**RINEHART TARGETS® CELEBRATES 25 YEARS OF ITS ICONIC 18-1 TARGET**

***Celebrating A Quarter Century of Unmatched Durability, Innovation and Archery Excellence***

Janesville, WI — [Rinehart Targets](https://www.rinehart3d.com/)®, the worldwide leader in lifelike and durable archery targets, is proud to celebrate the 25th anniversary of one of its most iconic and best-selling products: the [Rinehart 18-1 Target](https://www.rinehart3d.com/shop/18-1-eighteen-to-one/). Since originally introduced in 2000, the 18-1 Target has remained a staple for archers across the globe thanks to its rugged durability, versatile design and long-lasting performance.

Crafted from Rinehart’s legendary solid, self-healing foam, the 18-1 is built to take on thousands of shots from field points to broadheads to expandables without losing its shape or integrity, all while allowing for easy arrow removal. In fact, the 18-1 continues to be Rinehart’s longest lasting target the company offers and the only target in the industry backed by a one-year guarantee. This means if a customer shoots out all 18 sides within a year, Rinehart will replace it, no questions asked.

Featuring 18 vivid target zones to take aim at, shooters can simply rotate the 18-1 Target to keep their practice fresh and challenging. At 15” x 15” x 15”, this compact target is lightweight and portable with a built-in, easy-carry handle making it the perfect practice partner to toss in the truck and take it from the backyard to the backcountry.

“For the past 25 years, the 18-1 has truly embodied what the Rinehart brand is all about — tough, reliable and ready for anything,” said James McGovern, President of Rinehart Targets. “The 18-1 has become the go-to target for everyone from new shooters to seasoned bowhunters, and we’re incredibly proud that it continues to stand the test of time.”

*About Rinehart Targets*

Since 1999 Rinehart Targets has been manufacturing the Best Archery Targets in the World. Today, the company continues to expand on its wide range of archery targets offered including: 3D Targets, Cube Targets, Crossbow Targets, Bag Targets, Range Targets and accessories. For more information about Rinehart Targets, visit: [rinehart3d.com.](http://www.rinehart3d.com)

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