

7. When Time Stops...Deliver Real Impact Power
8. Impact Power for Instantly Changing Situations
9. Deliver True Impact Power (TIP the scales in your favor)
10. A Fight Shouldn't Be Fair...TIP the Scales in Your Favor
11. True Impact Power...Ready Whenever You Need It
12. On Target Impact
13. Remington LE...When and Where It Counts
14. Remington...Setting Standards Since 1816
15. Remington...Building America Traditions
16. Sniper –
 - a. On Target, On Time, On _____
 - b. Long Distance Impact
 - c. Precise Power When and Where It Counts

6. Call-to-Action – We need to present strong, compelling information and then “Call the prospective Customer to Action.” Must be placed in several sections of the full line catalog and within the trifold. Ex: “Remington is Sometimes the Best Kept Secret in LE...See Why,” “Find out What Remington’s Doing to Enhance Your Ability to Provide the Best to Your Officers...,” “Your Officers Must Have the Best...Find Out More,” “We Stand Ready to Work With You...Give Us a Call,” “Find Out More...Give Us a Call.”

7. Remington’s “Street System” – Things can get pretty ugly out there, pretty fast. At Remington, we’ve put together a complete “street system” package of the longarms and ammunition your officers require for duty use on the street and the training ammunition to prepare your officers for the street. And...Remington’s taken the extra steps to make sure you have the best. We are trying to produce the following impressions that are powerful and invoke a feeling.

- * Street System – Proven Tough on the Streets.
- * Reliable Dependability that stands up to the hardest street use.
- * Real performance in Real Situations
- * Performance You Can Count On in Any Situation
- * Lessons Learned from the Streets
- * Performance Based on Real World Testing

8. Tri-Folds – Develop/produce three tri-folds (Handgun Ammo, Shotgun and Shells, and Rifle and Ammo) that push the new look, feel, message, and image to show the “new” LE emphasis.

a. Handgun Ammo – Hi-light Golden Saber as premier LE duty round, our Disintegrator frangible line, reduced hazard, and training rounds.

b. Shotgun and Shells – Hi-light 870 and 11-87 as the LE Standards, show their shared features to produce associative reality, and Packages (870 MAX) developed especially for the LE community, while covering all the shells.

c. Rifle and Ammo – Hi-light 700 Series, 40-XS and M24 as the LE Standard for precision snipers, the 7600 and 7615, and the various rifle ammo and the new 6.8mm round.