



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**



**Be Sure to Pack Your Binocular for Summer Travel**

**RICHMOND, Va. (July 6, 2022)** —Summer travel season is upon us, and families coast to coast are assembling their packing lists. Regardless of how you travel – by car, RV, boat, air, or even by backpack – one item you don't want to forget is a high-quality binocular like those offered in the GPO USA ED series.

A binocular will allow you to see more than just birds and all manner of wildlife up close and personal. They're perfect for viewing sporting events, concerts, architecture, and far-away landscapes, and after dark, a binocular will let you see the moon, the stars, and even the planets like you've never seen them before. Because a binocular allows the use of both eyes in a natural way, they are more comfortable than single telescopes. A binocular provides depth perception, and improves visual acuity by giving the human visual system two sets of data to process and combine. And they can be hand-held, not requiring a bulky tripod for support like a telescope does.

GPO's 8x32, 8x42, 10x32 and 10x42 ED binoculars are perfect for the summer traveler. With their unique magnesium micro-bridge and body, all members of the ED binocular series are compact and ultra-lightweight, yet incredibly durable. They feature premium ED objective lenses, high-transmission GPObright™ lens coating technology, and are both fog proof and waterproof. The 8x42 and 10x42 units measure just 5.7 inches long and weigh just 26 oz., while the 8x32 and 10x32 units measure just 4.9 inches in length and weigh a mere 17.6 oz., creating the perfect balance between packability, portability, and performance. They are popular among outdoor enthusiasts and are some of the best-selling items in the GPO portfolio.

Best of all, for summer GPO USA's ED binocular line-up is available in four beautifully-rich colors – Black, Deep Green, Desert Sand, and Dark Brown Earth.

“Traveling with a binocular will enhance the entire family's enjoyment, no matter where you go, what you do, or how you're getting there,” said Mike Jensen, GPO USA President and CEO. “And GPO's ED series melds the perfect combination of size and performance no matter where you're heading.”

GPO ED binoculars are currently available and can be purchased at retailers nationwide or conveniently online at [www.gpo-usa.com](http://www.gpo-usa.com) or by [Clicking Here](#). They have a suggested retail price of \$499.99 and \$549.99, depending on model and color. 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](http://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](http://www.gpo-usa.com) or call 844-MY BINOS (844-692-4667.)



### Editorial Contact:

Karen Lutto

210-451-9113 (office)

804-539-6699 (cell)

[karen@hunteroc.com](mailto:karen@hunteroc.com)

HOC Website: [www.hunteroc.com](http://www.hunteroc.com)

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