



Speaking on Business

SILENCERCO

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This is Chris Redgrave for Zions Bank Speaking on Business.

When you think about a silencer on a gun, Agent 007 may come to mind. It did for me when I met with Josh Waldron, CEO of Silencerco. This young company has identified a niche and is knocking it out of the park.

Located in West Valley City, this company makes silencers or suppressors for .22s, .09 mils and .45 hunting rifles. They've zeroed in on a market that hasn't been challenged in awhile and are changing the landscape of this business.

One of the many services suppressors can do is reduce the sound of the gun as it goes off. Over time this can cause hearing loss, especially if you're an avid hunter or gun enthusiast. In addition, the intense sound from guns can keep herds of wildlife moving when they need to keep their winter weight to survive. So a silencer makes sense. Silencerco has researchers, innovators and developers who come from all walks of life but are tied together with the passion and mission of weapon systems and how to add significant improvements.

How's this for dedication? Josh was so engaged in getting his newly designed product into the hands of gun retailers that he personally drove to and sold 87 retailers across the country. He says once someone sees the product it sells itself, so this personal approach was the most effective marketing technique. The product has been such a hit they have a backorder with designs like the Sparrow for .22s or the Osprey for the .40 caliber or .9 millimeter. You can find their products in around 400 retailers in the United States alone.

By the way, this product is proudly 100 percent American made, and Josh believes strongly in supporting our local Utah economy. Purchasing products locally has the effect of adding up to \$6 to our Utah economy for every dollar spent. They buy as much raw production material from local vendors that has high quality to match the high standards of Silencerco.

For Zions Bank, I'm Chris Redgrave, speaking on business.