



GERMAN • PRECISION • OPTICS

NEWS RELEASE
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**German Precision Optics Offers Unmatched Industry Warranty:
The Spectacular Lifetime Warranty™**

RICHMOND, Va. (June 10, 2019) — German Precision Optics (GPO) USA has created an industry-leading Spectacular Lifetime Warranty that is simply unmatched in the industry and has clearly redefined the expectations from both customers and retailers.

With outstanding service, GPO will take care of any of its products at no charge to the owner, ever. If the product is not functioning properly, GPO USA will repair or replace it with a product that is in perfect working condition. The GPO USA Spectacular Lifetime Warranty applies to every GPO product bought in the USA, regardless of where you purchased it or how long you have owned it. The warranty is fully transferable. Additionally, if there is a problem with a product, customers can take it to their local retailer who can immediately replace it with a new functioning product, and GPO USA will replace the retailers product. This helps to build the relationship with the customer and the retailer, as the customer is not without his cherished GPO product.

“We believe the best warranty starts with having the very best product,” said Michael Jensen, owner and CEO. “Each and every one of our products are extensively tested in Germany before they are shipped here. We know the products are built to our high standards when they arrive.

“GPO USA stands behind its products so that customers have confidence and peace of mind when they choose one of our products,” Jensen said. “That is why we can offer such a remarkable warranty program.”

About GPO USA

German Precision Optics was founded on the premise that design, engineering and quality management is 100-percent controlled in Germany to its strictest standards, yet products can be produced at some of the largest production facilities around the world. This unique corporate structure allows GPO to offer the highest quality products with better features at a significantly better price. Founded in 2016, GPO has its U.S. headquarters in Richmond, Va. For more information on GPO US visit www.gpo-usa.com or call 844-MY BINOS (844-692-4667).

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