

From the April issue of Shooting Industry

Dealers' Picks

Retailers Call The Shots On What Was Hot At SHOT Show!

Story & Photos: John Morrison

Quality counts, but without the right price point, it's "pie in the sky." Margins make the mortgage payment, but if you can't get your shelves re-stocked, margins are meaningless. Low-end, foreign-made "bargain-level" lines have great appeal, but if you're swamped with defective products and customer complaints, it's worse than selling nothing. So-called new designs must have more than "paint-on performance." If they don't solve a past problem or represent real innovation, you're better off sticking with tried-and-true products.

These were continuing themes we heard from dozens of dealers at SHOT Show 2006. Plus, dealers shared the gems they gleaned out of 20 football fields piled with goods from 1,846 exhibiting companies.

Shooting Industry prowled the aisles, plucking sleeves and grabbing elbows, asking you, the dealer, "what's hot, what's not and who's got the greatest." We heard things like, "When even the manufacturer is out of an item you need, call Brownells." "Sell one Al Mar knife and you've created a collector." "With Crimson Trace, you get the product — and a course in salesmanship, too." "Remington's Russian guns and Spyderco's Chinese-made Byrd knives are low-cost stand-outs in customer satisfaction." "Seasonal sellers are okay, but products like Lansky Sharpeners are year-round money makers."

Want more? Here it is — straight from the SHOT Show floor!

Cleenbore USA Cleans Up



"As soon as I saw it demonstrated, I knew I could sell it," said Chris Holmgren, owner of Dual Smoking Gunns in Portland, Ore. Chris had never heard of Cleenbore's SACS (Small Arms Cleaning System) until he spotted it at the Cleenbore/KG Industries booth at the SHOT Show.

Using a unique polymer cleaning/oiling wad forced through the barrel by CO2 cartridges, the Cleenbore SACS delivers fast, effective gun cleaning. Bore scoring is eliminated and firearms do not require stripping to clean. Simply clear the chamber, insert the Cleenbore SACS handset, release the charged cleaning or lubricating wad, and the barrel is clean and free of fouling. And, the whole kit fits in a cargo pocket.

How does it perform at Dual Smoking Gunns? "It's working out great. I've shown customers how easy it is to use and they like it. The price point and margin are good, too. I'm glad I ran across it."

You can, too, by visiting www.cleenboreusa.com.