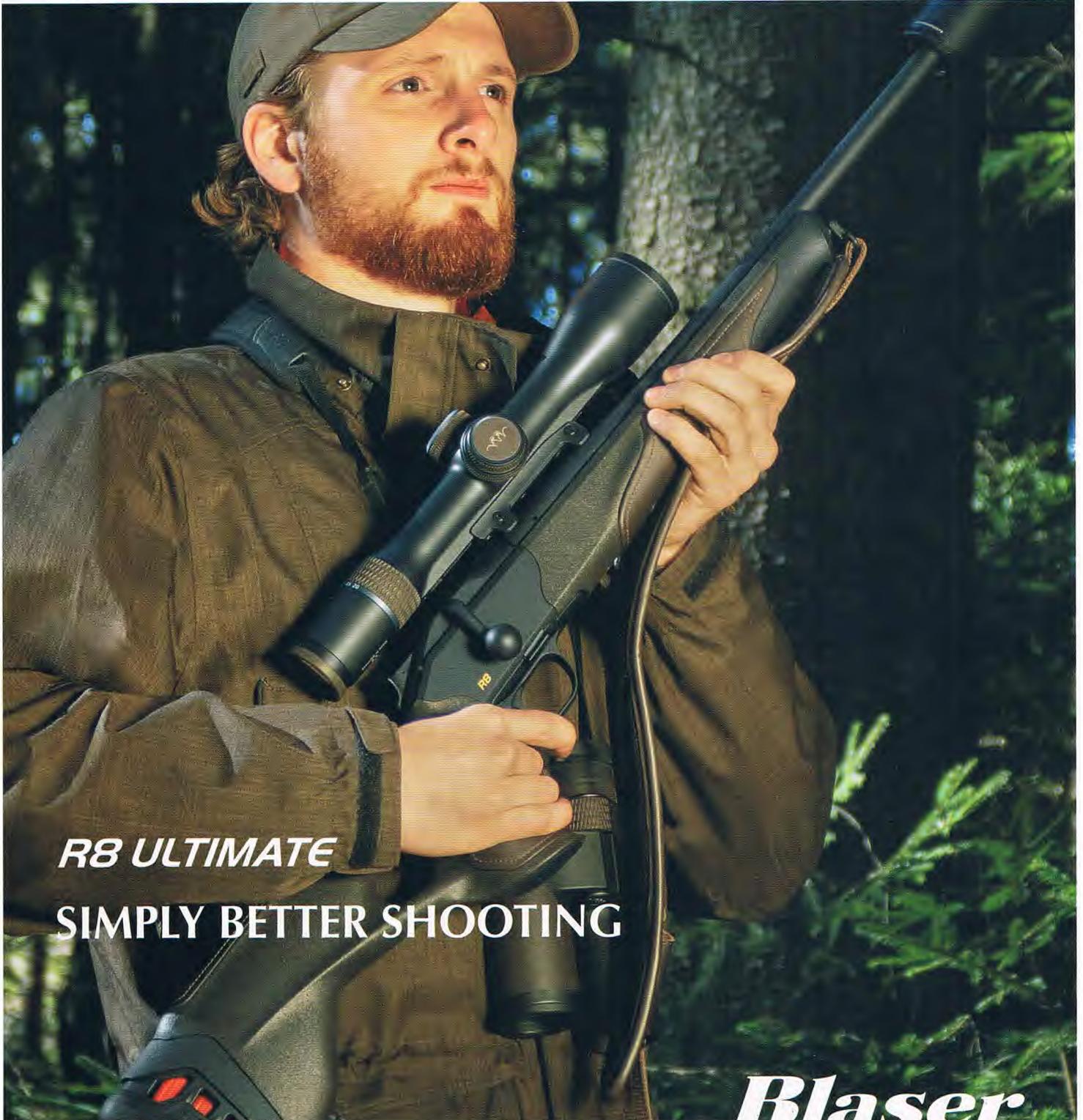


SENT TO MORE THAN
11,000 SHOOTING
INDUSTRY PROFESSIONALS
IN OVER 120 COUNTRIES
EVERY MONTH

MAY 2019

GunTrade **World**

COVERING THE SHOOTING BUSINESS GLOBALLY



R8 ULTIMATE

SIMPLY BETTER SHOOTING

Blaser

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This tactical light/laser features a one-hour run time and an integrated red aiming laser.

50 CBR-9 CAUSES A STIR

Chiappa Firearms introduced the CBR-9 Black Rhino pistol at IWA and to say it caused a stir would be an understatement.

