

## **Shooting Ranges and Firearms Training Centers: A Good *Target* Market for RISO Placements**

*“We saved a minimum of \$2,000 by running our last newsletter by running it on the RISO digital printing system!”*

That’s what Marianne Allen of the Caswell Shooting Range said of her company’s newest investment. Caswell purchased a GR3750, an SC5500, and three color cylinders from RISO’s Phoenix branch and are now producing most of their marketing and training materials in house. Another Arizona shooting range and training center, Shooter’s World, recently upgraded to a GR3750 and six color cylinders, after owning their first Risograph for over eight years!

Because handgun laws are different from state to state, the applications may be slightly different. Hunting is a more popular sport in some areas, while target practice at recreational indoor ranges is more prevalent in others. Regardless, firearms training courses are held for a variety of purposes, including training for law enforcement, concealed permit, pistol maintenance, NRA instructor certification, and basic safety instruction. Of course, these classes require printed training material, which are otherwise run on an in-house copier or outsourced to a local printer. In addition to offering training classes and recreational facilities, some of these companies sell firearms as well. Either way, you may find a variety of applications, such as those below:

- Targets
- Product Catalogs
- Training Brochures
- Student Guides
- Proficiency and Training Records
- Student Consent Forms
- Newsletters
- Calendars of Events
- Class Registration Forms
- Discount Coupons for Products and Training
- Gun Safety Education Sheets
- CCW (Concealed Carry Course) Renewal Check Sheets
- Membership Information Sheets
- Direct Mail Materials
- Envelopes

You can research the potential in your area by looking in the yellow pages under shooting ranges, firearms training centers, gun clubs, skeet and trap clubs, and rifle associations. Another great source for prospects is [www.shooters.com](http://www.shooters.com), where you can search the nationwide online directory for the prospects in your local area. So go ahead and make some prospecting calls on this potentially lucrative market. You may find that greater profits are in range!