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## NEWS

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### **Hoppe's Elite Gun Cleaner Adds A Touch Of Green At Retail**

**Overland Park, KS** — The green movement is starting to make a bigger impact with sporting goods dealers and not just the boutique stores that have traditionally serviced the outdoor segment. Environmentally clean products are finding shelf space in very traditional departments and the Elite gun care cleaning line from Hoppe's is a good example.

For years shooters and hunters have relied on solvent-based cleaners to remove residue and copper fouling from the barrels and actions of their guns. The most effective of these solvents and cleaners require careful use and handling. Retailers and manufacturers have their own concerns of stocking and shipping hazardous materials. Having biodegradable solutions in today's world is critical.

Hoppe's predicted early on that the industry would shift toward cleaner products due to growing consumer demand. A Gallup poll conducted in March 2006 showed that number of American who say they worry about the environment either "a great deal" or "fair amount" increased from

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62 percent to 77 percent between 2004 and 2006. In response, major retailers such as Wal-Mart and Home Depot are openly promoting their environmental policies. Wal-Mart Chief Executive Lee Scott has said that the world's largest retailers want to be a "good steward for the environment." Home Depot has gone as far as labeling nearly 3,000 products that promote energy conservation, sustainable forestry and clean water. It's no surprise that manufacturers such as Hoppe's are looking for ways to support their retailers with more earth friendly products.

The company's gun cleaning products have been a favorite for generations. Many sportsmen instantly recognize the aroma of its Hoppe's #9 solvent. While Hoppe's #9 is not as harsh as some solvents, the company still saw a need to commercialize new technology that was safe, non-hazardous, non-flammable cleaner and that would be easier to ship, handle and stock. Hoppe's worked closely with its partner, Pantheon Chemical, Inc., a company known for developing award winning, high performance products that promote sustainability.

After an in-depth study of weapon care technology, Hoppe's Elite, an ammonia-free, odorless, non-toxic, biodegradable and non-flammable line, was formulated. This technology outperformed traditional hazardous products, cutting cleaning time by 80 percent. The latest addition to the line, Copper Terminator, removes copper four times faster than ammonia-based products. This is good news for retailers, as they are realizing the benefits of stocking a green line, while at the same time giving consumers better products — a positive sign for creating a sustainable industry.

*Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell<sup>®</sup>, Tasco<sup>®</sup>, Serengeti<sup>®</sup>, Bollé<sup>®</sup>, Uncle Mike's Law Enforcement<sup>®</sup>, Stoney Point<sup>®</sup>, Hoppe's<sup>®</sup>, Blackwater Gear<sup>®</sup> and Butler Creek<sup>®</sup> brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.*

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