PRESS RELEASE

THERMAL PRECISION ZERO™ TO MAKE INDUSTRY DEBUT AT 2027 SHOT SHOW

Patent-pending innovation born from necessity gives thermal-optic hunters a faster, simpler and more precise way to zero - with less wasted ammunition and greater confidence in the field.

LAS VEGAS, Nev. - January 2027 - There is an old saying that **necessity is the mother of invention.**

For lifelong outdoorsmen **Patrick Easterling and Scott Hensley**, necessity led to **Thermal Precision Zero™**, a patent-pending thermal zeroing system created not in a corporate product-development department, but from decades of experience hunting, fishing and pursuing a shared passion for the outdoors.

Thermal Precision Zero was developed to address a deceptively simple problem: **zeroing a thermal optic can consume time, ammunition and patience when the shooter lacks a small, precise and repeatable thermal aiming reference.**

The system provides a purpose-built thermal aiming point designed to help shooters establish and confirm a zero more efficiently, reduce wasted ammunition and time at the range, reduce the frustration associated with improvised thermal targets, and ultimately leave the range with greater confidence in their zero.

Thermal Precision Zero will make its industry debut at the **2027 SHOT Show, January 19-22 in Las Vegas.**

A SOLUTION CREATED BY HUNTERS, FOR HUNTERS

The idea began with a problem familiar to many thermal-optic hunters. Easterling experimented with the same readily available and improvised heat sources many hunters have used. Those solutions could generate a thermal signature and could work as an aiming reference, but they were never designed specifically for precision thermal zeroing, and they did not provide the small, purpose-built aiming point he wanted.

He went looking for something better. When he couldn't find it, he decided to build it.

That pursuit ultimately brought Easterling together with fellow lifelong outdoorsman Scott Hensley in developing and refining what became Thermal Precision Zero.

"This really began with necessity," said Easterling, co-inventor of Thermal Precision Zero. "I wasn't looking for something to invent or a product to sell. I was trying to solve a problem I had as a hunter. I tried the available options, and while some of them can work, I wasn't satisfied with 'good enough.' I wanted something that could make the process faster, more precise and less frustrating - and give me confidence in my zero before I ever walked into the woods."

THE VALUE IS STRAIGHTFORWARD

LESS TIME ZEROING • LESS WASTED AMMUNITION • LESS FRUSTRATION • GREATER PRECISION • GREATER CONFIDENCE

The result is a compact, patent-pending, air-activated thermal marker engineered specifically to provide a small, precise thermal aiming reference for zeroing thermal optics. Unlike larger improvised heat sources designed primarily to produce warmth, **Thermal Precision Zero was designed from the beginning for one purpose: precision thermal zeroing.**

The system allows a shooter to place a clearly identifiable thermal reference at the desired point of aim, acquire that reference through the thermal optic, fire and identify the point of impact. A second marker can then be positioned at the point of impact, allowing the shooter to use the adjustment capabilities of the thermal optic to bring the zero toward the point of impact.

For Easterling and Hensley, the final benefit - **confidence** - is at the heart of the invention. Knowing that a hunting rifle and optic are properly zeroed is about more than accuracy at the range. It is part of the responsibility that comes with hunting.

"As hunters, we have an obligation to know our equipment and do everything reasonably within our control to make an ethical shot," Easterling said. "When I walk into the woods with a rifle, I want confidence that the rifle and optic are properly zeroed. When the opportunity comes and I make the decision to pull the trigger, I want to know that I have done my part beforehand to put that shot where I intend it to go. That responsibility became a big part of why we kept pushing to develop Thermal Precision Zero."

Thermal Precision Zero is not intended to replace good marksmanship, proper shooting fundamentals or the responsibility of confirming a rifle's zero. Instead, it was created to give thermal-optic users a purpose-built tool for making that zeroing process more precise and repeatable.

"There is a different level of accountability when you are building something you intend to use yourself," said Hensley, co-inventor of Thermal Precision Zero. "We know what we expect from our equipment when we go into the field. We wanted Thermal Precision Zero to meet that same standard: simple, practical, precise and something we would confidently put in our own hunting packs."

The product arrives as thermal optics continue to become increasingly accessible to hunters and shooters, creating a growing need for accessories designed specifically around how thermal technology is actually used in the field.

Based on the company's market research, Thermal Precision Zero has found no comparable product designed specifically to provide this level of precision as a purpose-built thermal zeroing reference.

For Easterling and Hensley, SHOT Show represents something larger than introducing another shooting accessory. It represents the transition of Thermal Precision Zero from a problem experienced in the field, to an idea, to an invention, and now to a product ready to be placed in the hands of other hunters.

> *“Bringing Thermal Precision Zero to SHOT Show is an exciting milestone for both of us,” Hensley said. “We're lifelong outdoorsmen who experienced a problem, believed there was a better way to solve it and went to work creating one. Now we have the opportunity to put it in front of people who understand this world as well as anyone, listen to their feedback and see where it can go.”*

Thermal Precision Zero is currently **patent pending** and preparing for commercial market introduction. Attendees at the 2027 SHOT Show will have an opportunity to see the product firsthand, understand the zeroing process and meet the outdoorsmen behind its development.

2027 SHOT Show
January 19-22, 2027 | Las Vegas, Nevada | Booth: [BOOTH NUMBER]

ABOUT THERMAL PRECISION ZERO™

Thermal Precision Zero™ is an inventor-led outdoor products company created by lifelong outdoorsmen **Patrick Easterling and Scott Hensley**, co-inventors of the Thermal Precision Zero system. Born from necessity and created by hunters, for hunters, its patent-pending system provides a compact, purpose-built thermal aiming reference designed to make thermal zeroing more precise, repeatable and intuitive. The company was founded on a simple belief: hunters should understand their equipment, have confidence in their zero and enter the field prepared to make responsible, ethical shots.

Media / Industry Contact:
Patrick Easterling | Co-Inventor | Thermal Precision Zero™
easterlingdonald@gmail.com | (704) 214-2379 | [Website]