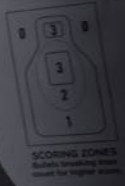





RANGE SERVICES

BETTER EQUIPPED
BETTER PREPARED

ACTION
TARGET





TURNKEY CONVENIENCE, COMPLIANCE, AND SAFETY

Managing a range requires a lot of effort and attention to detail. Action Target eliminates much of that effort with our turnkey range solutions. From scheduled maintenance and cleanings to managing metals recycling and compliance documentation, Action Target's services streamline your operations.



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METALS RECYCLING PROGRAM

Increase your spending power with our Metals Recycling Program

Action Target converts your spent brass and lead into cash or credits. Use credits to purchase store products, range equipment, or range services and receive an extra 10% bonus.

- **CONVENIENT** With just a quick phone call on your part, we provide customized collection packaging, fast pickup times, and quality service.
- **COMPLIANT** Our recycling and disposal processes fully comply with EPA and OSHA regulations.
- **TRANSPARENT** Metals are a commodity, so pricing fluctuates. Our pricing is transparent and based on the London Metals Exchange spot pricing.

Get the most from your metals recycling with Action Target. For more information or to schedule a pickup, contact us at **801.377.8033** or services@actiontarget.com



METALS RECYCLING

Recycling your metals with Action Target is easy and efficient. Simply contact Action Target to schedule a pickup. We will be there within 72 hours, at which time your London Metals Exchange (LME) spot pricing will be locked in.

Lead and brass pricing is listed live at LME.com, the global center for industrial metals trading. We currently pay a competitive percentage of the LME spot price for metals.

Fast and Convenient Pickup

- The minimum pickup weight for the best price is only 4,000 lbs with no maximum limits.
- Total weight and quality is confirmed within 72 hours of receipt at our warehouse.
- The maximum pallet weight is 3,000 lbs for lift gate service or 4,000 lbs for forklift.

Simple Brass and Lead Packaging

We'll work with you to supply and customize a complimentary packaging system that best fits your range.

- 55 gallon drums strapped to a 31" pallet with lid and ring - approx. 700 lbs. brass or 1800 lbs. lead
- 20 gallon drum liners for lead with a 31" pallet - approx. 600-700 lbs. lead



METALS CREDIT PROGRAM

Action Target is committed to helping our range operators run their ranges as efficiently as possible by eliminating the guesswork. This essentially guarantees your pricing; it's always visible and we can never reduce your price percentage throughout the life of our agreement.

Best in Class Payment Structure and Loyalty Bonus

We maximize your profit by eliminating the middleman and locking in your price when we pick up your metals. To capitalize on your value, you can choose one of two options for your metal's payout.

- **Check to the Customer.** Get a check back for the amount you recycled.
- **ATI Store Credit.** Get more buying power with ATI Store Credits. Use your metals credit at our store to buy products, services, range supplies, range maintenance services, or new range equipment and we'll add a 10% bonus.
 - For example, if you recycled \$1,000 worth of metals, and utilize our credits program, you would have \$1,100 to spend at the Action Target Store.
 - This allows agencies and companies the ability to keep the metals value in a credit and allows them to maintain control of these funds to put back into the range.



Use your metals credit at our store to buy products, services, or upgraded range equipment and we'll add a 10% bonus.



PARTS AND MAINTENANCE

Let our experts keep your range running.

Our job is not finished just because your range project is complete. Customized to your specific range needs, Action Target works with you to build a plan that determines the appropriate number of **annual range visits** your facility requires. These visits include a number of specialized services to keep your range running at peak condition.

- **Product Inspections:** Our technicians thoroughly inspect your range products for wear and assess necessary service and maintenance protocols.
- **Product Servicing:** Any products in need of service are taken care of on-site. Be it electrical, pneumatic, or physical, our technicians have the skills and knowledge to restore equipment operation.
- **Staff Training:** When our technicians are on-site, they are available to provide ongoing equipment training for your staff.

Our expert technician range visits are the backbone of our maintenance plans.