52 THE SIX PS OF PLANNING

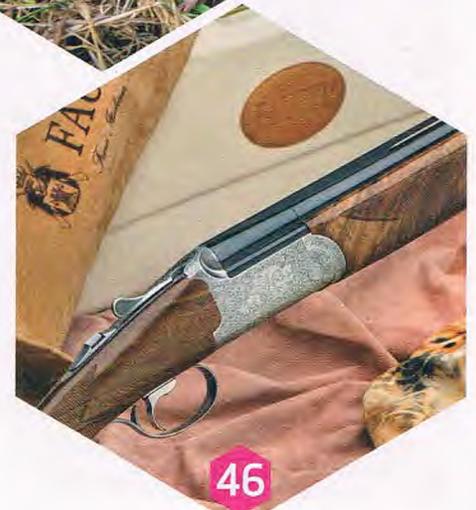
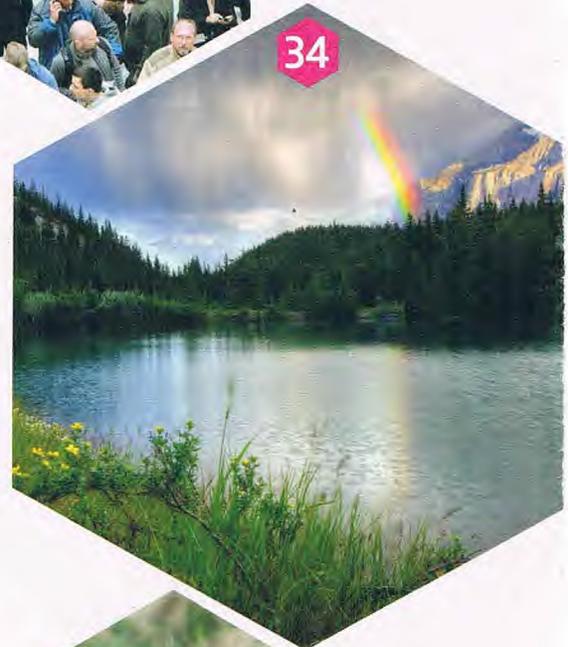
Planning is crucial to running a successful business, here we look at the Ps that will help you to achieve your goal.

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S E A R C H I N G
F O R S A L E S ?

GPO (German Precision Optics) has a hot new product on its hands. It comes in the shape of its Rangeguide 2800 binoculars. *Gun Trade World* caught up with Surujh Roopnarine, the business development manager at the progressive company, to find out more.

Laser rangefinding binoculars have become more and more popular over the past decade. The ability to accurately and repeatably range animals used to be thought of as useful only for long-range hunting, say in the western part of the USA or highveld of South Africa. While this is still true, more and more hunters want to have precise information on their targets at shorter to intermediate distances as well.

“Knowing how far away your target is helps ensure that the right shot is taken and results in a clean, ethical kill,” says Surujh. “So, in general, we feel that our Rangeguide 2800 10x50 will have attraction and positive sales in most markets.

“At GPO we aim to ensure that our partners – distributors, retailers and end-users – have the best value for their investment. Margin plays a crucial role in the value for dealers and we know we are very competitive, if not better than most European companies today. Topped with the fact that we are a small, responsive and proactive company, we are always available to assist with promotion, marketing and customer service, for all of our partners.

“First off, the Rangeguide 2800 is a 10x50

binocular, meaning larger exit pupil for low-light performance as well as maintaining the dimensions and weight similar to a ‘standard’ 10x42,” continues Surujh.

“We also have implemented one of the fastest and most responsive (0.25 seconds) laser rangefinders on the market.

“Additional features like scan mode, true angle, angle and temperature, make this a feature-packed LRF bino for an attractive price.

“The Rangeguide 2800 10x50 LRF binocular stands apart from most competitors on the market, as it has larger objective lenses, while maintaining a compact size, stylish design and reliability, which is quickly becoming synonymous with German Precision Optics products.

“We did not want to come with ‘another 10x42 LRF bino’, so we put forth maximum effort to make sure our 10x50 added value while not being overly large or heavy, as these are crucial factors for any stalker.”

*The Rangeguide 2800 10x50 will not be available in select European countries due to OEM contractual obligations. Please contact GPO directly for additional information. **GTW**



About

GPO was founded by optical industry senior executives who have experienced how big brands increase profitability to support their massive production infrastructures. This corporate profitability structure normally results in increased consumer pricing or decreased product feature quality. The team at GPO has a unique corporate structure that allows it to build higher-quality products with better features at similar prices or similar-quality products at better prices. Its products are built to high-quality standards in some of the largest global production facilities in the world. All of its design, engineering, and quality management is done internally in Germany

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