

FOR IMMEDIATE RELEASE:



**VIRIDIAN® ANNOUNCES  
NEVER GO NAKED™ BRAND CAMPAIGN**

Las Vegas, NV—January 19, 2016

Viridian® announced today at SHOT SHOW 2016 the launch of its NEVER GO NAKED™ brand campaign, which is designed to encourage and educate the firearms industry to ‘never sell another naked gun’.

“*Never Go Naked* is a simple message; do not overlook accessories when either selling or purchasing a new firearm.” said Mike Dinndorf, Viridian Director of Marketing. “Like so many other industries, it’s the properly-matched accessories that truly maximize the customer experience of a new product purchase. How often does a Harley-Davidson® owner ride his new bike off the showroom floor without any accessories or customizations?” Dinndorf added, “For example, a Viridian® laser sight not only can mean the difference between life and death in a target acquisition situation, but it also can be an extremely useful training tool at the range for gun owners to visually see and understand muzzle awareness. If this type of dialogue is not occurring between dealer and customer, the NEVER GO NAKED™ campaign is designed to start that conversation.”

“For gun dealers in particular, ensuring the firearms they sell are equipped with the proper accessories makes so much sense; and it supports the store’s bottom line.” said Viridian President and CEO Brian Hedeon. “Ultimately, if a new gun owner is properly equipped and educated, the dealer can be confident they provided the highest level of customer service possible; and the incremental gross margin is an added benefit.” Hedeon went on to say, “Conversely, if dealers do not actively engage customers at the point-of-sale regarding accessories, training and education, they are basically just selling a ‘naked gun’; which limits the opportunity for their business to grow.” The NEVER GO NAKED™ brand campaign will provide relevant training and educational materials to both gun dealers and gun consumers alike; with online video training rolling out in 2016.

To join the NEVER GO NAKED™ movement, visit [www.NeverGoNaked.com](http://www.NeverGoNaked.com) and sign up to receive up to date information on new content releases and upcoming events.

**For more information**

**please call:**

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**or visit:**

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## ABOUT VIRIDIAN GREEN LASER SIGHTS

Viridian® is the fastest growing laser sight manufacturer in the nation, responsible for a number of industry-leading product innovations in green and red laser sights, taclights, ECR® INSTANT-ON® technology, TacLoc® holsters, and shooting accessories. Headquartered in Minneapolis, Minnesota, Viridian is devoted to utilizing cutting-edge technology to offer compact, powerful self-defense products for the civilian, military, and law enforcement markets. Viridian products are designed and built in the USA.

Website: <http://www.ViridianGreenLaser.com/>  
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