



***Complete All Weather Target Systems***  
**[www.piercetargets.com](http://www.piercetargets.com)**

**Pierce Targets provides a new approach to the shooting industry.**





**Complete All Weather Target Systems**



# **The company manufactures, sells and installs:**

- Pre-printed shooting targets
- Target backers (the frame)
- Number boards
- Target re-facing kits
- Ammo/utility boxes.
- Uprights



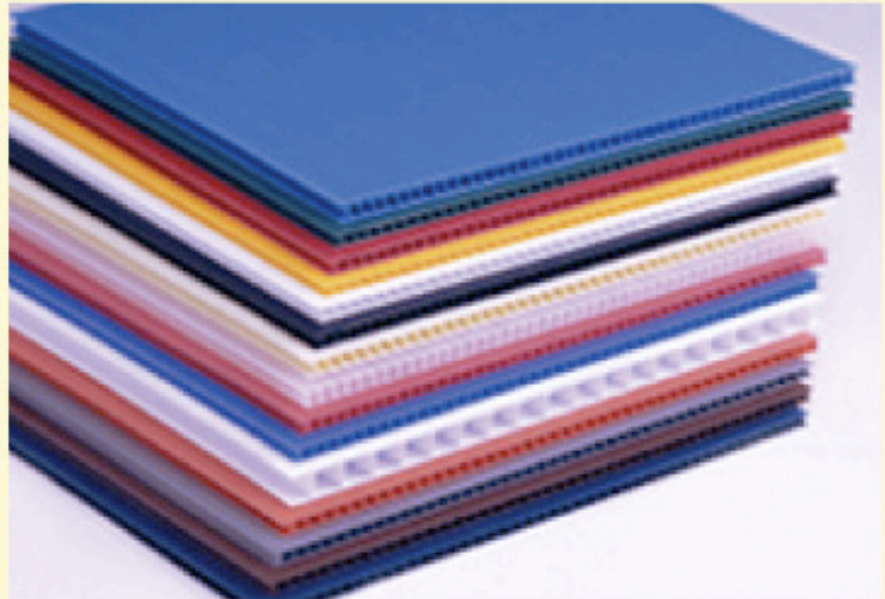
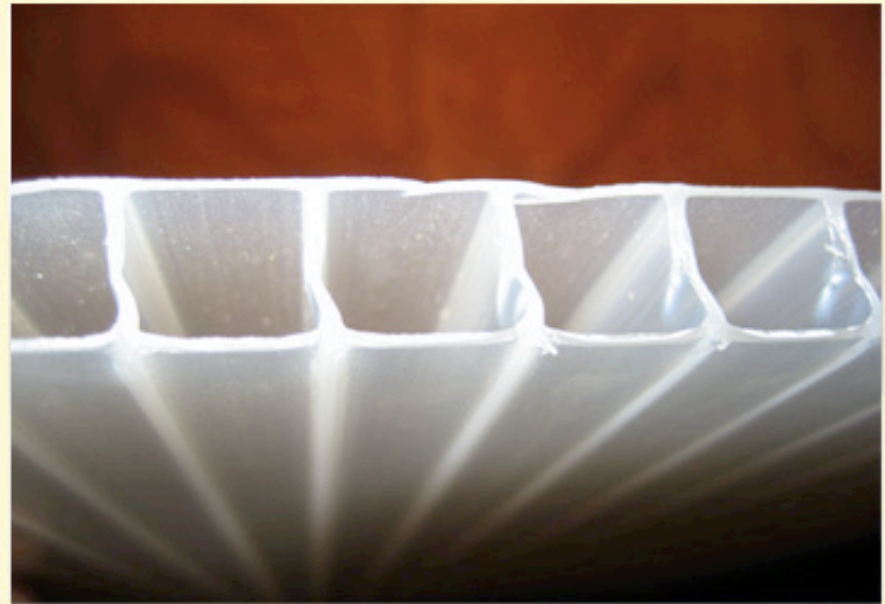


**Our targets are printed on durable, corrugated plastic.**

**Making them:**

- **weather resistant**
- **lightweight**
- **cost efficient**
- **environmentally safe**

These technologies and materials are designed to minimize your costs, save you time, offering a “green” solution for the environment.



