

REMINGTON LE HANDGUN AMMO TRIFOLD COPY

This is the initial draft copy for the Handgun Ammo trifold.

The information has been boiled down into block segments. Each segment leads with highlighted features and benefits followed by very brief supporting descriptions as required to enhance the points.

The intent is to produce "call-outs, hooks, features and benefits" that catch the reader's eye and make them want to further explore our ammunition. These must be our most important points that we want reader to see and take away.

This initial draft has boiled down the information, but further reductions will be needed as the art work is placed during the design phase.

The Trifold Layout and Information:

The trifold consists of 6 pages: Interior 1, 2, and 3 (left-to-right) and Exterior 4, 5, and 6 (left-to-right). When folded Page 6 will be the visible front flap and Page 5 will be the visible reverse.

Individual Page Sizes: 3 1/4" x 8"

Copy shown has been produced in 10 point, while the final editing will reduce a number of segments to 8 points.

PAGE 1

Golden Saber HPJ (High-Performance Jacket) and HPJ Bonded Handgun Duty Ammunition
Three Unique Design Features produce remarkable performance in reliability, exceptional accuracy, rapid expansion, deep penetration, and maximum weight retention

1st: Jacket Nose “Folded Spiral Pattern” cuts right through and pierces hollow-point’s lead cavity

- * **Causes Rapid Hollow-Point Opening** on contact
- * **Required Less Energy to Initiate Opening**
- * **Develops Rapid/Controlled Expansion** for deep penetration

2nd: Brass “High Performance Jacket” made of thicker and stiffer cartridge brass

- * **Jacket Opens to Over 1.6X Caliber Diameter** creating six strong shoulders locked in place
- * **Opened Petals Stabilize Mushrooming Core** to a controlled diameter for deep penetration while maintaining virtually 100% bullet weight
- * **Jacket Develops and Controls Expansion** for large crush and stretch cavities that promote rapid incapacitation

3rd: Unique Driving Band engages rifling at bullet’s rear, behind it’s smaller diameter front

- * **Precise Bore Alignment** from reduced front diameter provides true, match-grade accuracy
- * **Reduces Overall Rifling Contact Friction** to conserve muzzle velocity
- * **Locks Lead Core to Jacket** when rifling engaged to prevent separation and retain bullet weight

Golden Saber HPJ Bonded

- * **Lead Core Hot-Bonded to Brass Jacket** for non-separation and exceptional weight retention – up to 97% through auto glass
- * **Unequaled Barrier Performance** with excellent expansion, penetration and terminal performance

PAGE 2

Other Golden Saber Features –

- * **Nickel-Plated Cases** for reliable feeding and extracting
 - * **Waterproofed Primers and Case Mouths**
 - * **Flash-Suppressed Powders** for faster follow-up shots without revealing the officer's location
 - * **Reliable Kleanbore® Primers Triple-Checked**
 - * **100% Propellant Detection and 100% Final Visual Inspection**
 - * **Jacket and Core Concentricity** works to deliver match-grade accuracy
 - * **Optimum Barrier Penetration & Expansion**
 - * **Golden Saber Will NOT Defeat IIA Armor**
 - * **Available in 7 LE Calibers: .380 Auto, .38 Spl, .357 Mag, 9mm, .357 SIG, .40 S&W & .45 ACP**
-

UMC Handgun and Training Ammunition

The cost-effective solution for high-volume training, simulation and qualification

- * **Reliable Performance** to meet your training requirements
- * **Performs Exactly Like Duty Ammunition**
- * **Available in 12 LE Handgun Calibers**

UMC "Leadless" Handgun Training Ammunition

Virtually eliminates lead exposure at the firing line

- * **Reliable Lead-Free Primer** duplicates ballistics of standard lead-base primers
 - * **Enclosed Base Bullet** prevents propellant gases from vaporizing lead, at shooter's position
 - * **Cleaner Shooting** in all range situations
 - * **Duplicates Duty Ammunition** with standard bullet weights and identical ballistics
 - * **Available In 6 LE Handgun Calibers** (put in calibers)
-

Remington's Full Line of LE Duty Ammunition

A full line of Jacketed Hollow Point (JHP) duty cartridges comes in 12 handgun calibers, including a full range of +P and +P+ loadings

PAGE 3

**Disintegrator™ Lead-Free Frangible/
Reduced Hazard Training Ammunition
Developed as Reduced Hazard Training Loads
for Realistic, Safe and Cost-Effective Training
and Qualification Programs**

**Nothings Better where Training Safety, Long-term
Effects, Clean-up and Environmental Concerns are
involved**

**Disintegrator™ Lead-Free "Plated" Frangible
Bullets, Slugs and Buckshot**

- * High Strength Metal Particle Core Sealed in
Electroplated Copper**
- * Totally Lead-Free**
- * Bullets Instantly Break-up** when impacting
steel targets or backstops leaving harmless metal
particles and small pieces of thin copper plate
- * Ricochets and Fragments Virtually Eliminated**
- * Enhanced Participant Safety at Minimal Target
Distances**
- * Velocity, Felt Recoil and Point-of-Impact
Duplicates Duty Ammo**
- * Superior Accuracy...Groups as Well or Better
Than Duty Ammo**
- * Reduces Bullet Trap and Steel Wear and Damage**
- * Available In 6 LE Handgun Calibers**
(put in calibers)

**Disintegrator™ Lead-Free "Jacketed" Frangible
Pistol and Rifle Bullets**

- * Designed for Use where Particle Splash-Back
is NOT a Concern**
- * Available in 9mm, .40 S&W and .223**

PAGE 4

PAGE 5 (Exposed Rear Cover)

**Remington Ammunition is Manufactured to
the Highest Quality and Performance
Standards for**

- * Dependable Reliability**
- * Outstanding Accuracy**
- * Superior Terminal Performance**

All Remington Ammunition is Made in the U.S.A.

**Remington Arms Co. manufactures a full line of
longarms and ammunition for the LE community**

(Remington LE Star)

**REMINGTON ARMS CO.
LE/Federal/Military Division
870 Remington Drive, P.O. Box 700
Madison, NC 27025-0700
Phone: 336-548-8899 Fax: 336-548-8798
Visit Our Website: www.remingtonle.com**

PAGE 6 (Exposed Front Cover)

(Remington LE Star and
below statement at top
of page)

**REMINGTON LAW ENFORCEMENT
HANDGUN AMMUNITION**

Reliable, Accurate, Effective Impact Power

(2 Picture of officers firing handguns dominate
the center to lower part of the page over
dimensional drawing of Golden Saber that
runs from top to bottom and covers both
page 5 and 6 for continuity on the two exposed
pages)

(Below placed at the bottom
of the page)

STREET AMMO SYSTEM
Street Proven Duty Ammo for Absolute Reliability
and Performance You Can Depend On
&
Training Ammo to Prepare You for the Street