



ACTION TARGET ADVANTAGE

Action Target is the industry's leading turnkey provider of modern shooting ranges. Each step of the build process is handled by in-house professionals with years of expertise and industry knowledge. No matter your shooting range needs, Action Target has the solution.



CONSULT

Our knowledgeable range consultants guide you through each step of the process.



DESIGN

Our range design and drafting team turn your ideas into a range that fits your needs.



ENGINEER

Our team ensures our products comply with current engineering standards.



MANUFACTURE

Products are precisely manufactured in our own 125,000 square foot facility.



INSTALL

Our experienced and certified install teams work quickly to make your range operational.



SERVICE

Once your range opens, our service and maintenance team is there to keep it running.



SUPPLY

Our range supply programs have everything for your range and target needs.



TRAIN

We provide training for your shooting range equipment and to certify your range staff.

EVERYTHING FOR YOUR RANGE

Action Target designs and provides targets, gear, and supplies for government, law enforcement, shooting ranges, gun clubs, and shooting enthusiasts everywhere. With an unrivaled selection, we offer more target designs than anyone in the industry. Action Target has been serving the firearms community since 1986 and continues to provide essential tools and supplies for effective firearms training.

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.

CUSTOMIZATION AND FLEXIBILITY

If you have special requirements for your training program or business, we are able to meet your needs. Whether you're looking to customize an existing target for your organization's qualification requirements or have an idea for a great target, we can make it a reality.

INDUSTRY LEADING SELECTION

From mobile target systems and range safety products to steel, plastic, and paper targets, we have everything you need to make your range or firearms training program a success.

Action Target products are manufactured in the United States by Action Target Inc. in Provo, Utah. Action Target is committed to building the best shooting ranges and creating the ultimate shooting experience for gun owners around the world. Every possible effort has been made to ensure that all product photographs, descriptions, and specifications in this catalog are accurate. However, inadvertent errors may occur, and changes in design or materials, due to our continual effort to improve products, may result in changes to specifications before subsequent publications are created. Action Target Inc. reserves the right to modify or change specifications without notice. Some Action Target products shown may appear with customizations not generally available. If you have any questions regarding these or any Action Target products, please visit www.Shop.ActionTarget.com or contact us directly.

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GENESIS

GENESIS

DYNAMIC COURSE of FIRE 1

3x Both Hands

2x Strong Hand

1x Reload 2x

2x Both Hands

2x Strong Hand

2x Both Hands

DYNAMIC COURSE of FIRE 1

3x Both Hands

2x Strong Hand

1x Reload 2x

2x Both Hands

2x Strong Hand

2x Both Hands

DYNAMIC COURSE of FIRE 1

TIME AND ACCURACY TRAINING DRILLS

START

3x Both Hands

2x Strong Hand

3x Both Hands

1x Reload 2x

2x Strong Hand

END

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PAPER TARGETS



DESIGNED TO TRAIN, ENTERTAIN, AND EXCEL

Action Target offers the most comprehensive selection of targets in the industry, trusted by law enforcement, military, and federal agencies nationwide. We have the perfect solution for every shooting discipline to enhance your skills and elevate your shooting experience.



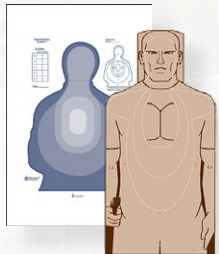
QUALIFICATION & TRAINING

Designed to enhance shooting proficiency, these targets are ideal for skill development and assessment.



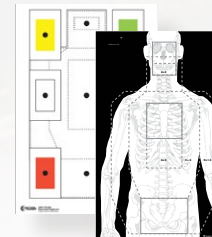
SCENARIO

These targets simulate real-life situations, aiding in tactical training and decision-making exercises.



FEDERAL & MILITARY

From the FBI to the US Fish and Wildlife Service, these provide qualification and training targets used by US federal agencies.



TRAINING ORGANIZATION

Customized for various training organizations, facilitating specialized instruction and practice.



SIGHTING & VISUAL FEEDBACK

Clearly track your accuracy with paper targets that highlight every bullet impact.



ENTERTAINMENT

Designed for recreational shooting, these targets add an element of fun to practice sessions.

