



# HOME RANGES





## OWN THE RANGE

What's more impressive than owning the best collection of firearms? Owning the range you use them in. The new face of home entertainment has arrived — Enjoy your private gun collection from the privacy of your home. From the most extravagant to the economical, Action Target has helped home owners around the world turn their dream of building a home gun range into reality.

# TRUSTED PARTNER

We at Action Target have designed, manufactured and currently support thousands of ranges around the world. While each owner is unique the desire for a safe, clean and smooth-operating gun range is universal. Our customers appreciate communicating with a single dedicated team from

the initial conception and design to installation and on through long-term support and maintenance. We view our relationships with customers as a life-long partnership and ensure they are better equipped and better prepared to enjoy their investment.



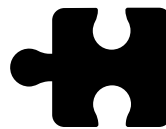
## 3-YEAR TRUSTED PARTNER WARRANTY™

Range owners have a million things to worry about. Their equipment isn't one of those thanks to Action Target's 3-year Trusted Partner Warranty, which is 3x the industry standard, 3x the peace of mind and 3x the protection for our customers.



## TURNKEY RANGE

We eliminate the need for you to manage multiple vendors. We provide 100% of required range equipment and offer a comprehensive suite of maintenance and service solutions. We even collect and recycle your lead and brass!



## TAILORED SOLUTIONS

Your range should be as unique as you are – that is why we offer a wide range of products that allow us to tailor range equipment to your vision. From color, design and material options to target functionality, we offer the products that will hit your target, safely and within budget.



# THE PRESIDENTIAL

## ULTIMATE HOME LUXURY

Is your range part of an elaborate customized home carefully designed to meet you and your family's vision? The Presidential is intended for those looking for ultimate design control and advanced technology. Our American Series™ stalls allow you to fully customize your range experience by incorporating the same materials, textures and colors found throughout your home. This allows the range to be a seamless addition and an exclusive asset to be enjoyed with family and friends. In addition, our wireless Genesis™ target retrievers provide un-matched training, entertainment and competition for you and your guests. This is the new face of home luxury.

### PRODUCTS



Genesis™ target retriever



Custom American Series™ stall



Rubber berm bullet trap

- Ventilation
- Custom lighting
- Optional steel trap
- Optional acoustic treatment







# THE ENTERTAINER

## TALK OF THE TOWN

Do you enjoy hosting friends and family and being the talk of the neighborhood? The Entertainer was designed for those who want to provide an unforgettable experience, compete and hone their skills. The Entertainer features the Genesis™ wireless target retriever with 360° target turning and dynamic pre-programmed games and drills that will keep you coming back for more. In addition, The Entertainer includes our Defender™ Stalls with optional stall colors and ballistic glass options. This is the ultimate package for those looking for an engaging experience.

### PRODUCTS



Genesis™ target retriever



Defender™ stall



Rubber berm bullet trap

- Ventilation
- Optional Ballistic Glass Panels
- Optional Steel Trap
- Optional Acoustic Treatment



# THE ESSENTIAL

## NO-FRILLS QUALITY

Do you value simplicity above all else. If yes, the Essential was designed for you - featuring out-and-back cable driven target retrievers with simple toggle or keypad controls and our no-frills ballistic Guardsman™ stalls. Optional acoustic wall treatments improve shooter comfort, making this the perfect solution for trigger-time with your private collection.

## PRODUCTS



SRET™ target retriever



Guardsman™ stall



Rubber berm bullet trap

- Ventilation
- Optional Acoustic Treatments
- Optional Keypad Retriever Control





# RANGE EQUIPMENT AND SERVICES

Depending on your needs, annual round count and budget, we're able to tailor the following products and services to meet any project despite size and complexity. Rest assured knowing these products are meticulously engineered, purpose-built and independently tested to ensure our customer's success and enjoyment.

## BALLISTICS

Safety baffles ensure errant bullets can't escape to the outside, providing ballistic protection to lights, pipes, ventilation ducts, and the building structure, while also delivering sound abatement, and a polished, professional appearance to the range. Baffles are specifically placed to provide critical coverage with ZERO surface or vertical danger zones. We use combinations of 1/4-inch, 3/8-inch and 1/2-inch AR500 steel on ceilings and walls to safely contain small arms projectiles.



Acoustic Tile



PEPP



Concrete Filler Board



SureStop™ Rubber

## SHOOTING STALLS

Action Target offers the most diverse shooting stalls with the highest safety ratings and most customizable options. Independent ballistic testing and advanced designs ensure You'll be safe and comfortable in your range. Various color options, attachable accessories, interchangeable ballistic panels, and multiple table options are available to customize your range and create the ideal shooting experience.