**Pierce Targets brings new and disruptive technology to a target business that is old and antiquated.**



# **OLD vs. New**



- **For the last 100 years, outdoor shooting ranges worldwide have used wood, staples, cardboard, paper and glue to construct their ranges and make targets.**
- **This creates the potential for unsafe shrapnel. In addition, targets and frames created the OLD WAY are difficult and untimely to repair and remove.**





## Old Technology

- Old targets have a short life span
- Easily damaged by inclement weather conditions
- Labor intensive construction, requiring jigs and pneumatic equipment, using costly wooden frames, staples and glue
- Easily fragments when struck by bullets
- Difficult to repair
- Must be stored “under roof”
- Difficult to replace target
- Requires staples, making handling dangerous
- Easily damaged by rough handling or being dropped
- Warps easily once exposed to the weather or improper storage



**The old paper-covered targets do not last long.**



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# The New **PIERCE TARGETS** system





- **Exponentially longer-lasting frame**

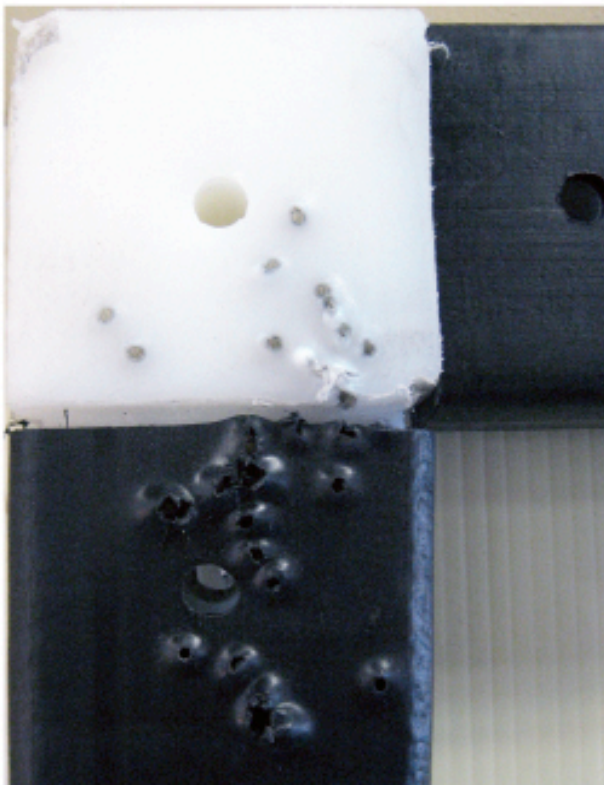
**Old Wood Frame**



**New All-Weather, Plastic,  
Self-Healing Frame**



## New Self-Healing Corners



Holes left by an M-16  
round after self-healing

## Old Wood Corners

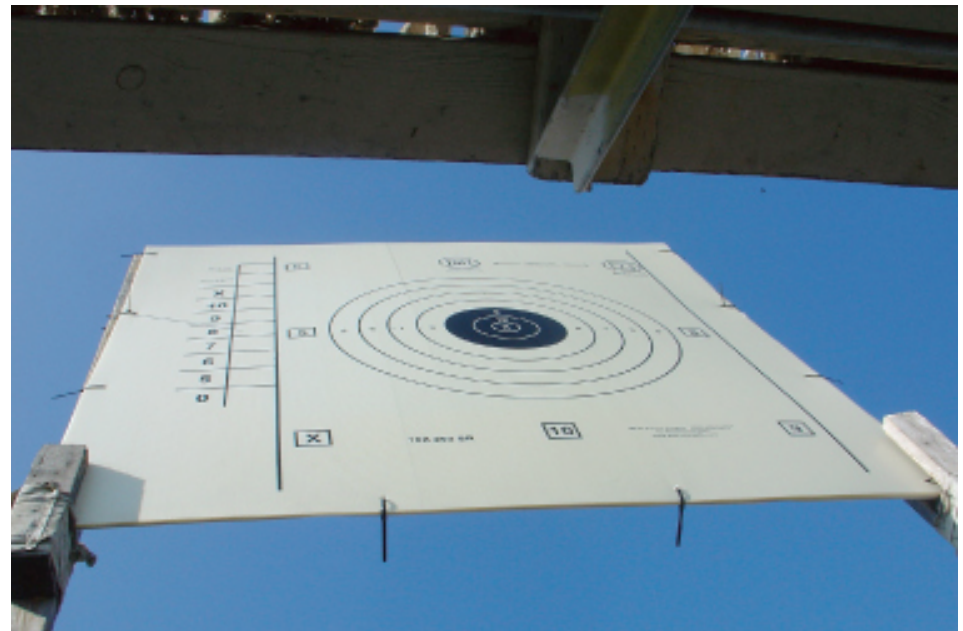


## New Target

### Old Target and Backer



pre-printed, all weather, one piece  
target and self-healing frame



Easy to assemble!



