

SELLMARK®

“BRANDS THAT SELL”

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Sellmark stepping it up for 2018 SHOT Show!



(MANSFIELD, TX) – The new year will be here before you know it and once again, Sellmark Corporation plans to participate in SHOT Show 2018, scheduled for January 23 – 28, in Las Vegas, NV. During the world’s largest shooting, hunting and outdoor trade show, Sellmark will be exhibiting four popular brands: Pulsar, Sightmark, Firefield and 12 Survivors in **booth # 11924**.

While Sellmark will be at the same convenient location, the booth has been re-designed and will be teeming with new products, to be unveiled at the show. Sellmark’s simulated shooting range is sure to be a favorite for SHOT Show visitors. Attendees have the chance to compete against world-class marksman and History Channel’s Top Shot Season 2 Winner, Chris Reed. Reed will also be present in the booth daily for shooting tips and autographs from 9 – 11 a.m. and 2 – 4 p.m.

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 SHOT Show 2018, 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 SHOT Show 2018, please take the opportunity to stop by **booth # 11924**, visit with the Sellmark team and learn more about Pulsar, Sightmark, Firefield and 12 Survivor products. Media members interested in learning more about Sellmark's products, brands or corporate history, are encouraged to stop by or schedule an appointment by emailing mediarelations@sellmark.net.

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.