

① Hand Trap

The Remington hand trap consistently sells at a rate of 12-15M units per year with little selling effort.

It serves the market in this category.

Portable Traps

Products in this category range from the ② "Trius" type under \$35 to our Wonder Trap at \$200.

The Trius is far and away the most popular as a result of price and promotion. These traps are built with sheet metal. They perform satisfactorily for occasional shooters, but lack the strength and durability for heavy users such as small clubs, commercial operations or shooters who demand quality.

Our current models, Wonder B, Blue Rock and, to some extent, Expert are the only traps available to this latter group. For the most part, these are satisfactory, however, we find ourselves in a cost/price squeeze and the traps are approaching design obsolescence.

③ Our new trap offers the opportunity to strengthen our position in the portable trap market.

We plan to concede the low price segment to Trius. Below \$35 we don't feel that we can or wish to compete. In line with this approach, we recommend that we discontinue the Expert and direct our efforts to the higher end of the portable trap market.

The new trap will then replace the Blue Rock and the Wonder. In it's simplest form the new trap will resemble the Blue Rock in size, weight and general performance, but it offers a distinct advantage - it is far easier to re-cock. The new trap requires a pull of about 25 lbs. through 90° - The Blue Rock about 50 lbs. through 180°.