

**Ek GUILLOTINE-X****Ek JAGUAR II**

As the major brands moved towards more exotic and fragile high-priced products, the direction of the archery industry moved towards lessening the quality of mid-range products as a selling point; Poe Lang disagreed with this trend and aimed for a higher target.

Mr Liu explained: "As the physics of archery are unlikely to be reinvented, the limitations of design are reaching an apex. We must focus on refining proven designs and providing robust products that have an extended service life. It is a disservice to the archer to cheapen the materials of crossbows and bows, instead we must integrate the traditional values of bowyer craftsmanship to modern fabrication."

### THE JOY OF ARCHERY

As the product development team worked alongside both casual and professional archers

to gather real-life performance data on their products, something very simple became obvious; that beyond the technical gadgets and the skill sets of competition, archery is the sheer enjoyment of shooting.

The next generation of Poe Lang's leadership, Matt Liu, expands this idea: "Whether it's an arrow, a bolt or a bullet, the decisive moment of the shooter's skill, the culmination of the design of the bow or firearm is the impact event of the projectile hitting the target. We resolved to create bows and crossbows that are focused on this moment, this realisation of marksmanship and the joy we all have from shooting."

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### Ek, THE NEXT GENERATION

To achieve this goal Mr Liu and his son Matt created a new division of Poe Lang, Ek Archery Research. The name Ek comes from a symbol used in physics to describe the energy of an object in motion.

"We want to be more than just velocity, rushing headlong from one new design fad to another. Instead we strive to be the solid momentum that helps the archer drive arrows into the bull's-eye", clarified Ek Research Archery CEO, Matt Liu.

With its new European headquarters based in the Netherlands, Ek Archery Research designs and prototypes new products from the ground up. Ergonomics guide the engineers' initial concepts and then as prototypes are developed they are subjected to field-testing by a variety of end users. Trends among the archers are analysed by the craftsmen and engineer team and then the designs are adjusted to find the sweet spot between handling and performance.

Ek Research Archery's product line unveiled at this year's IWA OutdoorClassics show is proof positive of this design process.

"One has only to cycle a few bolts through the high-performance Guillotine-X to see how we have built a crossbow around the human and how it naturally becomes an extension of the shooter's will," explained Matt.

"From our light and fast Jaguar II crossbow to the tack-driving Axis compound bow, we are proud to be providing archers with solid, accurate platforms to build their marksmanship. Quality crossbows and bows at prices that allow archery enthusiasts to build a diverse collection without breaking the bank." **GTW**