

# ARROWTRADE<sup>®</sup>

Online at [ArrowTradeMag.com](http://ArrowTradeMag.com)

May 2018

## BLOODSPORT™

*THE BLEEDING EDGE OF ARCHERY*



## **DRIVING DEEP**

---

**INTO THE BROADHEAD  
& ARROW MARKETS**



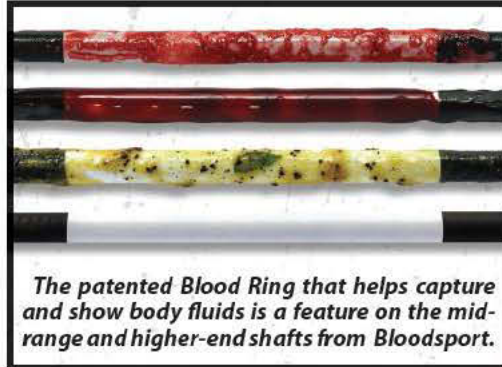


## 6 COVER STORY

### Today's Bloodsport

Building on three brands purchased in 2015, Plano Synergy is developing the Bloodsport line into a major source of arrows and broadheads. Find out how its patented approach to building a stronger bond between shaft and hunting head can benefit your customers. Then check the aggressive new sales programs that can benefit your cash flow.

By Editor/Publisher Tim Dehn.



*The patented Blood Ring that helps capture and show body fluids is a feature on the mid-range and higher-end shafts from Bloodsport.*

## 4 From The Publisher

The perils of bypassing retailers.

## 5 Product Showcase

New packaging helps you pick the right Verifier.

## 15 Knowledge Test

Test your recall after reading this issue.

## 16 Crossbow Retailer

Why they rave about Ravin. By John Kasun.

## 21 ATA News Brief

To be effective, your web content must continually be renewed.

## 23 Remembering Ann Clark

Carbon Express founder Bob Eastman writes about this spunky blonde competitor and advocate for archery.

## 28 Mastering Social Media

Social Media expert Hannah Stonehouse Hudson shows you how to harness your pro staff to provide fresh, effective online publicity for your products.

## 30 Equipment Focus: Broadheads

Mike Raykovicz reviews the field of fixed, hybrid and mechanical hunting points in this comprehensive feature that spans 16 pages.

## 46 Release Aid Training

Coach Larry Wise makes the case that continued top accuracy under hunting conditions requires you to train more than your super sensitive trigger finger.

## Digital Extras

The free online version of this magazine at [arrowtrademag.com](http://arrowtrademag.com) has these extras:

Quick links to advertiser websites, 10 years of complete back issues, over 250 bow & crossbow reports and coaching & tuning columns by Larry Wise. Current magazine content is now searchable and works with tablets and smartphones.



## 51 Product Directory

Our concise directory to editorial coverage and to advertising.

## 56 Kinsey's Dealer Show Coverage

Business Editor John Kasun provides an overview of this top distributor show, including a dozen pages of exhibitor coverage.

## 70 Flagship Bow Comparison

Anthony Barnum's meticulous approach to bow testing allows you to compare seven popular flagship hunting bows in key areas of performance.

## 87 Industry News

New and returning members join the ATA board.

## 90 Lighter Side

John Kasun puts a humorous twist on those limited lifetime warranties that may not be worth the paper they're printed on.



# ATTRACT. HOLD. PATTERN. GROW.



25

**Mn**

Manganese

29

**Cu**

Copper

30

**Zn**

Zinc

34

**Se**

Selenium

**\$5 OFF MINERAL BLOCK**  
MAIL-IN REBATE FOUND ON BACK OF LABEL

## BUILDING BLOCKS OF SUCCESS

DEER NEED KEY MINERALS  
TO ACHIEVE **MAXIMUM**  
ANTLER GROWTH



VISIT US FOR ALL YOUR DEER FEEDING NEEDS AT [WWW.ANILOGICS.COM](http://WWW.ANILOGICS.COM) • 844-372-3557



# From the Publisher

## Bypassing Retailers

*Editor & Publisher*  
**Tim Dehn**  
*Vice President & Art Director*  
**Vickie Dehn**  
*Business Editor*  
**John Kasun**  
*Managing Editor*  
*Circulation Manager*  
**Rachel Givens**  
*Technology Manager/Designer*  
**Anne Dehn**  
*Testing*  
**Jon Teater**  
**Anthony Barnum**  
*Tuning & Coaching*  
**Larry Wise**  
*Equipment Focus*  
**Mike Raykovicz**  
*Marketing Column*  
**Dan Durbin, Hannah Hudson**

