will fit in the chamber once you receive it.



Copper and lead become bonded in the electro-chemical bath. Depending on the specific bullet, it takes anywhere from 6.5 to 12 hours to achieve the correct plating thickness.



X-Treme restrikes all of their bullets after they've been plated. This allows them to achieve an extremely consistent, and therefore more accurate bullet. Notice the difference in the before and after on this 90-grain Flatpoint for .380 Auto.

Jacketed 55-grain bullets for .223 Remington coming out of a final polish and wash system.



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SURVIVING

YOUR **FIRST** SHOT SHOW

BY ROB REED

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© National Shooting Sports Foundation, Inc.

The SHOT Show is the firearms and outdoor industry's premier business event. Every January over 65,000 people converge at the Sands Convention Center in Las Vegas. With over 1,600 exhibitors and 630,000 net square feet of floor space the show is the fifth largest trade show in the nation.

There are two types of people at the SHOT Show: Experienced vets who know the ins and outs of surviving the show and "SHOT shocked" newbies often overwhelmed by

the sheer size of the event.

Whether you go as an exhibitor, attendee, or media, here are some tips to get the most out of the show and avoid the "1,000 aisle stare."

WHO CAN ATTEND

To steal a line from *Lord of the Rings*, "One cannot simply walk into SHOT Show." All registrations must be approved in advance and there is no walk-up registration available. Since the SHOT Show is a trade show,

not a gun show, the NSSF does limit attendance to professionals in the shooting and outdoor industry. This includes manufacturers, distributors, and FFL dealers. Recently the NSSF has tightened up attendance policies to make it easier for attendees to conduct business at the show by reducing the number of "Looky-Loos."

Media attendance is generally restricted to those who cover the shooting and outdoor trades on a regular basis. New Media, including bloggers and YouTubers, are

welcome, if they meet the NSSF's requirements. As media registration is capped, the earlier you apply for media credentials, the better.

PLAN AHEAD

To get the most out of your SHOT experience start planning at least a couple months out. Make appointments with the people you want to talk to early before their schedules fill up. Refer to the floor plan while booking appointments to avoid unnecessary walking. The show takes up three floors and it takes time to get from one place to another.

There are two vital computer programs available for the show. The first, My SHOT Show Planner, allows you to login and schedule appointments. You can access this online program through your computer or through kiosks on the show floor. The second is the SHOT Show Mobile App for smart phones. This free app includes appointment scheduling, exhibitor lists, a map of the show floor, and a navigation aid to get you from one spot to another efficiently.

WHERE TO STAY

As with anything related to real estate, the key here is "Location, Location, Location." The most convenient, and expensive, option is to stay at the Venetian/Palazzo hotel complex. Since these hotels are connected to the Sands Convention Center, and serve as the official show hotels, they are the closest to the action. Expect to pay \$200 or up a night.

If you are on a budget the prices drop as you move further down the strip. For example, if you stay about a mile and a half away, rooms at The Riviera or Circus Circus can be found for about a third of the price. The drawback is that the free shuttle service the NSSF provides from the hotels to the convention center stops an hour after the exhibit hall closes. Since so much business is conducted at social events in the evenings you'll have the choice of either not returning to your room until late or night, with everything you had with you all day, or paying 12 to 15 dollars a pop for taxis to and from the hotel. (While many strip hotels are advertised as being within "walking distance" to



the Convention Center, the last thing you will want to do after being on your feet all day is hoof it to your hotel.)

One other transportation tip: The best deal on transportation to and from the airport is the SuperShuttle service. The 20-dollar round trip package drops you off at your hotel with a scheduled pickup on your departure day.

DRESS AND APPEARANCE

Since the SHOT Show is essentially one large business meeting and networking

opportunity how you present yourself is important. For most people, business casual is the rule, unless you need to showcase your own clothing products or wear company or sponsor attire. If you are meeting friends at the bar you can dress more casual, but I still wouldn't wear running clothes, even if I was the boss.

However you dress, wearing comfortable shoes is the most important thing. People who wore pedometers at this year's show reported walking anywhere from 6 to 12 miles a day. Multiply that by four days and



you understand why people talk of the “SHOT Show Marathon.” Personally, I wore my casual dress shoes for the first two days when I knew I had important meetings and then switched to my ugly, but much more comfortable, Merrells on the third day.

