



Phone 412-621-2130
Fax 412-621-8740
www.uspborepaste.com
email: sales@uspborepaste.com

For Immediate Release

USP Bore Paste Rolls Out New Starter Kit Display At 2007 AmChar Trade Expo.

USP Bore Paste continued its national rollout of a handy new Starter Kit Display containing a mix of its most popular firearm-cleaning products during the 2007 AmChar Wholesale, Inc. Dealer Trade Expo March 3 to 5 at the Turning Stone Resort & Casino in Vernon, NY.

The 200-square-foot USP Booth was visited by nearly 400 outdoor product retailers from all over the country. Interested guests were able to check out the many amenities of the new low-cost, high-margin firearm cleaning display; while enjoying a firearm cleaning video which dramatically demonstrates how USP Bore Paste removes all the fouling from all types of firearms and improves accuracy in the process. Visitors also received free DVDs of the video along with educational USP Bookmarks.

“We generated some nice business and made a lot of promising new contacts at this outstanding event,” explained USP National Sales Representative, Paul Leonard. “And I can tell you that USP President, Lee Brown and I are looking forward to a long and mutually rewarding relationship with AmChar and their excellent sales and marketing staff,” added USP Communications Director, Bill Gruber.

The USP Exhibit was also honored by a visit from Anthony DiChario, President and CEO of AmChar, which has been supplying the hunting, shooting and law enforcement markets for forty years now. “We thank USP for participating in this our second annual Dealer Trade Expo,” related Mr. DiChario. “They helped us to make this event twice as large as last year’s; and we’re looking to doubling that again next year!”

For more information on AmChar Wholesale, Inc., which is headquartered in Rochester, NY, please go to www.AmChar.com. Information regarding Pittsburgh, PA-based USP Bore Paste, including outdoor dealer opportunities, is available by calling toll free at 1-800-359-2628 or visiting www.uspborepaste.com

(more)



Host with the Most -- Anthony DiChario (center), President and CEO of AmChar Wholesale, Inc. visits with USP Bore Paste Representatives, Bill Gruber (left) and Paul Leonard (right) during the 2007 AmChar Trade Expo in Vernon, NY -- where USP introduced their popular new Firearm Cleaning Starter Kit to some 500 outdoor product dealers.