Customized maintenance plans are available for any range. For more information or to schedule a service, contact us at **801.377.8033** or **services@actiontarget.com**



PARTS & MAINTENANCE

We provide resources to help you maintain your range. From maintenance schedules to operation and maintenance manuals, we ensure you are prepared to properly care for your equipment.

Protect Your Warranty

Performing all of the required maintenance is key to keeping your equipment under warranty. A regularly scheduled maintenance plan with trained Action Target technicians is the optimal way to make sure this happens.

Save Time

Many range operators simply don't have the manpower, expertise, or time to keep their equipment properly maintained. When lack of maintenance leads to equipment failure, critical operating time is lost. Whether your range is a training facility or a commercial operation, an Action Target maintenance plan will help you focus your time on the important business of running your range.

Parts

Action Target will help keep your range running at peak condition by helping you source the correct ATI parts for your range equipment when needed. Having an expert working with you can make the difference in how quickly a solution will be identified. When you have equipment failure, your dedicated territory manager will work with you to get things operational.



RANGE CLEANING

With staff and client safety as our top priority, we provide cleaning services to help you maintain a safe and clean range.

General

- HEPA vacuum:
 - Ventilation vents.
 - Floor and walls.
 - Ceiling and wall baffles.
 - Target retriever tracks.
 - Shooting stall soft surfaces.
- Maintain and clean your HEPA vacuum including filter changes as needed.
- Wet wipe shooting stall hard surfaces.
- Clean shooting stall glass.
- Remove, replace, and properly dispose of air filters.

Steel Bullet Traps

- Gather and dispose of bullet fragments, bullet jacket fragments, and other debris.
- HEPA vacuum:
 - Exposed surfaces.
 - The area behind the trap.

RANGE SERVICE VISIT DISCOUNTS

Maximize your maintenance value by signing up for a service package. We currently have three discount tiers based on the number of visits your range will utilize throughout the year. Don't wait till something breaks down, keep your range running at peak conditions and **Contact your Territory Manager at 1.801.377.8033 to learn more and sign up.**



GOLD PLAN
4 ANNUAL VISITS



SILVER PLAN
3 ANNUAL VISITS



BRONZE PLAN
2 ANNUAL VISITS



RANGE SUPPLIES

Everything for your range [Shop.ActionTarget.com](https://www.actiontarget.com)

Action Target carries all the essential products to keep your retail area stocked and your range clean, safe, and ready to operate. From range safety products and cleaning supplies to paper, cardboard, and steel targets, we have everything you need to make your range or firearms training program a success.

- **FAST** We keep our products in stock and ship them quickly, making it easy to optimize your inventory.
- **RELIABLE** We are dedicated to getting it right, whether it's the products we sell, the orders we ship, or the way we answer the phone.
- **CUSTOMIZABLE** We design, print, and deliver targets that fit your brand.
- **INTEGRATED** We turn your recycled metals into range products.

INDUSTRY-LEADING SELECTION



PAPER AND CARDBOARD TARGETS

With more than 1,000 target designs, we offer a greater selection than anyone else in the industry.



TARGET BACKERS

We stock a variety of backers to fit any target system.



STEEL TARGETS

We offer a wide variety of innovative steel targets.



EYE AND EAR PROTECTION

Keep your customers safe with quality eye and ear protection designed for target shooting and tactical situations.



FIREARM STORAGE AND CLEANING

Keep your rental guns secure and working smoothly with our selection of firearms storage, cleaning, and lubrication gear.



RANGE CLEANING PRODUCTS

Keep your range safe and clean with products designed to remove lead from hands, shoes, floors, and other surfaces.



HVAC FILTERS

Specifically designed to filter lead and high loading conditions found in indoor firing range applications.



Visit Shop.ActionTarget.com to see our full selection of items and to place your order.

DEALER DISCOUNTS

Receive discounts on your range products by becoming an Action Target dealer. We currently have three discount tiers based on annual purchase volume. Each level has progressively deeper discounts. **Contact customer care at 1.800.779.0182 to learn more and sign up.**



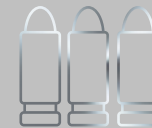
LEVEL 1 PLATINUM LEVEL

Spend >\$8,000 per year



LEVEL 2 GOLD LEVEL

Spend \$1,500-\$8,000 per year



LEVEL 3 SILVER LEVEL

Spend \$0-\$1,500 per year

CUSTOMER SUPPORT



Exceptional quality and service

We are dedicated to getting it right. Whether it's the products we sell, the orders we ship, or the way we answer the phone, we want your experience with us to be nothing but positive.

