



Industry Impact  
Up 97 Percent! **8**

New Product Showcase  
L.E./Tactical Gear **44**

Market To Women  
Be A Good Host **32**

# SHOOTING INDUSTRY

THE INDUSTRY'S BUSINESS MAGAZINE — EST. 1955

MAY 2014

## *Selling Handguns*

**New Demographic  
Requires Change**

## **LAW ENFORCEMENT & TACTICAL**

**STRONG PACE FOR 2014**

**DEALERS ONLY  
GIVEAWAY **31****

[www.shootingindustry.com](http://www.shootingindustry.com)



Finely tuned fighting machines for use against all enemies foreign and domestic.

### The PURITAN

- POF Short-Stroke Gas Piston System
- E<sup>2</sup> Extraction Technology
- POF Single Stage 4.5lb Match Trigger
- KNS Precision Anti-Walk Pins
- Nickel Boron Coated Bolt Carrier
- Multi-Position Gas System
- 1913 Picatinny Rail Gas Block with Integral QD Sling Swivel Mount

FEATURE PACKED FOR ONLY \$1499 (MSRP)

**POF USA**  
www.pof-usa.com

Regulated Gas Piston Rifles • 100% Made in the U.S.A.  
sales@pof-usa.com call: 623-561-9572

## DeSantis Holsters

(631) 841-6300

[www.shootingindustry.com/company/desantis-holster-company](http://www.shootingindustry.com/company/desantis-holster-company)

DeSantis Holsters introduces its combination plain clothes and duty holster, the **TAP OUT**. In plain-clothes mode, the holster can be fitted with either a concealment slide or a paddle. Both are adjustable for cant and the slide is also adjustable for height. The TAP OUT system transforms from plain-clothes mode into a high-security level duty holster. The muzzle cover and Slide Break replace the "rail cover" and add an additional level of security. The Plain Clothes Conversion Kit includes one plain-clothes paddle, one wave clip and one rail cover. The Duty Conversion Kit includes one hood, one Quick Connect Backing and one Duty Hi-Ride Belt Hanger.



## 5.11 Tactical

(866) 451-1726

[www.shootingindustry.com/company/511-tactical-series](http://www.shootingindustry.com/company/511-tactical-series)

5.11 Tactical introduces the **Zero-G Plates System**, which couples duty rigs to hips. The system includes an aerospace-grade, carbon-fiber construction, enhanced shape for improved comfort while seated, reusable straps and increased wear resistance. Zero-G Plates feature a low-profile design.



## ArmourLite

(888) 355-4966

[www.shootingindustry.com/company/armourlite](http://www.shootingindustry.com/company/armourlite)

ArmourLite introduces the **Caliber Series** of lightweight polycarbonate watches. The four models in the Caliber Series feature ultra-lightweight polycarbonate case construction with a scratch-resistant sapphire crystal. A Swiss Ronda 515 quartz movement with a 45-month battery powers each model. The Caliber Series watches are water resistant down to 200 meters, Swiss tritium illumination and nylon bands.



**A CALL  
TO ARMS!**



**SIGN UP  
TODAY!**

[www.NationalFirearmsExchange.com](http://www.NationalFirearmsExchange.com)

### WHO WE ARE

National Firearms Exchange is a forum, where FFL dealers come together for a common purpose to **sell more firearms!** NFEX offers our members a unique opportunity to have access to LIVE inventories at other dealers nation wide. NFEX members can then **Buy, Sell, or Trade** firearms through a secure internet network. Our easy to use, catalogue style product listings, gives NFEX members the opportunity to list firearms for sale or for trade, search & find a specific firearms and then negotiate firearms transactions directly with fellow dealers.

### WHAT WE DO

The National Firearms Exchange was created for the purpose of helping FFL holders:

- Make more sales with greater product availability
- Retain customers by providing the models they want
- Convert inventory to cash with additional distribution points
- Expand product offerings with greater inventory selection

The National Firearms Exchange website is easy to operate & with thousands of firearms in our database we make listing a firearm for sale or trade effortless.

**\$50 IN LISTING CREDITS\***

use this code: **ShootingIndustry**

\* Offer expires 5/31/14 11:59pm EST. This offer cannot be combined with other offers. See website for full Terms & Conditions.

[www.NationalFirearmsExchange.com](http://www.NationalFirearmsExchange.com)