

Action Target is ISO 9001: 2008 Certified

Provo, Utah – May 10, 2011 – Action Target announces their recent ISO 9001:2008 certification.

Action Target underwent a detailed, comprehensive and rigorous certification process with the International Organization for Standardization (ISO). The ISO is a worldwide network of standardization entities which establish quality management benchmarks for all levels of an organization to adhere.

Kyle Burdette, Action Target's Vice President of Quality Assurance championed the certification process. He commented, "To demonstrate our ongoing commitment to superior quality and reliability, Action Target is now officially ISO 9001:2008 certified. ISO 9001:2008 is a set of international standards for quality management and quality assurance. This exclusive standard represents an international consensus on good management practices, policies and procedures that allow us to consistently deliver superior quality products. Because we are registered under ISO 9001:2008, you can take comfort in knowing that your shooting range equipment will be designed and manufactured under its demanding quality standards."

Considering the rapid growth and expansion of Action Target not only in the USA but internationally as well, it was imperative to achieve the highest level of standardization. Therefore, they strategically embraced the ISO established requirements by addressing these areas of their organization:

- Business development
- Market development
- Product development
- Policies & procedures

For more information on Action Target, their full line of products and services, please visit their website, www.actiontarget.com. To purchase Action Target products for drop shipment direct to your U.S. range or facility, shop online at www.shopactiontarget.com. For other shooting-related needs, visit the Action Target subsidiary, [Law Enforcement Targets](#).