MANAGE YOUR GEAR

Each day at the SHOT Show is like a mini-expedition. It helps if you can establish a base camp where you can stash supplies or drop things off during the day. Exhibitors can use their booth, Media can check coats and bags at the Press Room, and the Sands Expo Center offers a coat and bag check for a fee.

You will want a bag while you are on the

floor for all the flyers, media kits, catalogs and swag. Just try to avoid dragging luggage behind you or using an overly large pack so you don’t get in other people’s way. And remember, everything you pick up, you have to carry with you, so think twice before grabbing everything in sight.

The show prohibits photography, except for media. If you do attend as media battery management is important. The Press Room includes a working area where you can setup your computer and power strips to recharge devices. The outlets can be in high demand so if you have multiple devices you may want to bring a small 3 in 1 adapter to maximize outlet efficiency. There are also a few phone charging stations scattered

throughout the show. Of course, extra batteries and memory cards are a must.

HEALTH AND WELFARE

There are a couple health issues to watch out for at the show. The first is dehydration. You’ll be walking a lot, and the air is dry, so it takes work to stay hydrated. Although bottled water is available the best option is to bring your own water bottle and refill it as needed.

The second, and more insidious, danger is the legendary “SHOT Show Crud.” With this many people in a confined space upper respiratory infections spread easily. Here the best bet is to stay hydrated, take Vitamin C, and wash your hands as often as possible. I actually followed a friend’s recommendation and carried around a small bottle of hand sanitizer which I used religiously after shaking hands or handling demo products.

THE SECRET SHOT SHOW

The show experience is different once you’ve attended a couple times. In addition to the exhibit hall and scheduled public events there are a large number of “invitation only” parties and events during the week. The thing to do isn’t to try to get invited but instead to work the show for whatever purpose you are attending and just keep in touch with the industry contacts you make. After a while the invitations will come naturally. Just remember, what happens in Vegas... 🎰





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Nattie Foster and Anette Wachter pose at the Devil Dog Arms booth with rifles from their new lines.

BY ANETTE WACHTER

www.30calgal.com

One of the big discussions at SHOT Show 2015 was the rise of the female firearms market. The number of gun owning women is at a high; one study by the National Shooting Sports Foundation (NSSF) reports that the number of women in the U.S. who have been target shooting at a firing range has increased 60% between 2001 and 2013. The study also reports that the number of female hunters saw an increase of 85% during the same time period.

So what does this mean for the industry? Women are here, and their buying power is strong. In fact, the NSSF reports that women gun owners spend \$870 annually on firearms purchases, and another \$405 on firearms accessories. Topping the list? Not what you'd expect: gun cleaning products, targets, ear protection, carrying cases, and eye protection.

Another interesting result of the NSSF's study is what activities women are participating in. It seems that they enjoy practical pistol, clay target shooting, long-range shooting, and plinking, but are less inclined toward 3-Gun or cowboy action shooting.

For our industry, and at the industry's largest trade show, this has had a huge



Justine Williams on a billboard at the Berry's Manufacturing booth.

REPORT:

WOMEN AND GUNS



Dianna Liedorff is the new captain of Team Benelli.

impact over the years. We see fewer and fewer booth babes, and more women who are there doing business and truly making a difference. This was reflected in the vendors, events, speakers, and even in booth paraphernalia at the show.

One such event has been running for three years now: the annual Women's Outdoor and Shooting Industry Dinner. At this dinner, over 200 professional ladies convened at The Public House to network, socialize, and win door prizes. These women included magazine editors, national sales representatives, professional competitors, television personalities, authors, and business owners.

There were also a lot of female competi-

tion shooters displayed across posters and billboards on the show room floor. These women were doing more than just showing up in posters though, they were there on the show floor making presentations, talking to media, and answering questions about their sponsor's products.

Despite the fact that firearm-owning women in general are not competing in 3-Gun, we are seeing a rise in publicity surrounding the women who are. Thanks to the success of the 2014 Ladies 3-Gun match, the Sportsman's Channel has announced a new TV Show, *Women's HotShots*. The official announcement was made at SHOT Show and other production companies have expressed interest in creating female-oriented shooting shows. These are steps in a fun direction.