Defender™



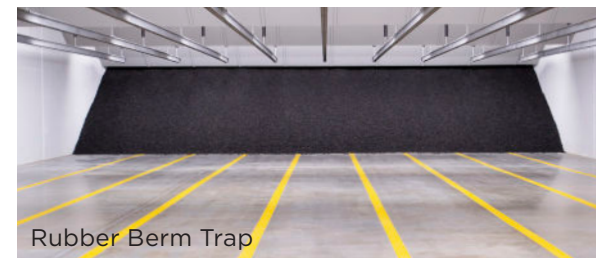
American Series™

## BULLET TRAPS

Action Target bullet traps are proven to stop bullets safely, reliably, and consistently in all conditions and for all calibers appropriate to your shooting and training needs. The industry-leading steel Vortex™ Trap decelerates bullets while making collection convenient. The innovative Rubber Berm Trap is clean and cost-effective, capturing projectiles whole and intact.



Steel Vortex™ Trap



Rubber Berm Trap



## TARGET SYSTEMS

Action Target offers the most advanced Target Systems on the market. This includes our Genesis™ Target retriever with integrated games and training scenarios as well as our hit-detecting and reactive Autotarget™ system. Equipping your range with one of these systems ensures a dynamic, engaging experience you, your family and your friends won't be able to get enough of.



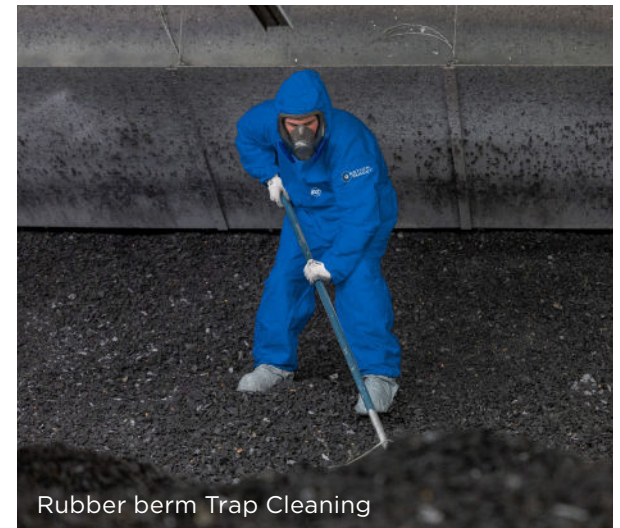
## RANGE LIGHTING

Lighting makes all the difference to the atmosphere and enjoyment of a shooting range. Action Target has worked with lighting experts, range designers, and engineers to create a perfect lighting solution that includes adjustable brightness, ideal temperature, and optimal arrangement.



## AFTERMARKET SERVICES

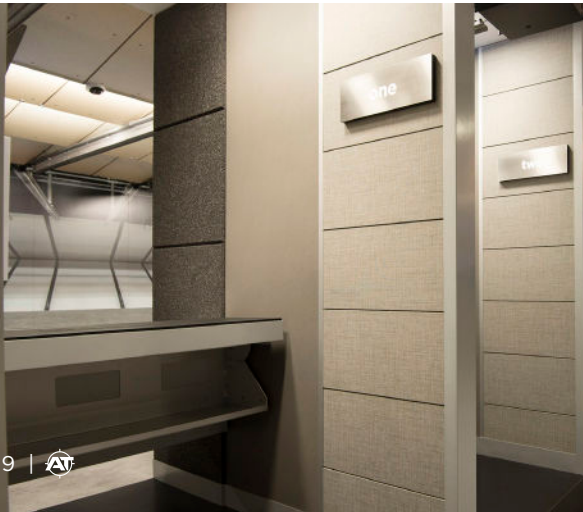
Once your range is operational, Action Target's aftermarket services team engages to provide a lifetime of support. From routine maintenance to service parts and even a fully-stocked store for your range supplies — we ensure you're well taken care of.



