


**NSSF**

# SHOT DAILY

The Daily News of the 2010 Las Vegas SHOT Show Brought to You by The Bonnier Corporation and the NSSF

SHOT **BUSINESS**

## Industry Is Going Strong

**A**t the State of the Industry dinner Tuesday night, NSSF president Steve Sanetti noted that the firearms industry had a very good year despite a national economy that was clearly stuck in a recession. "With sales and profits up, we're looking forward to a strong year for our industry."

NSSF president Steve Sanetti said the state of the industry is as strong as ever, despite the poor economy.

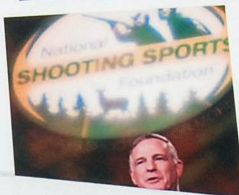
try at the beginning of the second decade of the 21st century is "about as strong as I've seen it." He attributed such strength to the willingness of the various components of the industry to work together to "stave off the challenges as we take advantage of the many opportunities we see in the millions of new firearms markets."

### NEW PRODUCT REPORTS

SHOT Daily hits the floor to find the latest products from the show. P. 54. Also, see what's new in knives P. 14 and accessories. P. 18



NEWS



## Muck Boots Moves Ahead



Under new ownership, Muck Boots will expand its line by 35 new styles in 2010. To fuel the new growth, the company has added two new production facilities.

**W**ith slumping sales in many sectors of the soft-goods industry, some boot companies have decided the smart move is just to maintain the status quo. There's only one thing wrong with that strategy—these days, standing still is actually a huge step backward. No matter how hard the road, you really need to keep moving forward. That is precisely the tack Muck Boots has taken under new ownership. (The manufacturer, long owned by Norcross, was recently acquired by Honeywell Safety Products.) The reward? Muck projects increased sales in 2010.

Under Honeywell, Muck has also expanded its product line to appeal to a broader group of consumers. In fact, the Muck Boot Company will utilize the SHOT Show to debut more than 35 new styles, many of which are fashion-driven boots designed to meet the needs of men and women who want to embrace the outdoors as a lifestyle.

"We view SHOT as the barometer to gauge the performance of an outdoor product and its acceptance from retailers. Clearly this show's attendees demand an excellent product and will not accept imitations," says Tom Alger, general manager of the footwear division of Honeywell Safety Products.

Muck's new All Terrain line is a significant investment for this boot brand, and it represents a tripling of the company's retail portfolio. "As the originators of neoprene rubber boots, we're proud to create a wider variety

of product to retailers that fits an entire family's needs," says program manager Paul Matonich.

To fuel this year's inventory growth, the company has added two new production facilities to its existing overseas factories. Some classic Muck boots, including the Arctic Pro, will see a redesign in 2010 that utilizes an 8mm neoprene base with fleece for increased moisture management.

"With a rating of minus 60, the Arctic Pro is the warmest neoprene style boot that the industry has produced to date," says Matonich.

Other developments for 2010 include retailer and consumer promotions. And for show attendees, Muck invites you to stop by the booth and comment on past Muck Boot ownership experiences. Some lucky storytellers will be rewarded with a free pair of boots. Booth #11256. (877-438-6825; muckbootcompany.com)