

SELLMARK®

“BRANDS THAT SELL”

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Media Contact: Media Relations
mediarelations@sellmark.net
817-225-0310
www.sellmark.net

Sellmark attending the 2018 Sports, Inc. February Outdoor Sporting Goods Show!



(MANSFIELD, TX) – Sellmark Corporation has announced plans to attend the 2018 Sports, Inc. February Outdoor Sporting Goods Show, scheduled for February 14 – 17, at Phoenix Convention Center, in Phoenix, AZ. Throughout the event, Sellmark plans to showcase four popular brands (Pulsar, Sightmark, Firefield and 12 Survivors) and will be offering exclusive deals for members.

Headquartered in Lewistown, MT and considered the largest sporting goods industry buying group based on retailers and their locations, Sports Inc. is comprised of 500 members and 750 sales locations throughout the U.S. and Canada. The member-owned organization operates five sporting goods trade shows annually.

Sightmark

Sightmark, heading into its 11th year in January, shows no signs of slowing down. Building on the brand’s foundation of enhancing accuracy and outdoor experiences, Sightmark is set to turn the heads of attendees with a dynamic range of new products including the Ultra Shot RAM Series M-Spec Reflex sight complete with a patent-pending, integrated sun shade; Photon RT series digital night vision riflescopes; LoPro laser/light combos and a handful of precision optic designed to help shooters achieve their long-range goals. www.sightmark.com

Pulsar

Pulsar, the global leader in thermal imaging and digital night vision, turns up the heat at SHOT Show with several new thermal/night vision devices and enhancements to flagship optics you don’t want to miss. Throughout SHOT Show Pulsar intends to show the shooting, hunting and outdoor world the next steps in long-range detection and robust yet practical and easy-to-operate features. www.pulsarnv.com

Firefield

Firefield has kicked off its 10th anniversary with a healthy array of new products. The brand’s latest and greatest offerings, including Barrage riflescopes, Impulse red dot optics, Impact reflex sights, Carbon Series range and rifle bags Stronghold Bipods and more are expected to be showcased throughout the

SHOT Show. Whether your customers are competitive shooters, recreational plinkers or weekend warriors, Firefield covers your six with rugged, reliable, performance-driven MSR optics and accessories. www.fire-field.com

12 Survivors

When it comes to the 2018 SHOT Show, 12 Survivors is GO READY. You might be ready for the big show but when it comes to 2018's post SHOT Show off-the-grid adventures, many people may not be as prepared as they would like. 12 Survivors' survivalist, prepper, camping and hiking gear do more than enhance outdoor experiences. The brand's innovative line of gear ensures enthusiasts GO READY for just about anything, especially when things don't go as planned. www.12survivors.com

If you plan to attend the February, 2018 Sports, Inc. Outdoor Sporting Goods Show, please take the opportunity to stop by the Sellmark booth, visit with knowledgeable staff and learn more about Pulsar, Sightmark, Firefield and 12 Survivor products.

About Sellmark

Sellmark is dedicated producing industry-leading outdoor lifestyle products and brands and continues to grow market share in more than 50 countries, including many quality retailers in every state across the U.S. To date, Sellmark products and brands have been sold in more than 5,000 locations around the world. Sellmark "Brands that Sell" include Sightmark, Firefield, 12 Survivors and Southern Crossbow. For information about any of these brands or products, please contact mediarelations@sellmark.net.