



GERMAN · PRECISION · OPTICS

NEWS RELEASE
FOR IMMEDIATE RELEASE

**German Precision Optics Partners with Blue Ridge Marketing
for the Southeastern States**

RICHMOND, Va. (Oct. 21, 2019) — German Precision Optics (GPO) USA, a leader in the engineering, design and development of premium binoculars, riflescopes and rangefinders, announced today that Blue Ridge Marketing will be handling the sales for its full line of premium optics in the 10-state southeastern territory encompassing North Carolina, South Carolina, Virginia, West Virginia, Mississippi, Georgia, Alabama, Tennessee, Kentucky and Florida. This is effective November 1, 2019.

“We are very excited to bring Blue Ridge Marketing into the GPO family,” said Mike Jensen, GPO USA owner and CEO. “They are a large group for only 10 states and have a fantastic track record for their experience in optics, superior personal service and attention to detail, all of which compliment what GPO is to the core. We are confident that Blue Ridge Marketing will make a difference for both GPO and the retailers that they support,” concluded Jensen.

“We are extremely pleased to add GPO to our group’s portfolio” said James Hopkins co-owner of Blue Ridge Marketing. “We believe that GPO’s unique products combined with German technology, design, and function and manufacturing partners all over the world provides the end user the quality they desire at a much more affordable price.

“Backed with their Spectacular Lifetime Warranty, extensive advertising, and a multitude of other promotional tools, GPO makes our job easy in showing the benefits for becoming a GPO dealer,” said Hopkins.

About Blue Ridge Marketing

Headquartered in Morganton NC., Blue Ridge Marketing has represented the shooting sports industry throughout the southeast for more than two decades. Founded by Virgil Denton & James Hopkins in 1996, they have stayed with their proven “team” approach to sales and service throughout their history. Through a shared commission structure across all channels each man in the group benefits from the success of every customer within the territory. The result of this structure is every representative has an invested interest in each other’s success therefore; we make each other stronger in our efforts to serve our dealers.

For more information on Blue Ridge Marketing, visit www.blueridgemarketinginc.com or call 540-588-7661

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-percent 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 U.S. headquarters in Richmond, Va. For more information on GPO USA, visit www.gpo-usa.com or call 844-MY BINOS (844-692-4667).

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