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## [Supporting the Hunting, Archery & Outdoor Industry - Now and In The Future](#)

*Rest assured that we will continue to support your compliance needs and business growth, both in-store and online*

**Staten Island, NY (October 16, 2018)** – Celerant Technology, a leading provider of innovative retail and E-Commerce solutions, enables firearm dealers to manage and expand their operations within ONE system. Offering premium retail software for gun stores and shooting ranges, Celerant has successfully served the firearms industry for nearly two decades.

Some regard the firearms industry as sensitive due to its past dealings, management and impact. But thanks to the advent of technology, firearm dealers can easily maintain compliance, while becoming a significant contributor to the economy. Celerant has [supported this industry](#) and will continue to do so, with compliance as the top initiative. Our goal is to enable hunting, archery & outdoor retailers to operate more efficiently, comply with the growing regulations, and expand their business through innovation and technology.

Celerant has successfully taken advantage of technology to improve all business sectors, including hunting, fishing, camping, archery and firearms. [Celerant's retail solution](#) has been a "game changer" for [outdoor sporting goods retailers](#), shooting ranges and gun stores for over 15 years. FFL dealers across the United States have streamlined their compliance through our integrated electronic A&D book, e4473s, digital waivers and more.

In addition, hunting, archery and outdoor retailers can import products listed on various vendor catalogs such as [RSR](#), [Sports South](#), [USC](#), [Zanders](#) and most recently, [Davidson's](#). Product descriptions/images can be easily pulled, and displayed on their own E-Commerce website, and drop shipping can be enabled directly with many of these distributors. [Celerant's E-Commerce sites](#) also include FFL Locators so firearms can be sold online and shipped to a local FFL dealer, while staying compliant. Through the POS software, firearm dealers can push products to third-party marketplaces such as GunBroker, Guns.com, SlickGuns- and even Amazon, Walmart, eBay and others.

As a preferred retail software provider of the NSSF and the NRA for well over 10 years, Celerant has supported the hunting/outdoor industry and will continue to do so. We will help dealers follow the always-changing regulations and ensure compliance within the industry. Continuously, Celerant enhances their retail FFL software by adding new integrations,

partnering with new firearm distributors and online marketplaces, and adding new features to benefit FFL dealers.

With two retail software platforms available- [Stratus Retail](#) for larger dealers and [Cumulus Retail](#) for smaller dealers- firearm, hunting, archery, fishing and camping retailers can rest easy knowing their software provider is not going anywhere and will continue to support their business and help them grow, for the long-term. Most recently, Celerant has developed integrations to [FastBound](#) for electronic bound book and 4473, stamped by [FFLGuard](#), ensuring that dealer's logbooks are ATF compliant and up-to-date with regulation changes. This is one of the many new partnerships Celerant has developed to help firearm dealers more effectively manage their retail businesses.

### Useful Links

- **Stratus Retail for firearms:** [www.celerant.com/firearms](http://www.celerant.com/firearms)
- **SaaS, Cloud solution for smaller dealers:** <https://cumulusretail.com/hunting-range>
- **Range management module:** [www.celerant.com/range-management](http://www.celerant.com/range-management)
- **Firearm-related videos:** [www.celerant.com/videos/firearms](http://www.celerant.com/videos/firearms)

### About Celerant Technology

Celerant Technology is a retail technology provider offering unparalleled and seamless multi-channel integration to retailers across all industries. Since 1999, Celerant has consistently accelerated business growth and efficiency through unique innovations such as: POS, inventory management, advanced analytics, integrated E-Commerce, mobile applications and back office - to name a few. With an open and collaborative environment, the company focuses on each retailer's specific integration needs to form genuine, enduring partnerships. Celerant supports firearms merchants with functionality to address their unique needs: e4473, Smartwaiver integrations, electronic A&D book, range management, vendor integrations, marketplace integrations (i.e., Gunbroker.com, Slick Guns) and more. Celerant is a preferred vendor of the National Shooting Sports Foundation (NSSF) and National Rifle Association (NRA). For more information, please visit [www.celerant.com/firearms](http://www.celerant.com/firearms).