

NEWS OF OUR CLIENTS



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PRÓIS® HUNTING AND FIELD APPAREL CONTINUES TO SHOWCASE ITS INNOVATION FROM AMAZING GEAR TO CREATIVE DEALER RELATIONS

The world's best hunters (male or female) recognize that superior gear is one of the most important assets when it comes to taking down that trophy. Próis® Hunting and Field Apparel is not only superior at creating gear for women that's incredibly great fitting and offers unmatched performance — the company takes pride in its unique dealer incentive programs, helping retailers sell through every piece of their Próis inventory.

Dealers can now take the plunge into the women's hunting market with little risk thanks to Próis' inventive dealer incentives. For starters, Próis offers incredibly low minimums, and a unique opportunity for stores to take part in the company's Dealer Gear Exchange Program — which means that if there are sizes, camo patterns, etc, that aren't selling well, Próis will exchange these items dollar for dollar for product that will move better. The program is even applicable for seasonal changes. At the heart of Próis' successful dealer relations is its newly appointed Dealer Relations Coordinator Katherine Browne, brought on board at Próis headquarters to spearhead the company's impressive dealer service.

"Próis believes strongly in excellent customer service, staff education, and providing dealers with the tools needed to sell through their Próis inventory," says Próis President/CEO Kirstie Pike. "We feel that our programs are incredibly unique and will encourage many new dealers to take the leap into the women's hunting market."

Employee education and incentives were clearly top of mind when creating the PROFORM program at Próis. And the company believes that there's no better way to sell a product than to try it out first hand. Which is why the PROFORM program allows employees and their families to take advantage of special pricing and discounts on Próis gear.

Perhaps the most creative initiative Próis has to offer its dealers is its 'Ladies Night Out' program. Próis' 'Ladies Night Out' allows dealers to offer an after-hours clinic for women only, to provide instruction on bows, guns, clothing, accessories and services offered at their shop. Próis staff will attend all planned events whenever possible and provide instruction on proper clothing selection for hunting. The event is also promoted via the Próis website and popular social media outlets — spreading the word even further about the store, and its support for the female hunting market. Every event is tailored specifically for the store to accommodate the gear/services provided. Próis has even helped dealers with varying clinics such as field dressing an animal, understanding shotgun loads, bow maintenance, falconry and more — the sky is the limit! There are many women out there who are intimidated by their local sporting goods shop, and the Próis 'Ladies Night Out' is a welcoming event that will turn these new lady hunters into customers for life.

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In addition to the amazing programs detailed above, Próis provides its dealers with even more tools to succeed including: customized display signage, website links to dealer/store website, excellent gross margins, updated Sales Slicks for store employees, promotional activities through popular social media platforms and website, personalized sales support and a bi-monthly Próis dealer newsletter.

Próis was created for women, by women who refuse to settle for downsized men's gear or upsized children's gear. Each garment is created with the most technologically advanced fabrics available and a host of advanced features to provide comfort, silence and durability. Their out-of-the-box thinking has resulted in amazing designs for serious hunters that have taken the industry by storm and raised the bar for women's outdoor apparel.

For more information about Próis' dealer incentive programs, or to learn more about Próis' innovative line of serious, high-performance huntwear for real women, contact: Próis Hunting and Field Apparel, 28001-B US Highway 50, Gunnison, CO 81230 · (970) 641-3355 · Or visit www.próishunting.com. To check out the latest updates on Próis field and pro staff and company news, visit the Próis blog at <http://Próishunting.com/community/index.php>. 'Like us' on Facebook: <http://www.facebook.com/group.php?gid=172754768618&ref=ts> Follow Próis on Twitter: <http://www.twitter.com/Próishunting>.

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