

ALLEN Company Launches Innovative Archery Brands

1/6/20: For Immediate Release

Broomfield, CO: The archery and crossbow markets are constantly evolving and improving as hunting and target shooting consumers seek out new and different tools to add to their arsenal. As a result, today's retailers must find a way to keep their assortments updated with unique brands and products.

New for 2020: The ALLEN Company has introduced 8 new archery brands that deliver innovative products to an industry that demands constantly updated offerings and fresh brand stories.

K'Netix byALLEN™: *Ergonomics of Archery Tools*

This line of tools was engineered for the repetitive archery hand functions-only found in high speed archery pro shops. By blending the dynamics of "kinetic energy" and "kinesiology" K'Netix tools offer the user ergonomic range of motion with maximum energy delivered using minimal movement.

Titan byALLEN™: *Performance and Protection*

Ancient mythology says Titans were the assigned protectors of civilizations fused with powers greater than mortal man. If you're looking for a warrior's strength to protect bows and crossbows, and precision manufacturing applied to archery components-then consider yourself protected by a Titan.

BloodRUSH byALLEN™: *Hyper-Hemorrhage Broadheads*

BloodRUSH broadheads are a revolutionary evolution of enhanced hemorrhage design to promote larger blood trails through machined blood ports in the ferrule of the broadhead. These ports speed up fluid movement and promote blood loss.

Velox byALLEN™: *Steel Locking Components System*

Velox Broadheads improve upon already existing designs by fusing together the contact surfaces of ferrule, blade and retention collar in a locking manner and magnify the impact strength of the product and protect it from shearing forces.

Stryke byALLEN™: *Swift Terminal Performance*

Stryke Broadheads focus on improved flight dynamics for pinpoint accuracy downrange where real terminal performance is paramount to the shooter.

RAZOR byALLEN™: *Precision Bolts and Arrows*

Like a finely honed blade cuts through the air, Razor Arrows and Crossbow Bolts are designed with high-grade components that deliver precision accuracy down range.

Pulse byALLEN™: *Calm Your Primal Senses*

Whether releasing on the trophy of a lifetime, or standing at a crowded target line, tension is a common emotion felt by even the best of shooters. Pulse is a brand of archery shooting gear to help minimize the effects of elevated heart rate and calm your primal senses so you can execute one, perfect shot.

Terrain byALLEN™: *Conquer the World Under Your Feet*

Geographic Terrain features vary across all of our beautiful outdoor landscapes. These products are designed with intuitive compartmentalization and load-mobility in mind, so that no matter what surfaces you find yourself trekking across, your outdoor gear will be a seamless part of you.

"This was really an excuse to show love for the art of marketing," says Lee Betty; Director of Marketing at the ALLEN Company. We were able to isolate and analyze each respective product market segment in detail and ask ourselves, "How would we do this in a perfect world? The customer-proven response has been a testament to these brands and the creative strength of our internal team."

All of these exciting new brands will be unveiled to the Outdoor Industry at the upcoming ATA Show in Indianapolis and the SHOT Show in Las Vegas. Add higher turn frequency and margin results back to your retail and digital assortment.

For more information about the ALLEN Company and their broad expanse of archery and hunting products, visit us at www.byallen.com or call (800) 876-8600. @allenoutdoors

2020 SHOT Show Booth: #14521

2020 ATA Show Booth: #4133

Instagram: www.instagram.com/allenoutdoors

Facebook: www.facebook.com/allenoutdoors

YouTube: Allen Company

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About Allen Company:

Headquartered in Broomfield, Colorado, Allen Company was founded in 1970 and is the leading provider of hunting, shooting, archery and tactical-related products to the Outdoor Industry. By continuously striving to improve our product design and quality, we have set our sights on making the Allen brand known and trusted by the entire outdoor population as the best product for the money.

In 2020, ALLEN Company will be proudly celebrating their 50-year Anniversary with the Grand Opening of a new headquarters and distribution center located in Louisville, CO.