RELIABLE SUPPORT

Action Target Customer Service is on call and ready to help with warranty issues, replacement parts, and anything else you need to keep your range running at peak performance. We stand behind our work and we stand behind you.

CALL HOTLINE 877.852.2418

NATION-WIDE REPRESENTATIVES

Regionally-located customer service technicians provide fast industry-leading service to all states.

REMOTE ACCESS

Many of our products are remotely-accessible, allowing our team to quickly troubleshoot and provide assistance. This speeds up the maintenance process, ensuring minimum downtime.

- **Service Logs:** Our team is able to check the performance history of many products through service logs. These logs provide insights that help us quickly identify solutions.
- **Software Upgrades:** As software improves, we are able to provide upgrades without the cost of sending a technician to your range.

INVENTORY

We maintain a parts inventory to minimize service lead times. Additionally, our team works with you to ensure you have the necessary parts on-site to maximize the effectiveness of technician visits.

WARRANTY

The **Action Target 3 Year Trusted Partner Warranty** covers parts and labor costs associated with manufacturing defects or faulty products. Regular maintenance is required to maintain this warranty. For more information and details on covered products please visit:

**[ACTIONTARGET.COM/
TRUSTEDPARTNERWARRANTY](https://www.actiontarget.com/trustedpartnerwarranty)**

RANGE SERVICES TERRITORY MANAGERS

WEST

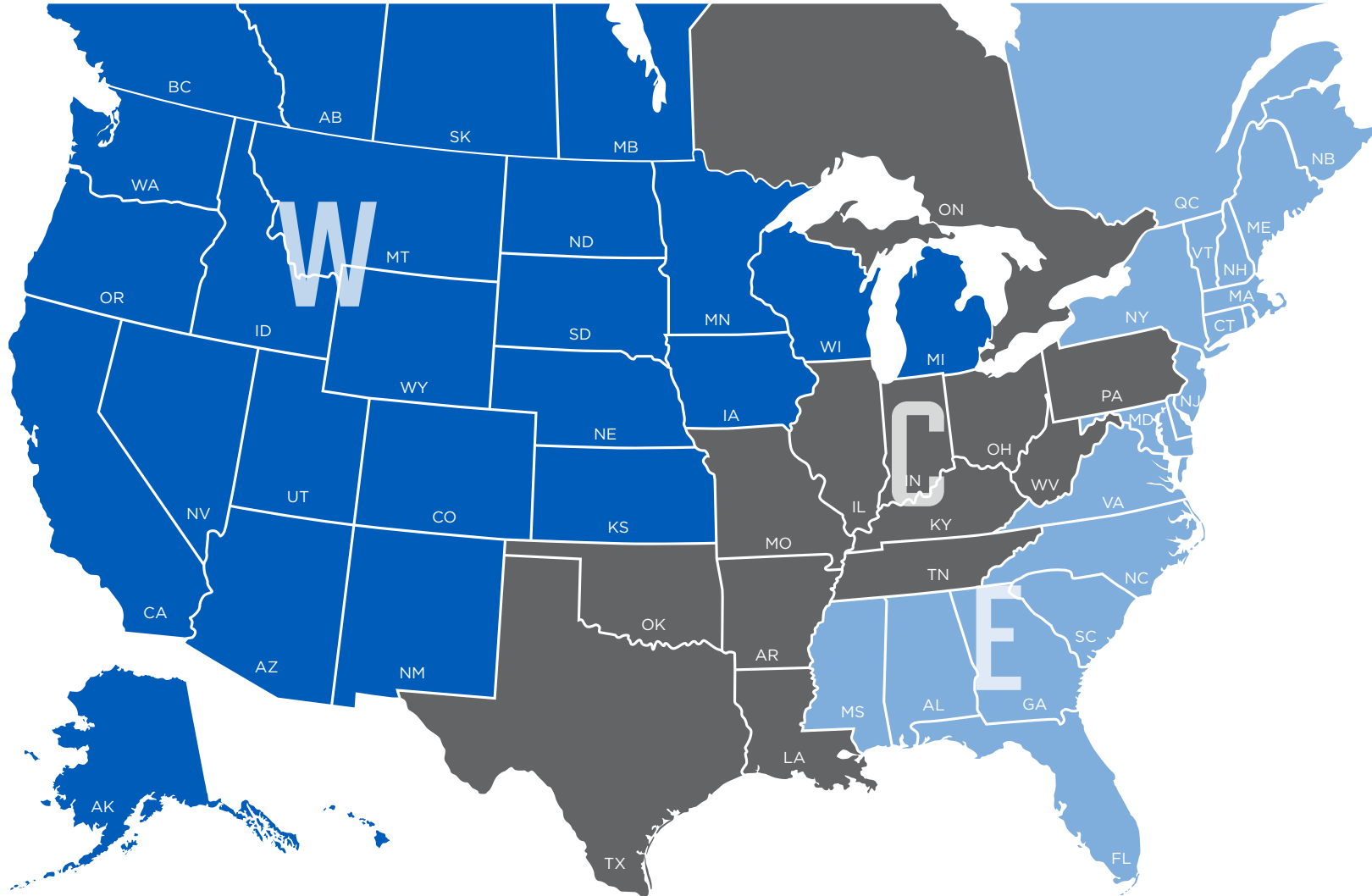
Brandon Tackett
btackett@actiontarget.com
801.705.9127