*Advertising Sales Director*  
**Matt Granger**  
**Phone (888) 796-2084**  
**or (406) 360-4484**  
**FAX (208) 475-6001**

*Editorial & Production*  
**3479 409th Ave NW**  
**Braham, MN 55006**  
**Phone (320) 396-3473**  
**timdehn@arrowtrademag.com**

### Subscription Information

Subscriptions are available free of charge to qualified members of the archery industry, including retailers, wholesalers, manufacturers and sales representatives. Use the card in this issue to start or renew a subscription or make an address change. For overseas airmail delivery, include \$18 per year in U.S. funds. See our digital edition online at [arrowtrademag.com](http://arrowtrademag.com)

*ArrowTrade* (ISSN 1939-3830) is published seven times per year in January, March, April, May, July, September and November by *ArrowTrade Publishing Corporation*, 3479 409th Ave Northwest Braham, MN 55006. Periodicals Postage paid at Braham, Minnesota and additional entry points. (USPS 024-437)

**POSTMASTER: Send address changes to *ArrowTrade*, 3479 409TH AVE NW, BRAHAM, MN 55006-3340**

**PM# 4006371 Return Undeliverable Canada Addresses to Station A, PO BOX 54 WINDSOR, ON N9A 6J5 email: [returnsIL@imex.pb.com](mailto:returnsIL@imex.pb.com)**

© Copyright 2018. All rights reserved. *ArrowTrade* is a registered trademark of *ArrowTrade Publishing Corporation*



Manufacturer websites are handy for double-checking product specifications and I did that a lot as we readied our last two issues. The March issue of course had the bulk of our ATA Show floor coverage and April had the remainder while this issue has the addition of the Kinsey's Dealer Show coverage prepared by Business Editor John Kasun.



In visiting websites, I was surprised at the number of manufacturers who are now selling to consumers through their websites. There seems to have been a dramatic increase in just the last year. Now, I understand that some of those manufacturers were set up with Shopatron or another system so the fulfillment of those orders was being done by local retailers. Still, the impression that consumers must get visiting these sites is that ordering bow-hunting gear online is no different or more problematic than ordering consumer electronics or clothing through the web.

I guess I am old-fashioned because the last two consumer electronics we purchased for the Dehn household started with a trip to the local Best Buy store. I am thankful for the clerk who steered me away from a more expensive Blu-ray Disc player once he knew how old our TV set was; apparently teaming a new player with a TV all of five years old would have caused lots of headaches. We did find the range-top microwave we liked at the store but not in the finish my wife wanted. Instead of placing a special order at the store for pickup, I ordered it myself off the Best Buy website.

This was a big mistake. I paid for a LG in black stainless steel and I was shipped a Whirlpool in white. There was nothing on the outside of the box to indicate this to me or the warehouse workers; I discovered it once the old microwave was down and we were ready to install the new one. We got on the phone, got a return label and got the correct one headed our way. Even then, there were problems with the installation; I had the damper set to the wrong side of a little tab and had to pull the ductwork out and redo it.

Really, all I lost were a few hours of extra work and a few days of having no way to vent the cooking odors. Someone who orders bowhunting gear off the web runs a much higher risk. Ill-fitting or mismatched equipment is difficult to shoot well and could easily sour someone on the sport. There is also an element of danger. This is equipment designed to humanely kill, after all. A retailer is going to make sure my arrows are not too short and the drop-away rest is tied off to the correct cable and I don't go away with my release set too light.

The retailer we are profiling in the next issue was blunt about online equipment sales: he hates them. Given the money he has invested in an indoor range and the time he spends working with young archers, his feelings are understandable.

I hope more manufacturers will steer away from competing with retailers and give these soldiers on the front lines of our industry some much-needed support.