



USP Bore Paste
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United States Products (USP): An Overview

USP manufactures a premium line of firearm cleaning products -- which naturally evolved from the company's industrial lapping and polishing compounds first introduced back in 1917, and now used the world over.

Their first firearm-care product -- now known as USP Bore Paste -- was launched in the mid-1950s when Warren Page, then Editor of *Field & Stream Magazine*, asked USP to develop a compound that would thoroughly clean the fouling from all types of firearms and thus improve accuracy. The new product was immediately embraced by the serious hunter/competitive shooter market segments -- and the resulting testimonials, which continue this day, attest to the unparalleled efficacy of USP Bore Paste.

To enhance its effectiveness, they introduced a complementing product in 1966 called USP Gun Cleaning Oil -- which is formulated to impart superior cleaning, penetrating, protecting and lubricating properties.

In 2003 United States Products combined USP Bore Paste and USP Gun Cleaning Oil in a convenient clamshell combo pack; and also launched the New USP Gun Cleaner/Degreaser -- a custom-blended, high-powered aerosol spray that improves accuracy "on the spot" by removing grease, grit and dirty oil build-up from the action, bolt and bore of all types of firearms.

And USP is currently in the process of rolling out another innovation -- the New USP Retail Starter Kit -- a handy mix of their most popular products in an attractive P.O.P. display that puts "New Firearm Cleaning Profits Within Easy Reach!"

As a result of their 2003 partnering agreement with the NRA Foundation, all USP firearm-care products and packaging bear the prestigious NRA Foundation logo -- which is an industry "First". Since then, USP has been pursuing a number of other exciting marketing/communications initiatives to include:

- Providing the NRA and IHEA with complimentary training materials
- Exhibiting and dispersing training aids at the past three NRA Conventions
- Exhibiting and providing training tools at the past three IHEA Conventions
- Conducting the USP "Tour of Champions" at the Camp Perry National Matches
- Exhibiting at the first Professional Outdoor Media Assn. Convention in 2006
- Partnering in "The Art of Accuracy" with Alpen Optics at the 2007 Shot Show
- Launching a lead-generating campaign with full-page ads in the top trade pubs

- Recognizing outstanding industry people with the “Heroes in the Arena” series
- Targeting the personal protection market with the new “Armed & Able” series
- Ongoing press releases with photos covering all corporate and product initiatives

We feel USP is now primed and ready to partner with a major outdoor products retailer -- and offer the following presentation as a preliminary introduction to their program.