

Umarex partners with Poelang Enterprise

Umarex Sportwaffen GmbH & Co KG, a leading manufacturer of world-class air guns, and Poelang Enterprise Co Ltd have announced cooperation at 2017 IWA in Nuremberg.

Poelang Co Ltd is the largest manufacturer of crossbows in the world and one of the leading OEM companies supplying the North American archery industry. The central pillar of the cooperation is the development of Umarex's new line of Next Generation NXG archery products and the exclusive marketing of Ek Archery Research crossbows in Germany and Austria. Umarex

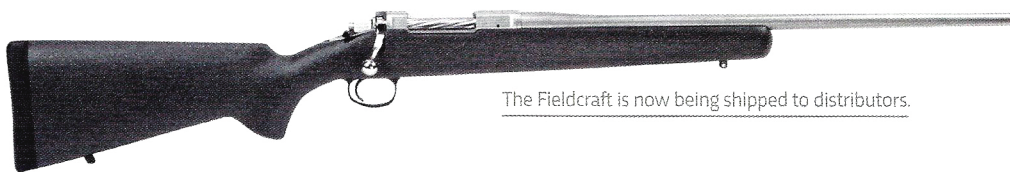
Outdoor offers a comprehensive selection of products, including a wide range of bows, crossbows and accessories.

"We are a good fit with Umarex," explained Poelang CEO Matt Liu. "Umarex is well known for its exacting quality and customer service, which is a value we also share. This cooperation will focus our extensive manufacturing experience and product design in archery products to Umarex's marketing vision."

The perennially popular Cobra Crossbow pistol and Jag light crossbows will be offered as part of the light and fast

NXG series and customers will now have the opportunity to acquire Ek Research Archery's extreme velocity Accelerator 410+ and Guillotine X crossbows directly through Umarex and its distributors. Additionally, replacement parts and tech support will be available through Bau Lian BV, Poelang's subsidiary in the Netherlands.

"We are very excited to be included under the Umarex banner. Through this partnership, we can enhance the aftermarket service throughout the life cycle of our products," said COO Janice Hu of Bau Lian BV.



The Fieldcraft is now being shipped to distributors.

Barrett Fieldcraft now shipping

Family owned rifle manufacturer Barrett has begun to send out shipments of its Fieldcraft rifles to distributors.

"Fieldcraft is the latest representation of our philosophy to build the highest-performance rifles for every application," says president Chris Barrett. "Even though we are known for making the

world's finest military-grade rifles, we love to hunt. Recently we introduced the Barrett Sovereign shotgun line and now we have created the ultimate hunting rifle."

The Barrett Fieldcraft is what the company describes as: "The perfect combination of ultra-lightweight design and heavy-duty performance."



AMERICAN SPIRIT ARMS' MANUFACTURING RELOCATES

American Spirit Arms, the maker of precision AR-15, AR-10, M4 rifles and the first patented AR-15 side charger upper, and its new ownership group, are pleased to announce the relocation of facilities to Phoenix, Arizona. It is located in the Deer Valley Airpark near the intersection of the 17 and 101 freeways.

"The new location with our expanded CNC machine capability will speed the introduction of new product lines, such as our highly anticipated .45 Glock mag compatible AR-15 and new line of super-quiet, patented-design suppressors, both of which should be available for sale in the summer," commented Rob Dunaway, president of American Spirit Arms.

NEW FACILITY FOR SMITH & WESSON OWNERS

Smith & Wesson owner American Outdoor Brands has announced a new 500,000 sq ft facility, which will likely serve as a national distribution centre for all of its brands as demand grows.

The facility will be built in Boone County, Missouri, and will also boast offices, with the potential for adding 22 acres to the site to accommodate a new accessories-division headquarters.

The project is hoped to be completed in 18 months' time.

It is thought that the facility will create almost 400 new jobs in the area.