



# RANGE RETROFITS & UPGRADES



# 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

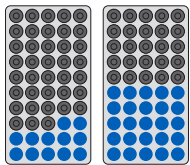


## Smart, connected, and powerful

Genesis™ is the market's most entertaining and dynamic wireless target retriever. Its 360-degree turning capabilities and integrated games and training programs provide an unparalleled shooting experience. Equipped with Strike Watch™ software, the system alerts range staff if the target retriever is shot, enabling you to protect your investment. Put your range in a league of its own with Genesis.

[Learn more at ActionTarget.com/Genesis](https://ActionTarget.com/Genesis)

## PROMOTES MORE SHOOTING\*



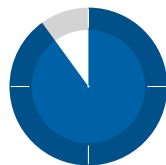
**23%**  
INCREASE IN  
AMMO USAGE



**9 OUT OF 10**  
WILL TRAVEL  
FARTHER



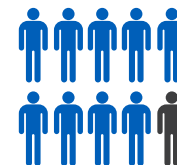
**8 OUT OF 10**  
WILL  
PAY MORE



**9 OUT OF 10**  
WILL STAY AT  
RANGE LONGER



**6 OUT OF 10**  
WILL VISIT  
RANGE AGAIN



**9 OUT OF 10**  
WILL BRING  
A FRIEND

\*Based on users' experiences compared to traditional non-turning range equipment.

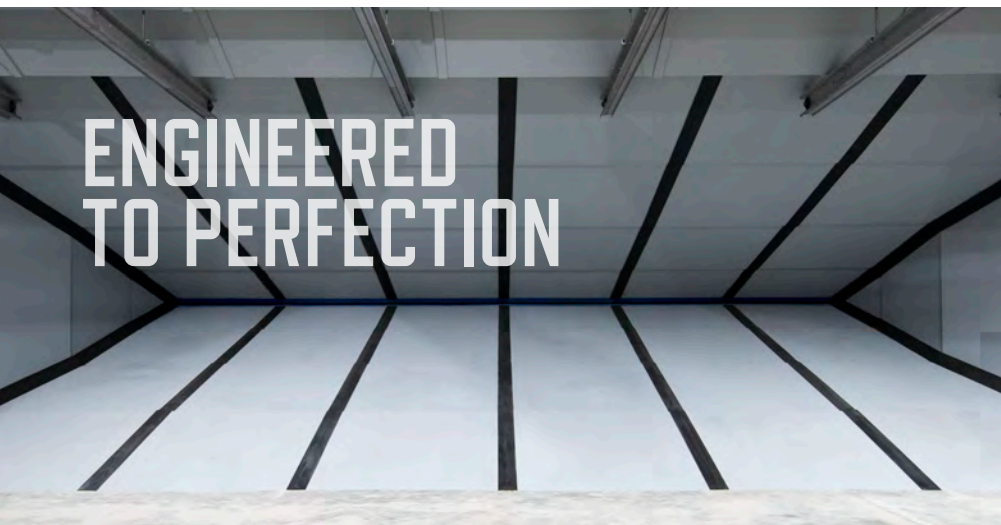


UNRIVALED  
CUSTOMIZATION

## 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](https://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](https://ActionTarget.com/TCT)



PROVIDING A SAFE  
ATMOSPHERE

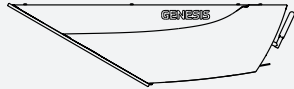
## Clean and efficient

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](https://ActionTarget.com/Ventilation)

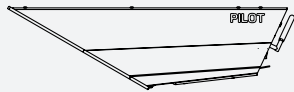
# RETROFIT PRODUCT COMPARISON

## TARGET RETRIEVERS



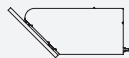
### GENESIS™

Smart, connected, and engaging, Genesis enables range owners to manage and engage shooters, maintain their investment, and streamline their range operation like never before.



### PILOT™

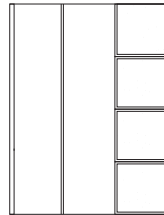
The Pilot satisfies the demand for a robust wireless retriever with simple out and back functionality. Its integrated camera and target lighting elevate the shooter's experience.