CARDBOARD & COMPETITION

BETTER EQUIPPED
BETTER PREPARED™

TRAIN HARD, COMPETE HARDER

Action Target offers a complete range of competition-ready paper and cardboard targets, perfect for IPSC, IDPA, NRA, and USPSA training and events. We provide everything you need to train smarter and perform at your best, regardless of the conditions.



IPSC/USPSA

IPSC and USPSA targets are designed to meet the official IPSC dimensions to help you train effectively, getting realistic practice experience that prepares you for competition or real life.



BACKERS

Enhance your shooting practice with our high-quality target backers. Designed to provide a stable and durable surface, our backers are essential for maintaining the integrity of your shooting setup.



IDPA

Crafted for a realistic training experience, these targets meet official IDPA dimensions, making them ideal for competition matches, competitive shooters, and training enthusiasts alike.



NRA

Get the paper and cardboard targets you need to train for your next NRA competition or to hold your very own NRA event.

PLASTIC & RUBBER TARGETS



TOUGH TARGETS FOR TOUGHER TRAINING

Action Target offers an extensive range of durable plastic, polymer, and rubber targets including military bobbers, realistic 3D anatomy targets, rugged corrugated qualification targets, and weather-resistant options designed for outdoor training and performance.



MILITARY TARGETS

Designed to meet military standards, offering unmatched durability and lifespan. These targets deliver reliable performance in any training scenario.



3D TARGETS

Add realism to your training program with anatomical 3D shooting targets that can be dressed and accessorized for dynamic shoot / don't shoot scenarios.



CORRUGATED PLASTIC

Designed with flutes running from top to bottom for maximum stability in windy and harsh weather.

CUSTOM TARGETS



DESIGNED FOR YOUR NEEDS

Action Target's Custom Target program empowers you to design and create shooting targets that align perfectly with your training or recreational needs. For over 20 years we have specialized in creating custom targets for law enforcement qualification and training, competitive shooting, training organizations, and range businesses to enhance their brand.

STEP 1: CONSULTATION

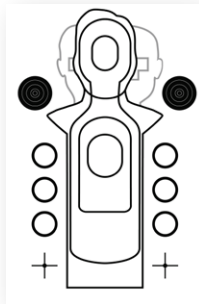
CONCEPT & PRICING



Contact a Action Target representative with a drawing or description of your desired design. Our team is here to help you customize an existing target or create something entirely new. Together, you'll determine the key details for the design phase, including material type, dimensions, color, and order quantity, ensuring an accurate quote and a seamless process.

Best pricing for custom targets is based on order quantity and generally requires a minimum order of 2,500-5,000.

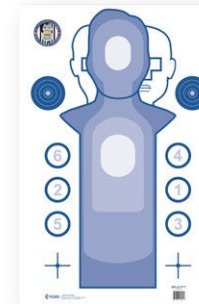
DESIGN



Our expert design team will work closely with you to incorporate branding, target zones, and other visual elements, ensuring every detail aligns with your vision. We provide unlimited proofs to refine the design until it perfectly meets your specifications.

There is no additional cost for multiple design proofs; however, it may affect final delivery timeframes.

PLACE YOUR ORDER



Once you approve the final design and quote, our store representative will promptly process your order to bring your custom target to life!

*All ready have a design done?
We can print it for you!*

You will receive an updated quote and design approval document before any order will be placed.

STANDARD CUSTOMIZATION OPTIONS

Materials

Choose between paper, cardboard, or plastic based on your shooting needs.

Target Zones

Add scoring, silhouettes, or vital organ designs to optimize training.

Colors & Graphics

Include custom artwork, branding, or unique design elements.

Sizes

Select from standard sizes or specify custom dimensions.

STEP 2: PRODUCTION



Focusing on efficiency without compromising quality, we produce high-performance shooting targets crafted from durable materials for maximum reliability and precision.

STEP 3: DELIVERY



Your targets arrive and are ready for immediate use. From production to your range, we prioritize quality and customer satisfaction every step of the way.

GET STARTED TODAY

Take your shooting experience to the next level with Action Target Custom Targets. Contact us today to start designing your one-of-a-kind target.