Ladies in the competitive shooting world are seeing an increased presence in the industry. Dianna Liedorff-Muller of Team Benelli recently announced her new position as Team Captain, Devil Dog Arms has created the first all-women shooting



Sponsored shooter Janna Reeves poses in front of a photo of herself on display at the Stoeger Airguns booth.



News correspondent Katie Pavlich, *Girls Guide to Guns*' Natalie Foster, Flashbang Bra Holster's Lisa Loopers, *GunUp the Magazine* Managing Editor Shelley Rae, 30calgal Anette Wachter.

EDITOR'S PICK

BY SHELLEY RAE

+ BEAU + ARROW ANNIE



IT TAKES A LOT to get me excited about new products, and I'm not at all an advocate of off-body carry. (You can get away with a lot with a good inside the waistband holster in the appendix position, ladies.) I feel like that will give you an idea of how much I actually loved Beau + Arrow's Annie.

When I met Iris Yen and her sister and partner-in-crime, Betty, I ended up spending way too much time chatting with them. Iris started the company after she tried to purchase a concealed carry purse for a family member and couldn't find anything she liked. With her background, she was able to create her own amazing product.

I'm normally a Coach purse girl, which is a stance not everyone who is into luxury handbags will understand, but at least establishes my threshold for these. The Annie is one of the most practical, versatile, and straight-up gorgeous handbags I've seen. It has room for a 15-inch

laptop and a full-size M&P. It's large enough to be a weekend bag, and sleek enough to be a day tote. The leather is soft, and there are small accents throughout that really take it from a normal bag to something next-level.

I will probably not buy one to carry my gun in. My daily carry; a Kahr PM9 in an N82 Tactical holster that I should probably talk more about; serves me quite well. However, I am going to buy one because it's a great handbag and I am a working woman who loves the idea of being able to fit a 15-inch laptop in a luxury bag. So if you are a lady, or you have one in your life, who is considering off-body carry and is interested in looking good doing it (or is just interested in a strong, practical, good-looking bag), I can't emphasize enough how amazing these Beau + Arrow bags are.

Shop Beau + Arrow bags at ShopBeauArrow.com.

team called the Devil Gals, which I am proud to be a part of, and world champion mounted shooter Kenda Lenseigne announced her sponsorship with Uberti Firearms at the show.

We have also seen more junior girls joining the sponsored shooter scene. Examples include Benelli's Kattlyn Francis and 10-year-old Shyanne Roberts who made the national news shooting 3-Gun this past year. Berry's Manufacturing also signed sisters Jalise and Justine Williams as pistol competitors representing their company.

When it came to vendors, we saw companies such as the Flashbang Holsters, Offhand Gear, Beau + Arrow, all pioneered by women looking to make a difference in a male-dominated industry. The number of



products catering to women is also on the rise, at the 2015 SHOT Show that was a noticeable increase in the number of holsters and concealed carry purses for women, but we also saw more hunting clothes, more accessories, more varied firearm finishes, and many other signs that the industry is catering to women more and more.

We have also seen an increased presence of ladies' products in the AR market, partially thanks to manufacturer (and my sponsor) Devil Dog Arms. They partnered with Natalie Foster, who runs Girls Guide to Guns and is working on a new network called Girls Guide to Hunting, to release a line of ARs, that are available in nine custom Duracoat colors and come in both standard and deluxe models. There is also, I'm excited to say, a line of 30calgal rifles available through Devil Dog. They are available in both .223 and .308, are Nib-X coated, with Leupold optics, Dueck Defense off-set sights, a CMC Trigger, and Dual Charging handle and more. 🍀

+ THE LATEST FROM SHOT SHOW

WHEN IT CAME to most-talked about new products, OffHand Gear certainly had tongues wagging. While they are also known for computer bags designed for concealed carry, this year they stole the show with handguards cut out in stunning patterns such as Fleur De Lis, then Cerakoted with custom colors. These took off so much, in fact, that

the company is six to eight weeks backordered on their Frosty Plum Color. Owner Sandi Dee had some marketing genius during SHOT Show and took photos of the handguard as it traveled through Vegas. Sort of like the traveling Gnome.

