

NEWS OF OUR CLIENTS



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OPTISAN™ SELECTS FULL-THROTTLE COMMUNICATIONS AS AGENCY OF RECORD

Optisan™, a global leader in precision optics, has recently selected full-service marketing, advertising and public relations agency, Full-Throttle Communications of Moorpark, CA to spearhead all marketing efforts. Among the many objectives assigned to the agency, generating product and brand awareness through cutting edge marketing and public relations initiatives as the company launches product availability in the U.S. tops the list.

“Full-Throttle has the right experience and expertise we need to help grow our brand in the U.S. market,” said Richard Spelhaug, General Manager for Optisan. “We look forward to sharing our message of innovation and unwavering commitment to excellence in product development with our U.S. customers, and Full-Throttle will play a large role in helping us spread that message.”

“We are honored to have been selected as the agency of choice for Optisan,” said Jason Bear, President and CEO for Full-Throttle Communications. “It’s clear that Optisan is committed to the quality of each and every product, and we look forward to getting the word out about this innovative brand, and helping the company reach its core audiences in the U.S.”

A leader in precision optics throughout Europe and the UK, Optisan riflescopes and binoculars are now available in the U.S. Made famous for its commitment to product development and innovation, Optisan has built a reputation for high quality products and attention to detail in all aspects of European design. With worldwide sales and distribution in over 30 countries and its own manufacturing facilities in three countries, Optisan has a true global presence. Unlike most U.S. Optics brands that only “market” optical riflescopes and binoculars, Optisan designs optics and develops new products and manufacturing processes for its ISO9000 certified manufacturing facilities. By knowing what is on the inside of the riflescope allows for more control over the total quality of the product. All Optisan riflescopes are backed with a Lifetime Warranty and serviced in the United States. For more information about Optisan, visit optisanoptics.com.

The team at Full-Throttle Communications is comprised of industry-leading professionals who are masters at creating brand awareness by providing powerful marcom insights, savvy creative solutions an incredibly strong media outreach that gives companies that competitive edge needed to grow their business.

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, and public relations services, contact the agency at 668 Flinn Ave., Suite 28, Moorpark, CA 93021. Telephone: (805)-529-3700 or visit online at full-throttlecommunications.com.

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