Email: customtargets@actiontarget.com

Phone: 800.123.4567

Website: www.actiontarget.com/custom

TARGET STANDS



STURDY SUPPORT FOR EVERY SHOT

Take the dynamic nature of an Action Target shooting range anywhere. From various static target stands to battery powered running man systems, our line of target systems allow ranges in the most remote locations to host any kind of training.



STATIC

These stands provide a stable and durable platform for mounting paper, cardboard, and plastic targets, ensuring consistent performance during shooting practice.



PORTABLE BULLET TRAP

Mobile units equipped with AR500 steel impact plates and rubber fascia, allowing for safe and efficient bullet capture in various training environments.



DYNAMIC

Designed to introduce movement into shooting scenarios, these stands simulate real-world conditions, enhancing shooter adaptability and proficiency.

STEEL TARGETS



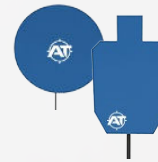
DURABILITY AT ITS FINEST

Experience the unmatched durability and longevity of Action Target steel targets. Engineered for quality, these targets withstand repeated heavy use, delivering immediate feedback with every distinct "clang" of a successful shot. Built to last and designed to elevate your performance, they transform traditional shooting into a rewarding and immersive experience. Discover the difference with Action Target steel.



REACTIVE

These targets provide immediate feedback through audible sounds and visual movement upon impact, aiding in muscle memory development for accurate shots.



STATIC

Designed for durability, these targets offer instant audible feedback when hit, facilitating effective training sessions.



PORTABLE

Lightweight and easy to set up, these targets are ideal for shooters seeking flexibility and convenience in various training environments.



RIMFIRE

Specifically crafted for rimfire calibers, these targets provide safe and engaging shooting experiences for enthusiasts of all skill levels.

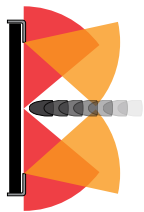
STEEL SAFETY

Download the Safe Steel Shooting Guide at [Shop.ActionTarget.com](https://www.actiontarget.com)



TOTALLY FLAT SURFACES

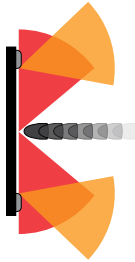
Steel targets should have a perfectly flat surface in order to be safe for shooters and bystanders for ranges closer than 100 yards. The use of brackets and bolts to hold targets creates angles that make bullet splatter unpredictable. Also, improper welding of the steel creates soft areas on the steel that can crater or pock. Action Target's proprietary manufacturing process maintains steel integrity and keeps shooting surfaces perfectly flat.



BRACKETS

Primary splatter deflects off bracket angles which can direct secondary splatter towards the shooter.

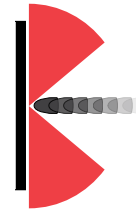
UNPREDICTABLE SPLATTER



BOLTS

Primary splatter deflects off bolt heads or sunk steel which can direct secondary splatter towards the shooter.

UNPREDICTABLE SPLATTER



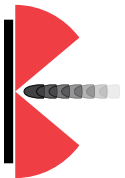
FLAT STEEL

Perfectly flat surface which eliminates secondary splatter and makes bullet splatter **predictable** and **consistent**.

CONSISTENT SPLATTER

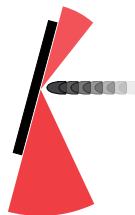
PROPERLY ANGLED STEEL

The angle of the steel target makes a dramatic difference in the way that the splatter reacts. The steeper the angle, the more splatter is deflected towards the ground and the more the energy is dissipated. Through years of research Action Target has been able to determine the best angles for each target.



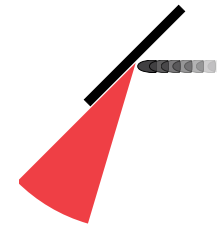
90° ANGLE

Splatter is evenly distributed in a circular shape. Some splatter is still directed towards the shooter.



15° ANGLE

Ideal for most shooting since most of the splatter is directed down and the target face design requires less steel.