See the new handguards at OffHandGear.com.





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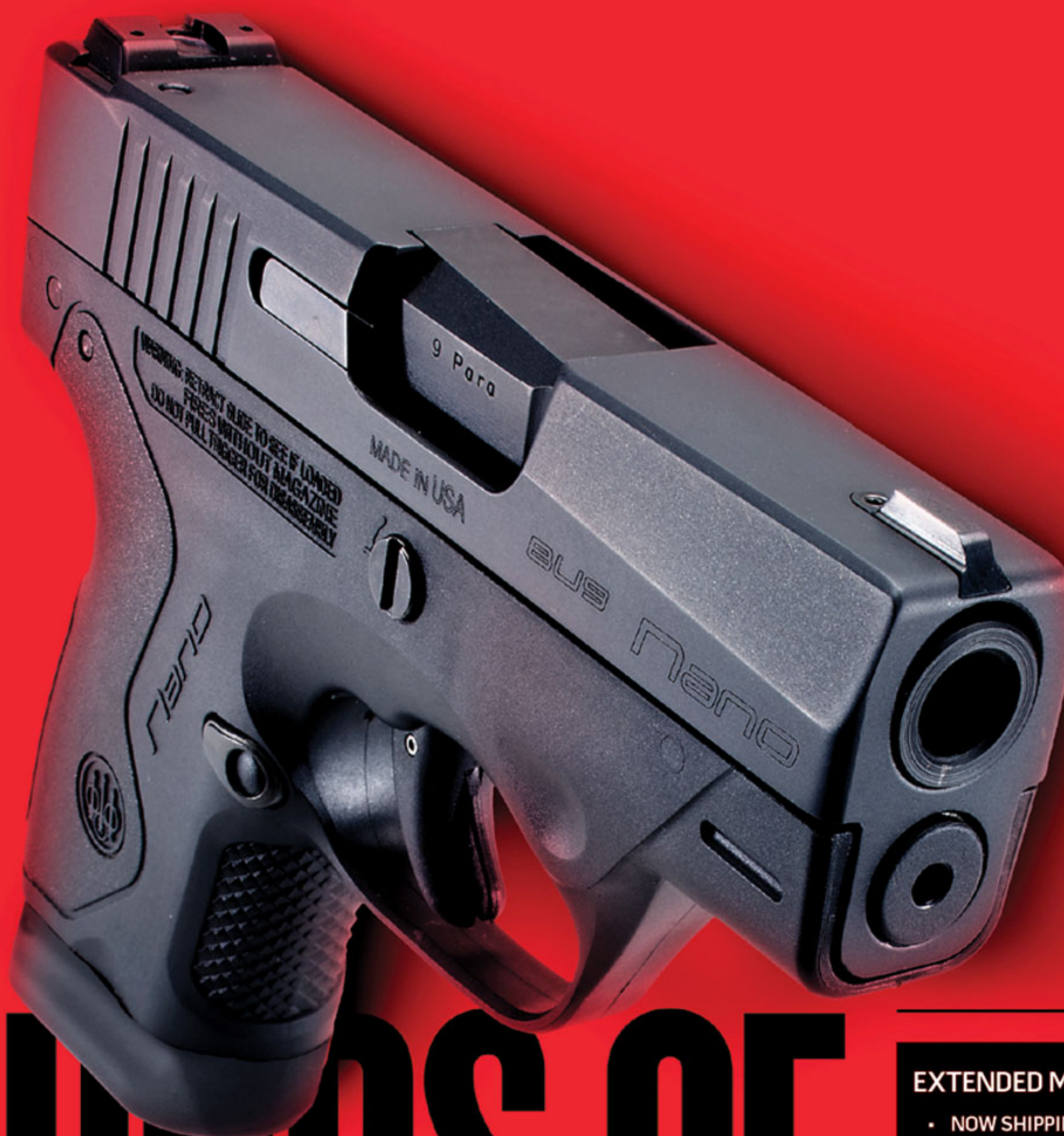
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