



2015 NEW PRODUCT
SHOWCASE 56

All-Out Selling
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Next Month

2015 SHOT Show
Map & Exhibitors

SHOOTING INDUSTRY

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

DECEMBER 2014

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www.shootingindustry.com



*Mindy Thompson carries
the Taurus Millennium G2.*



TaurusUSA.com

Cabela's, NSSF: Don't Lie For The Other Guy

Cabela's Inc. is partnering with the NSSF to help prevent illegal straw purchases of firearms by bringing increased attention to the industry's "Don't Lie for the Other Guy" program.

"As a leading retailer in the firearms industry, Cabela's is proud to partner with NSSF to increase awareness of the 'Don't Lie for the Other Guy' program to help prevent straw purchases and enhance public safety across the country," said Michael Copeland, Cabela's COO.

All Cabela's stores already display "Don't Lie for the Other Guy" point-of-purchase displays, and use a video and printed material to help train employees to better detect and deter straw purchases.

This fall, the retailer has added informational mouse pads and an educational card to all of its 250 computer kiosks where

each customer seeking to purchase firearms must electronically complete the ATF Form 4473. These will remind the customer that he or she must be the actual buyer and may not acquire the firearm on behalf of another person.

"Federally licensed firearms retailers are on the front line every day working to prevent illegal purchases. We are pleased to work with Cabela's to bring additional 'Don't Lie for the Other Guy' awareness into their stores to help advance the goal all of us in the firearms industry share," said Steve Sanetti, NSSF president and CEO.

Visit www.dontlie.org



Bullet Bunker Now One Company

Gary Mol's Bullet Bunker has acquired The Original Bullet Bunker. The company's new name is The Bullet Bunker, and it continues to operate out of Norwalk, Ohio. The new company, co-owned by Gary Mol and Chris Price, produces environmentally-friendly bullet traps for indoor and outdoor shooting ranges.

"Both brands deliver great products, and we look forward to taking the new company to the next level," said Mol, VP of product development.

Designed and manufactured in the U.S. for personal and commercial use, the Bullet Bunker offers 23 models of bullet collection and disposal systems. Founded by Gary Mol in 2008, the company's team includes former and current military and law enforcement personnel.

Visit www.thebulletbunker.com



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