### SRET

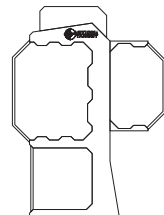
The SRET is an out and back cable-driven target retrieval system. Available options include an economical toggle switch configuration or a keypad with digital target distance display.

## SHOOTING STALLS



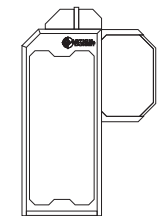
### AMERICAN SERIES™

The American Series Stall creates a luxurious upscale atmosphere in your range. Its floor-to-ceiling design provides ultimate privacy, enhancing the shooter's range experience.



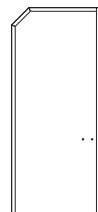
### DEFENDER™

The Defender Stall is the premier modular shooting stall on the market. Interchangeable ballistic panels make it easy and economical to replace parts. Custom color options and attachable accessories give your range a unique look and feel.



### SENTRY™

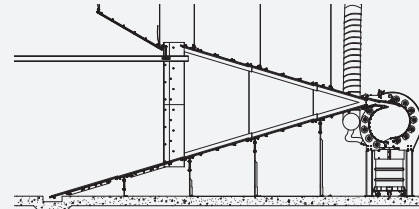
The Sentry Stall comes in two configurations: The Sentry Deluxe model, which offers customers an enhanced private shooting experience and the standard Sentry model, which offers ranges a more economical single panel option.



### GUARDSMAN™

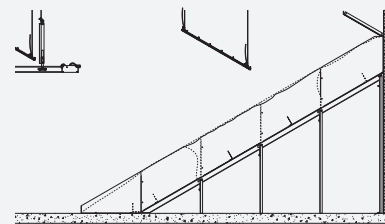
The Guardsman Shooting Stall features a rugged yet simple design that retains the industry-leading ballistic standards to which Action Target proudly holds itself. The Guardsman withstands the harsh conditions of a range with ease.

## BULLET TRAPS



### TOTAL CONTAINMENT TRAP™

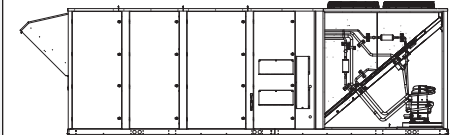
The Total Containment Trap (TCT) is designed to capture, decelerate, and collect bullet fragments and lead. It is the most thoroughly engineered and efficient steel trap in the world. [Learn more at ActionTarget.com/TCT](https://ActionTarget.com/TCT)



### RUBBER BERM TRAP

Action Target's Rubber Berm Trap (RBT) utilizes recycled rubber media, making it a cost-effective option. A proprietary fin design holds the rubber in place, minimizing slough and maintenance. [Learn more at ActionTarget.com/RBT](https://ActionTarget.com/RBT)

## VENTILATION



Action Target provides the industry's best ventilation systems for both new range installations and existing ranges that exceed environmental standards. We offer a complete package of controls, air filters, and maintenance to ensure that employees, customers, and the surrounding area are protected from health concerns associated with lead exposure and other air-borne toxins found in indoor ranges. All our innovative ventilation system designs exceed NIOSH, EPA, and OSHA air quality standards and are fully customizable to your particular range installation.

### RECIRCULATING VENTILATION SYSTEM

A recirculating ventilation system reuses air from the range after filtration to ensure the reintroduced air is clean. Because the system uses air that is already cooled or heated, these systems require minimal energy to function. Recirculating systems can be set up to remove humidity from the range. Heating and mechanical cooling systems are available.

### PURGE VENTILATION SYSTEM

A purge system draws air from the atmosphere, introduces it into the range, filters it, then releases the cleaned air back into the atmosphere. Purge systems use standard filters that are replaced monthly and HEPA filters that are replaced after 2,400 hours of use.

# UPGRADE WITH METALS CREDITS



## 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.

Use 100% of your metals credit at our store to buy products or services and we'll provide a 10% bonus.

Get the most from your metals recycling with Action Target. For more information or to schedule a pickup, contact us at **801.876.2442** or [recycle@actiontarget.com](mailto:recycle@actiontarget.com)



**BETTER EQUIPPED. BETTER PREPARED.™**

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