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VIRIDIAN® PRODUCT PACKAGES DRIVING Q4 PROFITABILITY FOR DEALERS

Minneapolis, MN—October 4, 2016

Viridian® is maximizing the profitability for thousands of firearm dealers this holiday selling season by creating exciting laser + firearm packages in conjunction with key manufacturers, distributors and buy groups. “Viridian is excited that we have so many different laser sight packages available in time for Christmas,” said Director of Sales, Andy Scott. “Providing dealers the opportunity to offer new, high-margin product packages in Q4 will maximize a participating dealer’s bottom line; and financially-healthy dealers are good for the entire industry.”

As seen on the October 2016 cover of *Shooting Industry* magazine, Viridian laser + firearm packages are available with manufacturers such as Ruger®, Taurus®, Springfield Armory®, Sig Sauer®, Glock® and Bersa®.

Mr. Scott went on to say, “In some cases, laser + firearm packages are available direct from the firearm manufacturer with the Viridian laser pre-installed. In other cases, distributors and buy groups are creating their own laser + firearm bundled packages to offer their customers. In any case, packages are in demand by the consumer and they enhance profitability to the dealer’s bottom line. It is a win-win this holiday selling season!”

Dealers who want to maximize their profitability are encouraged to ask their firearm manufacturer reps, distributors and buy group agents which Viridian package is available for them to stock in time for Christmas. For more information on available packages, contact Andy Scott at andy@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/>
Facebook: <https://www.facebook.com/Viridian.Green.Laser>
YouTube: <https://www.youtube.com/c/ViridianGreenLaserOfficialChannel>
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For more information

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