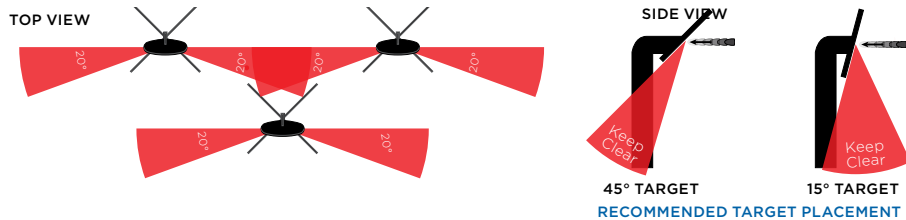
45° ANGLE

Can be shot at closer range with more powerful ammo, but the target face requires more steel and additional cost.

■ Steel Plate ■ Primary Splatter Zone ■ Secondary Splatter Zone

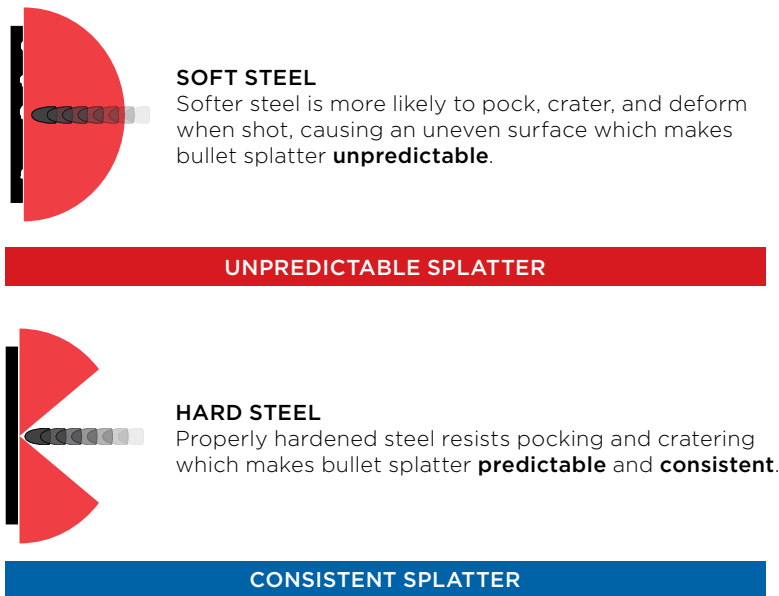
TARGET PLACEMENT

When setting up multiple steel targets consider the effects of secondary splatter. To prevent splatter from hitting other targets, ensure that the targets are outside the 20° splatter zone of another target. Also, the ground where targets are placed can affect splatter. Avoid ground with rocks and cement and ensure that the ground is clear within the splatter area.



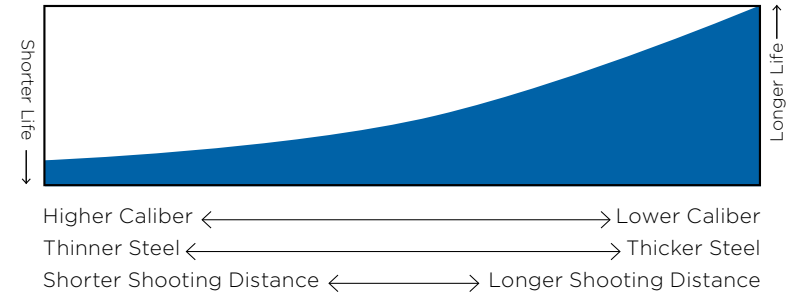
STEEL HARDNESS

Steel hardness is essential to the quality of a steel target. Through hardened, abrasion resistant (AR) steel is available in Brinell Hardness Levels from AR350-AR700. The lower the number, the softer the steel and the higher the number, the more brittle the steel. Action Target only uses AR500 or AR550 steel because they provide the perfect balance of toughness and strength for shooting.