CENTRAL

John Rotollo
jrotolo@actiontarget.com
801.705.9159

EAST

Donald Morrow
dmorrow@actiontarget.com
804.334.8692





RETROFITS

Is your range safe, comfortable, and engaging?

Clean air, safe shooting stalls, and engaging target retrievers are key components for setting ranges apart. Action Target makes upgrading your range easy with a full line of equipment and can assist you with recycling your metals to fund your range upgrade.



SHOOTER ENGAGEMENT

Your ability to engage shooters has a direct impact on your revenue. From integrated games to 360-degree dynamic target systems, Action Target's equipment ensures shooters use more ammunition and come back again and again.



TARGET RETRIEVERS

Integrated games and training programs are based on the shooter's skill level. Everyone will enjoy a challenge using these systems, regardless of skill!



TACTICAL SYSTEMS

Expand your range's capabilities with fixed turning and running man target systems. Provide advanced training solutions with police lighting and fully customizable programs.



REACTIVE TARGET SYSTEMS

Events and training can be a substantial income generator for your range. Action Target's hit-detecting modular target systems provide the opportunity for ranges to quickly set up any number of synced targets to enhance a shooting event.



RANGE SAFETY AND COMFORT

Providing a safe and comfortable shooting environment is fundamental to your range's reputation and success. Action Target has the solutions that inspire confidence in shooters and bring credibility to your range brand.



SHOOTING STALLS

Action Target offers the most diverse selection of shooting stalls with options that extend from basic to fully customizable. Our thorough testing ensures maximum safety, while our stall accessories enhance the shooter's comfort.



VENTILATION

Action Target designs each ventilation system per a range's unique requirements to ensure proper air management. Our ventilation systems are also equipped with the most intuitive interface on the market.



BULLET TRAPS

Bullet traps are the heart of any range. Make sure your range is safe and operating at peak efficiency by investing in one of Action Target's industry-leading steel or rubber traps.

GENESIS™: A NEW ERA FOR RANGE TECHNOLOGY

SMART. CONNECTED. POWERFUL.

Genesis™ is the market's most entertaining and dynamic wireless target retriever. It enables you to manage your shooting range and engage shooters, maintain your investment, and streamline your operations like never before. Genesis features ensure customers are spending the maximum amount of time shooting.

FEATURES



STRIKE WATCH™

Monitors equipment for bullet strikes, alerts staff, and can auto-disable the lane.



LIGHTING

Dimmable white lights in addition to red, white and blue strobes provide optimal lighting for any use.



