



GERMAN • PRECISION • OPTICS

**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

**German Precision Optics Partners with Zanders Sporting Goods**

**RICHMOND, Va. (September 3, 2019)** — German Precision Optics (GPO) USA, the newest premium optics company, has partnered with Zanders Sporting Goods as its newest wholesale distributor. This partnership will provide increased availability of products, dealer support and retailers nationwide will have more access to inventory thanks to Zanders' user-friendly ordering system matched with its fast and efficient delivery system.

“We are excited to be moving forward with the partnership with Zanders Sporting Goods as it will now give shooting sports retailers better access to the full line of premium GPO binoculars, rifle scope and rangefinders,” said CEO and owner, Mike Jensen. “

“At GPO we are constantly striving to provide our customers with the very best products and service possible. This partnership exemplifies that commitment,” concluded Jensen.

Retailers interested in purchasing GPO products through Zanders Sporting Goods may call 1-800-851-4373, or visit [www.gzanders.com](http://www.gzanders.com). For information about becoming an authorized direct GPO retailer, contact GPO at 844-692-4667 or email at [info@gpo-usa.com](mailto:info@gpo-usa.com).

**About Zanders Sporting Goods**

Zanders Sporting Goods is a 100 percent wholesale distributor located in Sparta, IL. Zanders has been in business since 1962 and is proudly an all-woman owned company. We are committed to outstanding customer service and providing our dealers with the resources they need to be successful. If you're a retail storefront, a home-based dealer or have an e-commerce platform, Zanders can provide a level of service that is unmatched in our industry. All departments at Zanders Sporting Goods are focused on one thing serving our dealers and helping them grow as they have helped us grow over the last 57 years.

**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. The company is 100% confident that all of its products will not only function perfectly but will exceed all expectations. Therefore, GPO, USA has created an industry-leading Spectacular Lifetime Warranty™. With outstanding professional service, GPO USA will take care of its products before, during, and after the purchase at no charge - EVER. Founded in 2016, GPO has its US headquarters in Richmond, Va. For more information on GPO US visit [www.gpo-usa.com](http://www.gpo-usa.com) or call 844-MY BINOS (844-692-4667.)

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