Marketing Assessments of Current Firearm Technology Projects

- Recoil Quantification / Gel Recoil Pad: This project has been on the technology agenda for at least three years. It has not produced anything tangible to date. While marketing believes the technology has value, it must have an established deadline or be eliminated. It should not be delayed in part waiting for the NAS to be commercialized.

- Titanium Receiver: Marketing believes this has potential to create an ultra light bolt action rifle. Again this project has been on the technology agenda for at least three years and little has been accomplished. The project should be completed or killed.

- 11-87 Aluminum Receiver: This project has been on the R&D technology agenda for at least two years. From a marketing perspective the potential to lower the cost of the receiver while reducing its weight was the initial attraction to its undertaking. Again, as with the other projects, measurable performance is not apparent and performance criteria is required or it should be dropped.

- Metal Matrix Composite Shotgun Receiver: No particular interest in this technology since it copies the Benelli technology used in the Nova pump shotgun. Fundamentally, a high grade composite / synthetic should be able to be utilized without a skeleton framework to mold an 870 receiver. This will eliminate warping problems experienced with the metal matrix.

- Ceramic Injection Molded 597 Hammer and Sear: Marketing feels that this technology should be further investigated with defined objectives and deadlines.

- Artificial Wood Stock: Marketing would like to approach this project in a different way. Suppose a stock could be made from sawdust and resin in a high pressure mold. The cost of the components would be greatly reduced and the opportunity to create a wood like appearance may be achieved.