



# Kruger Optical

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## **FOR IMMEDIATE RELEASE:**

### **Kruger Optical to introduce 1-8x40 Dual Tactical Sight (DTS) at 2010 SHOT Show**

*Revolutionary product created for complex combat situations; visitors invited to try out product at Booth #3766*

Dec. 18, 2009 – Kruger Optical will introduce its revolutionary 1-8x40 Dual Tactical Sight (DTS) at the 2010 SHOT Show. Visitors are invited to see and handle the new product at Booth #3766 at the show, Jan. 19-22 at the Sands Expo and Convention Center in Las Vegas.

Kruger created the new scope for complex combat situations. The U.S.-made sight is actually two scopes in one compact package.

For close combat situations, the sight is a high-resolution 1 MOA dot with a 60 MOA circle reflex sight. A flip of a lever transforms it into a 2-8x40 sniper scope with mil reticle.

All adjustments can be quickly made while looking through the sight, so there is no need to lose sight of a target. A patent-pending “zoom-slider” makes magnification adjustments quick and easy.

Other features include:

- Brightness-controlled “smart” illumination system
- Locking ¼’ windage and elevation tactical adjustments
- Fully multicoated optics
- **Made in the U.S.A.** (manufactured in Oregon from U.S. and imported parts)
- Waterproof/fogproof/nitrogen processed
- Shockproof
- Length < 11.5”

“We feel the product we’ve engineered finally will satisfy what the market has been seeking for 10 years,” said Kruger Optical President Mark Thomas. “You can switch

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from a reflex-style sight to a telescopic zoom with a flip of a lever, without taking your eye off the target. This scope will allow the user to be far more effective at performing different tasks in a combat setting.”

He added that all controls on the product are ergonomically designed to be user-friendly and easily adjusted without breaking line of sight.

The patent-pending scopes are engineered and manufactured in Kruger Optical’s new Sisters, OR, manufacturing facility, from U.S. and imported parts.

For more than a decade, Kruger Optical has provided private label binoculars, riflescopes, spotters and other products to large retailers in the U.S. and abroad. The company offers more than 200 SKUs of optics products, many custom-designed by Kruger Optical engineers, representing nearly every price point and combination of features. Kruger Optical’s U.S. staff works closely with engineers in the company’s ISO 9001 and 9002 certified partner factories in Asia to provide innovative and high value products.

The company also provides custom optics under license from Columbia Sportswear Co.

In 2009, Kruger Optical began providing innovative, limited-release products under its own label, including selected U.S.-manufactured products. The company is targeting customers who are willing to look beyond well-known brands to find innovation and value.

Kruger products are developed in the company’s Oregon headquarters, which include a manufacturing facility, assembly clean room, metal processing facility and optics lab.

“Some of the well-known optics companies in this country are still selling products with technology from 10 or 20 years ago,” Thomas said. “In that way, they are kind of resting on their laurels. With our engineering resources, we have been able to come up with some innovative products that meet the consumer’s needs in new ways, and for better prices.”

Thomas said Kruger’s engineers have focused on creating products that add value to a particular price point, and also that are easier to use.

“With the Kruger-branded products, we have focused on making optics products more user-friendly,” Thomas said. “We looked at how people use their optics, and designed products around that.”

Dan Callen, vice president of sales and marketing, will be available at the SHOT Show to discuss the DTS and the company’s other branded and private label products. He can also



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be reached at his office in Overland Park, Kansas, at (913) 814-7844, or by email at [danc@krugeroptical.com](mailto:danc@krugeroptical.com).

## **About Kruger Optical**

Kruger Optical is a full-service provider of quality sports optics. Headquartered in Sisters, Oregon, and Walnut, California, the company has been providing binoculars, riflescopes, spotting scopes and other optics products, as well as optical engineering services for nearly a decade. With nearly 150 years of combined experience in optical product development and marketing, Kruger Optical's talented and dedicated staff is committed to developing innovative, high performance products for the discerning customer. To learn more, please visit our website at <http://www.krugeroptical.com>.