



FOR IMMEDIATE RELEASE

OTIS ANNOUNCES NEW PRODUCTS FOR 2017

Lyons Falls, NY: Otis Technology is proud to announce its new products for 2017. These products will debut at the 2017 Shooting, Hunting, Outdoor Trade (SHOT) Show on January 17-20, 2017 in Las Vegas, NV.

The PATRIOT series of firearm cleaning kits by Otis will make their first debut at the show. These cleaning kits offer the basic Breech-to-Muzzle® cleaning gear packed simply in a hard plastic case. Each kit is caliber specific and is available in 8 configurations, ranging from .17 caliber to 12 gauge. With a suggested retail price of \$19.99 to \$24.99, consumers can pick up several cleaning kits to fit their needs.

The Otis line of Smart Cleaners, Lubricants, Protectants and CLPs will make their official product launch at the show. This complete line of over twenty SKUs offers next generation protection for firearms. A majority of the line is biodegradable offering a powerful formula that is also safe for the environment. Couple them with an Otis Breech-to-Muzzle® cleaning system for superior firearm maintenance.

The company is also announcing its DEFENDER Series cleaning systems. Available in nine configurations, these cleaning systems feature three ways of cleaning in one convenient system: Memory-Flex® cables, Ripcord® one pass cleaning tools and solid rods are included. Configurations are available in single caliber or multi caliber cleaning systems in .223cal/5.56mm, .308cal/7.62mm, .38cal/9mm, .40cal or .45cal.

Otis has also revamped some of its accessories. Bore brushes are available in two-packs featuring one nylon and one bronze bristled brush. They are available in .22 caliber to 12 gauge and are at a suggested retail of \$1.99 to \$2.49. Otis All Purpose Receiver brushes are available in several different variety three-packs and feature a smaller package size. Lastly, Otis will debut a 3 pack of reusable microfiber gun cloths.

For resellers, Otis Technology has revamped its display merchandising program and offers five new display options in three different sizes. Each display features top-selling Otis products – ranging from cleaning systems & accessories to Ripcord®, chemicals and hearing protection.

Otis Technology is known for manufacturing the most advanced gun cleaning systems available. The superior Breech-to-Muzzle® design combined with unmatched quality has positioned Otis as the gun care system of choice with the US Military. Otis Technology is **SMART GUN CARE**.

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