

DIAMOND ARCHERY FOR 2005

Diamond Expands BowTech Market

BowTech has grown rapidly since the company introduced its dealer-only line at the 2000 Archery Trade Show. Now the premium bow builder is expanding into another portion of the market, by acquiring the Diamond Archery line of bows that had been based in Shreveport, Louisiana.

Diamond Archery has been manufacturing reliable, mid-priced compound bows since 1996, BowTech CEO John Strasheim noted when news of the acquisition was released September 27. "The Diamond deal is the next logical step for BowTech as we strive to reach a broader audience. This acquisition provides the capability to go after a portion of the bowhunting market that we've never touched, without annoying key pro shop partners which rely on the more exclusive, high-end BowTech brand of products."

Veteran BowTech dealers know the company has sometimes struggled to keep up with demand, but production capabilities at the Eugene, Oregon plant got a significant boost last fall with the addition of a conveyor-fed film dip finishing operation. In fact, BowTech has advertised its excess finishing capacity by forming WaterDog Surface Technologies to bring more finishing business into the plant. And the 50,000 square foot building along Hwy. 99 should have room for the firm to expand its assembly and warehouse operations, judging by what Editor Tim Dehn saw during his fall, 2003 tour.

Diamond's line has been redesigned by BowTech, and will carry the New Mossy Oak Break-Up finish rather than the Mossy Oak Obsession that covers limbs and risers of BowTech hunting models. The

least expensive "diamond" for 2005 is the Rapture, which carries a manufacturer's suggested retail price of \$399. This is a 33 inch single cam

bow that comes in draw weights of 50, 60 and 70 pounds and handles draw lengths of 27 to 32 inches. The Solitaire Single Cam has a draw stop

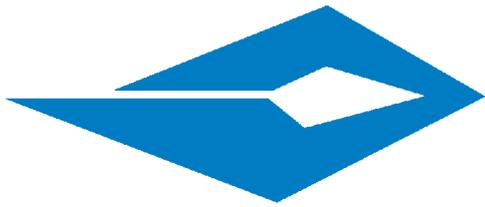
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retailers can use to fine tune draw length and/or vary letoff between 65 and 80 percent. The bow carries a rubber grip and has a 7.5 inch brace height. Mass weight is advertised at 3.6 pounds and the company claims an IBO Standard speed range of between 292 and 300 fps, using a 350 grain arrow drawn to 30 inches at 70 pounds peak weight.

Customers looking for a little more speed or a little less length may be happy to pay \$499 for the Triumph, which promises 302 to 310 fps from a 31.5 inch axle to axle bow. This bow also is powered by the Solitaire single cam which can be set to provide a solid back wall for your release-aid shooters. While peak weight ranges are the same, the Triumph's modular draw length range falls an inch shorter than the Rapture, covering 26 to 31 inches. The brace height is 8.5 inches and mass weight is 3 pounds, 11 ounces.

The Victory has a look reminiscent of some BowTech models, with a long riser, pivoting limb pockets and short, swept-back limbs. But these Diamond risers all carry round holes to lighten them, rather than the more elaborate cutouts the BowTech models use to shave weight. The Solitaire single cam ver-

sion of the Victory weighs 4 pounds, has a 7.25 brace height and 34.5 inch axle to axle length. The Dual cam version should have an edge in speed, especially at the shorter draw lengths though both models are covered by a 308-316 fps range in the 12-page catalog. BowTech has given the Victory Solitaire a MSRP of \$599, while the Victory Dual is at \$629.

Unlike the BowTech brand, which will continue to be available

through archery pro shops and authorized dealerships, the Diamond brand also will be offered to mass merchants and sporting goods stores. The move gives BowTech an opportunity to reach into the mid-range price points of the bowhunting market through a second channel of distribution. According to Diamond Archery's Josh Halpert, Jr., there are also benefits to existing Diamond Archery retailers. "The increased marketing and brand awareness BowTech brings to the table will provide dealers with the opportunity to experience continued prosperity with the Diamond line."

Diamond Archery can be reached toll-free in Oregon at (877) 269-2776, or fax your inquiry to (541) 689-2220. 



Diamond Archery's Victory Dual is at (left) and measures 35.75 inches, axle to axle. The 33 inch Rapture is above.

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