# BUILD YOUR RANGE

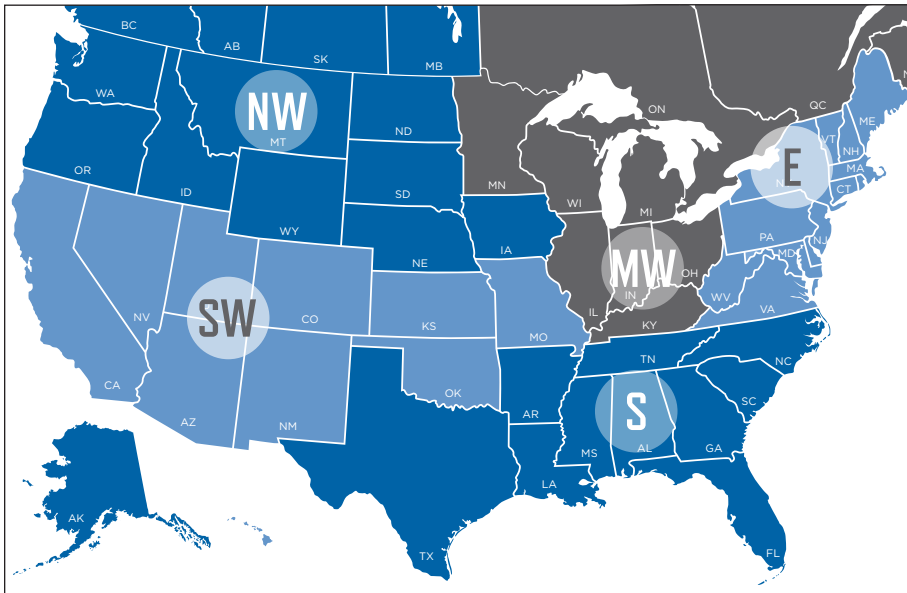
Action Target's "Build Your Range" tool has been utilized by thousands as a first step in defining their vision. To customize your own range today and start the quoting process, visit:

[www.actiontarget.com/build-range](http://www.actiontarget.com/build-range)





# RANGE SALES



## US/CANADA

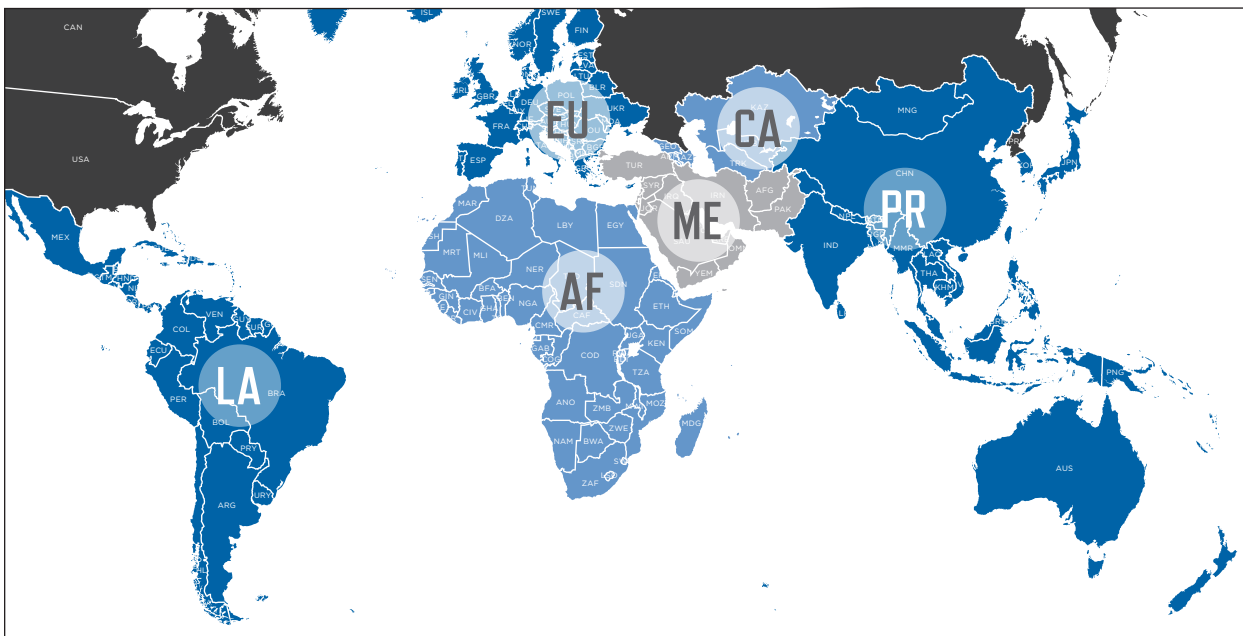
**NORTHWEST**  
**Scott DeSanti**  
 scottd@actiontarget.com

**MIDWEST**  
**Wyatt Davis**  
 wdavis@actiontarget.com

**EAST**  
**Rex Shields**  
 rexs@actiontarget.com

**SOUTHWEST**  
**Chris Hart**  
 chrish@actiontarget.com

**SOUTH**  
**Aaron Ludwig**  
 aaronl@actiontarget.com



## INTERNATIONAL

**LATIN AMERICA**  
**Kelli Cutler**  
 kelic@actiontarget.com

**CENTRAL ASIA/  
 MIDDLE EAST/AFRICA**  
**Jason Xochimitl**  
 jxochimitl@actiontarget.com

**PACIFIC RIM/EUROPE**  
**Stephanie Thomas**  
 stephaniet@actiontarget.com



*BETTER EQUIPPED  
BETTER PREPARED™*