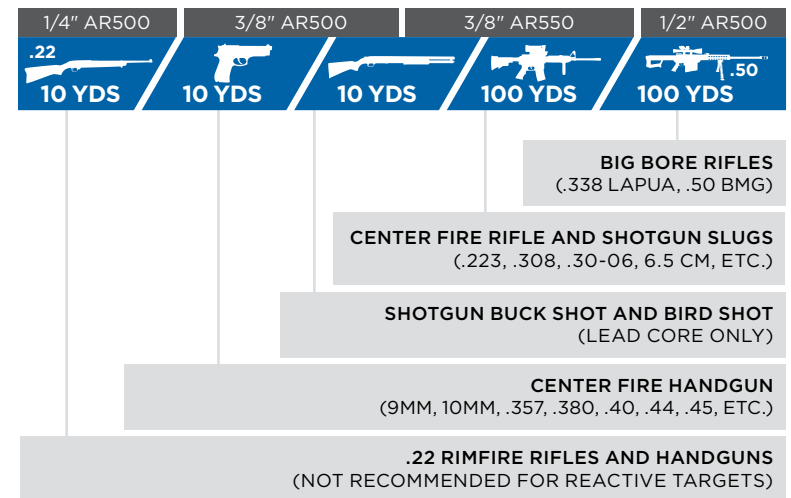


TARGET LIFE EXPECTANCY

Although there is no exact life expectancy for steel targets, proper use extends their lives. The best way to extend a target's life is to use the correct ammunition and steel combination, lower calibers, thicker steel, and longer shooting distances.



The chart below shows the steel types used in Action Target's targets, along with maximum ammunition recommendations and minimum shooting distances. Ammunition must be soft or frangible, and users should inspect targets after shooting for damage to ensure safety. If damage like pocking or cratering is found, targets should only be used at distances of 100 yards or more.



- Do not use ammunition that travels slower than 400 fps or faster than 3000 fps
- Do not use armor piercing, steel core, green tip, or other ammunition designed to damage steel
- Do not use BB's, air soft pellets, or steel shot

SHOOTING SUPPLIES



PREPARE FOR EVERYTHING

Whether you are a competitive shooter, professional shooter or shoot just for fun, it is important to be prepared to perform when the pressure is on. Action target carries everything from shot timers to ear and eye protection that get you ready for any occasion.



EYE & EAR PROTECTION

A range of high-quality protective gear, including shooting glasses, goggles, earplugs, and earmuffs, designed to safeguard shooters during target practice and tactical situations.



TRAINING EQUIPMENT

Essential tools and supplies for effective firearms training, such as plastic training guns, dummy rounds, shot timers, and breaching tools, catering to both instructors and trainees.



FIREARM ACCESSORIES

A variety of shooting supplies, including gun cleaning kits, safety devices, and range accessories, to support firearm maintenance and enhance the shooting experience.

RANGE MANAGEMENT



MORE THAN TARGETS

Enhance your shooting range's safety and performance with our all-encompassing solutions. From meticulous range cleaning and advanced clearing traps for secure firearm unloading to high-efficiency filters that ensure superior air quality, we provide everything needed for a safe, pristine environment. Partner with us to deliver an exceptional shooting experience where safety and excellence come first.



CLEARING TRAPS

Double-walled clearing traps constructed with armored steel chambers filled with composite rubber, providing a safe and simple method for dry firing firearms to confirm they are unloaded, suitable for various settings including shooting ranges, locker rooms, armories, gunsmiths, and correctional facilities.



BALLISTIC RUBBER

Action Target's SureStop™ rubber blocks and panels encapsulate bullets, eliminating splatter and preventing ricochets in live-fire settings. They are made from a proprietary blend of selected media and specialty binders, offering optimal ballistic and acoustic properties.



RANGE FILTERS

High-quality ventilation filters, such as bag filters and HEPA filters, engineered to meet environmental standards and ensure the safety of employees, customers, and the surrounding area by effectively capturing airborne toxins.



RANGE CLEANING

A wide selection of products designed to maintain a safe and clean shooting environment, including lead abatement materials, range vacuums, brass pickup, and various range accessories.

MAINTAIN PEAK PERFORMANCE

YOUR TRUSTED PARTNER

Elevate your range's potential with Action Target. As a trusted partner, we empower you to maximize profits, streamline training programs, and optimize operational efficiency with key programs and offerings. Whatever your shooting range needs, we deliver tailored solutions to drive your success — because your success is our mission.



RANGE SUPPLIES

Ranges need much more than targets to fully function. Our products are carefully selected for Commercial, Law Enforcement, Military, and Home Ranges. Whether you are needing to get started with a new range or just need a resupply, we carry all of the essential items to keep your range clean, safe, and ready to operate.

STARTER PACK



New Range? We can help you identify the products you will need to get started.

RESUPPLY



It is essential to keep your range stocked to optimize your inventory and range programs.



