

FOR IMMEDIATE RELEASE:



VIRIDIAN® ENHANCES OEM SOLUTIONS IN LIGHT OF CRIMSON TRACE® ACQUISITION ANNOUNCEMENT

Minneapolis, MN—August 3, 2016

Viridian® announced today the company’s OEM partnership program will be further enhanced with the addition of even more product solutions designed specifically to support the industry’s manufacturers. “Viridian has been a key OEM supplier to the firearms industry for years,” said CEO and President, Brian Hedeem, “and I’m really excited about the new product and service announcements Viridian has planned to drive our OEM program to a whole new level. Stay tuned in the coming weeks for more exciting news!”

Industry analysts are predicting a major shift within the laser sight OEM segment since the July 25th announcement detailing the Smith & Wesson® acquisition of Crimson Trace®. Hedeem added, “For firearms manufacturers resistant to enter product development discussions or continue relationships with a laser sight company controlled by a direct competitor, Viridian, with its OEM experience, service record, and comprehensive product line is positioned to meet that need for its industry friends and partners.”

Viridian has been providing firearms manufacturers with solutions for several years to compliment the vast majority of today’s popular firearms; including the Reactor® Series, C-Series® and X-Series® - all of which boast Viridian’s proprietary INSTANT-ON® activation not available from any other laser sight manufacturer.

For more information on OEM opportunities with Viridian, contact Eric Haase at Eric@ViridianGreenLaser.com.

For more information

please call:

800-990-9390

or visit:

ViridianGreenLaser.com

Contact:

MikeD@ViridianGreenLaser.com

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, LED weapon-mounted illuminators and shooting accessories. Headquartered in Minneapolis, Minnesota, Viridian® is dedicated to the innovation and design of compact, weapon-mounted, self-defense products for the conceal & carry, civilian, military, and law enforcement markets. Viridian® products are designed and built in the USA.

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