



NEWS RELEASE
FOR IMMEDIATE RELEASE



GPO USA's 8x42 and 10x42 ED Binoculars are Now Available in Two New Colors

RICHMOND, Va. (June 8, 2022) — GPO USA today announced the immediate availability of two new beautifully rich colors to its popular 8x42 and 10x42 ED binoculars, Desert Sand and Dark Brown Earth. Until now, these two color variations were only available in the 8x32 ED and the 10x32 ED models. Now all four ED models will be available in four colors: Black, Deep Green, Desert Sand and Dark Brown Earth.

With its unique magnesium micro-bridge and body, the ED binoculars are compact and ultra-lightweight yet incredibly durable. They feature premium ED objective lenses, high-transmission GPObright™ lens coating technology and they are fog proof and waterproof. The cutting edge field of view afforded on this line of binoculars makes them ideal for a variety of glassing situations. They are popular among all outdoor enthusiasts and some of the best-selling items in the GPO portfolio.

“The addition of these colors not only rounds out this popular line, but answers requests of our customers,” said Mike Jensen, president and CEO. “We listen to our customers and do our best to fulfill their requests.”

The two new colors, Desert Sand and Dark Brown Earth Passion 8x42 and 10x42 ED binoculars are currently available and can be purchased at retailers nationwide or conveniently online at www.gpo-usa.com or by [Clicking Here](#). They have a suggested retail price of \$524.99 and \$549.99 respectively.

All GPO products purchased in the USA include the GPO, USA Spectacular Lifetime Warranty. Full details of this warranty can be found at www.gpo-usa.com.

About GPO USA

GPO USA, an American company, was founded on the premise that design, engineering, and quality control can be 100 percent conducted in Germany to its strictest standards, yet products can be assembled at some of the largest production facilities around the world. This unique production process allows GPO to offer the highest quality products with better features at a significantly better price. GPO USA is confident that its products will not only function perfectly but will always exceed its customer 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 USA is headquartered 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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