DEALER DISCOUNT PROGRAM

Maximize your spend by receiving discounts on your range supplies and products as an Action Target Dealer.



LEVEL 1 | PLATINUM

For dealers with a greater than \$8,000 annual purchase volume.



LEVEL 2 | GOLD

For dealers with a \$1,500-\$8,000 annual purchase volume.



LEVEL 3 | SILVER

For dealers with a \$0-\$1,500 annual purchase volume.



SHOOTING TARGETS

Action Target has one of the largest selections of shooting targets in the industry. Whether you're sighting in a rifle, conducting law enforcement trainings, or preparing for the zombie apocalypse, we have the target that meets your needs.



PAPER AND CARDBOARD

PLASTIC & RUBBER TARGETS



TARGET STANDS & SYSTEMS

STEEL TARGETS



CUSTOM TARGETS

We can design your ideal targets in three easy steps to enhance your trainings or company brand.



CONSULTATION

Collaborate with Action Target experts to create customized designs that meet your needs.



PRODUCTION

Focusing on efficiency without compromising quality to produce high-quality products.



DELIVERY

Receive ready-to-use targets, shipped directly to your range for convenience.

RANGE SERVICES

Shooting ranges require a lot of effort and attention to detail. Action Target eliminates much of that effort with our end-to-end range solutions and services. From scheduled maintenance and cleanings to managing metals recycling and compliance documentation, Action Target streamlines your operations.



RANGE SERVICE VISITS

Customized to your specific range needs, we will work with you to build a plan for the appropriate number of annual range visits your facility needs. Don't wait until something breaks down — keep your range running at peak conditions with range service visits.



GOLD PLAN
4 ANNUAL VISITS



SILVER PLAN
3 ANNUAL VISITS

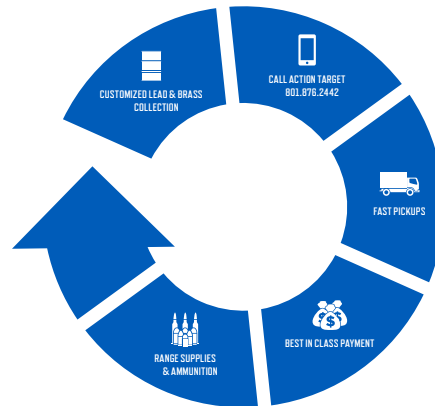


BRONZE PLAN
2 ANNUAL VISITS



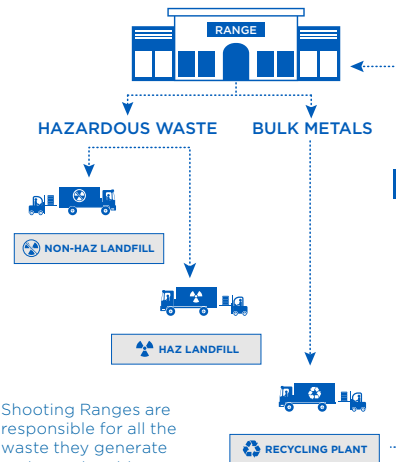
METALS RECYCLING

Get more spending power by taking advantage our Metals Recycling Program. We'll take the burden of managing your spent brass and lead, turning them into credits you can use at our store and for HVAC filter disposal. **Use all your credits at our store and we'll give you a 10% credit bonus.**

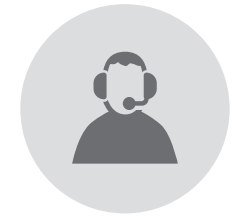


WASTE DISPOSAL

Action Target makes it easy to dispose of your contaminated range waste such as lead-contaminated filters and PPE. Action Target will pick up and dispose of HVAC and DCU filters for members of our Filter Disposal Program.



Shooting Ranges are responsible for all the waste they generate and must be able to verify that it is properly disposed of or recycled. Let us help!



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.

FIND YOUR TERRITORY REP



HOTLINE 877.852.2418
EMAIL support@actiontarget.com



Our 3 Year Trusted Partner Warranty covers parts and labor for manufacturing defects. Regular maintenance is required. For details on covered products please visit:

ACTIONTARGET.COM/TRUSTEDPARTNERWARRANTY



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