CONNECTED

Connected to the Action Target Cloud Network to allow for content updates, troubleshooting, and customer support.



ENGAGING SHOOTERS

Dynamic 360° turning, pre-programmed drills, and games challenge any shooter.



HIDDEN CLAMPS

Recessed clamp avoids damage from bullet strikes and is easy to operate with one hand.



INTEGRATED CAMERA

Provides real time view of the target on the control screen at any distance.

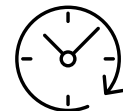
A BETTER EXPERIENCE



23%
INCREASE IN
AMMO USAGE



9 OUT OF 10
WILL TRAVEL
FARTHER



9 OUT OF 10
WILL STAY AT
RANGE LONGER



8 OUT OF 10
WILL
PAY MORE

LEARN MORE AT
ACTIONTARGET.COM/GENESIS





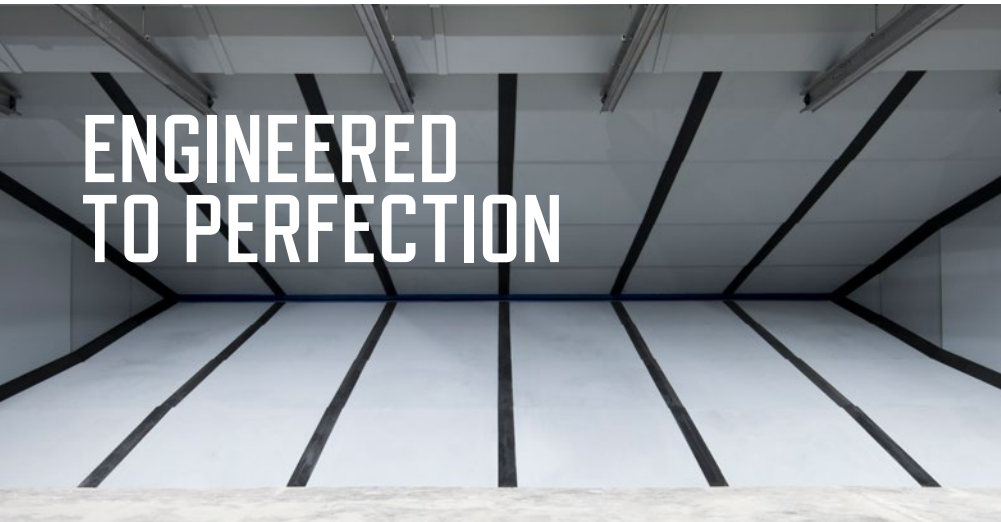
UNRIVALED CUSTOMIZATION

COMFORTABLE AND PRIVATE SHOOTING EXPERIENCE

American Series™ Stalls are available in three standard variations. Virtually every component, color, and material can be customized with the assistance of our in-house interior designer. Elevate the style and comfort of your range with a stall from the American Series™ line.



LEARN MORE AT
ACTIONTARGET.COM/AMERICAN-SERIES-STALL



ENGINEERED TO PERFECTION

A SOUND INVESTMENT

The Total Containment Trap™ (TCT) is the safest and most robust steel trap in the world. Its open-mouth design, heavy duty modular construction and integrated Dust Collection Unit (DCU) are some of the features that set the TCT apart. Minimal maintenance and automatic lead collection makes recycling easy and does not disrupt normal business. Maximize your range safety and lead recycling value with a TCT.



LEARN MORE AT
ACTIONTARGET.COM/TCT



PROVIDING A SAFE ATMOSPHERE

CLEAN AND EFFICIENT

Our innovative ventilation systems are custom-tailored to your range for maximum efficiency and proper air management. Each system seamlessly integrates with our SmartRange Axis™ control software, which offers an intuitive interface to help range owners control their ventilation equipment and monitor filter life. Take the guess work out of air management and breathe easy with Action Target's ventilation systems.



LEARN MORE AT
ACTIONTARGET.COM/VENTILATION



***BETTER EQUIPPED™
BETTER PREPARED***

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801.377.8033 / ActionTarget.com

    #ActionTarget