

# NEWS OF OUR CLIENTS



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## VICTORY ARCHERY® OFFERS FREE DEALER DISPLAY WITH MINIMUM PURCHASE

### Eye-Catching Display Includes Quick Reference Spine and Components Chart to Assist with Sales

In addition to making premier archery products for hunting and target archers, Victory Archery® is committed to providing their dealers with what they need to make sales. As part of this commitment, the company is proud to announce they are giving away a free dealer display with the purchase of 26 dozen arrows. The display was designed to stop buyers in their tracks, and in addition to being highly attractive, has been built to be as functional as it is striking.



Victory Archery has always worked to set the bar when it comes to superior archery technology, and the same mindset of “excellent design” was also used to create the dealer display which features both an organized and informational presentation of its innovative products. The display includes multiple easy-to-grab holsters for single arrows in the front. Packages of arrows are displayed behind these holsters in an inventive angled fashion so customers can easily see a variety of products at a glance. To help buyers determine what type of product they need, a user-friendly and straightforward spine and components chart is prominently placed on the display.

Space is a commodity on the retail floor. Victory Archery gets that. That’s why the display while attention-grabbing, has been designed to take up the smallest footprint possible. Measuring a mere 25 inches wide, 20 inches deep and 55 inches high, the display is much like the archery products the company manufactures – streamlined and effective.

Victory Archery has been a pioneer in developing the most technologically advanced arrows on the market with its full line of the world’s finest 100% carbon fiber arrows. With a team of engineers comprised of aerospace and composite material veterans, the company is more than an arrow company. Victory continually researches potential physical and chemical compounds in order to consistently bring leading edge products to market, first. While other companies are repainting old arrow designs, Victory Archery offers real innovation implementing proprietary computer aided design and exclusive carbon fiber materials technology having resulted in a number of design and process patents.

Victory Archery offers a wide variety of products for both hunting and target shooters of all ages. For more information about Victory Archery visit [www.victoryarchery.com](http://www.victoryarchery.com), or call toll-free 866-934-6565.

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