**New number board is printed on  
corrugated plastic featuring self-healing  
plastic posts and frame**

**Old Number Board**





## Pierce Target Systems vs. The Competition

The key differentiators over the competition are:

- Will last exponentially longer than the old system which means greater cost efficiency
- Pierce Targets Systems have designs that are patent-pending which will replace the current conventional technology
- The only “all weather proof” target system
- The only one-piece, 6' x 6' 1000-yard target printed on corrugated plastic
- Easily assembled by only one person; no tools needed
- Environmentally sensitive, all products can be recycled
- Safety, no shrapnel when a frame is shattered
- Targets provide a precise measurement for the marksman
- Ammo / Utility Box weighs 2 pounds instead of a 15 pound metal box



## Military Testing and Feedback

- In early 2007, the U.S. Marines began testing the self-healing frame. They tried to destroy the frame by shooting M-16 rounds point-blank (7 yards), while aiming at the corners and the rails.

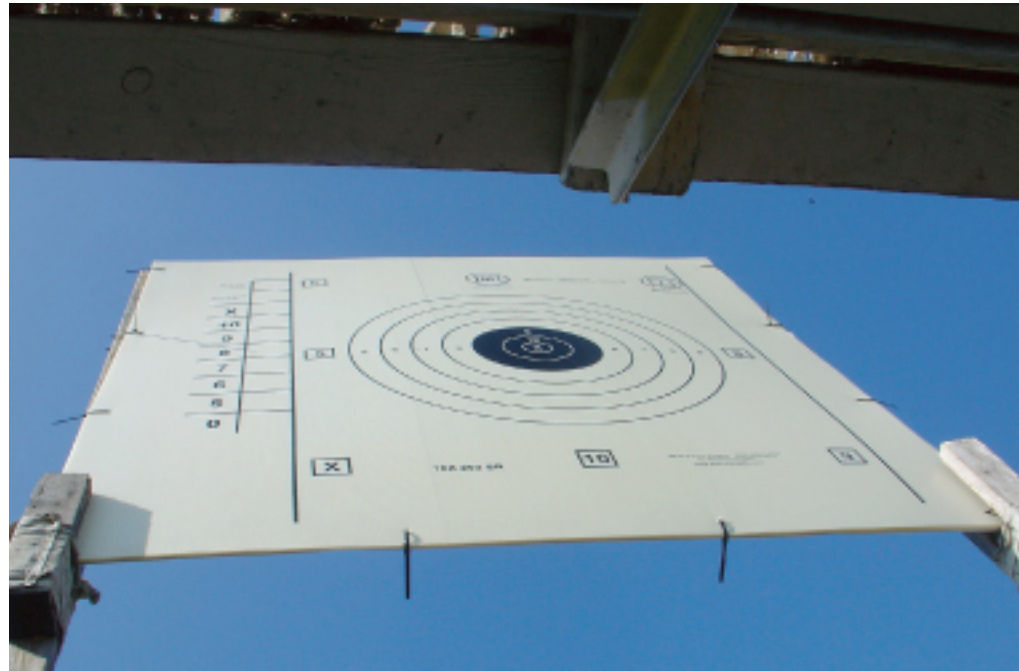
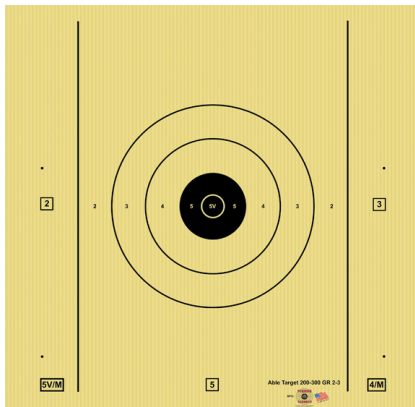
**Outcome: They could not destroy the product.**

- As a result of this testing we are now in the process of obtaining U.S. Department of Defense and U.S. Department of Justice approval that will allow Pierce Targets to begin replacing current technology in all military installations.

- The response was overwhelmingly positive and in the second quarter of 2007, the company began fulfilling orders for a number of Marine shooting ranges in Camp Pendleton, Camp Perry and Camp Lejeune.



**Pierce Target systems are designed to last much longer than the current conventional technology.** Unlike current systems, our product is ***all weather proof***, withstanding temperatures over 150 degrees Fahrenheit and below zero. It can be used in the rain and will respond very well to high winds.







General Bowden with Dennis Pierce

**In an effort to create superior technology, Mr. Pierce works hand-in-hand with highly-experienced soldiers in charge of shooting ranges to ensure that the target system is world-class and that it meets the high expectations of the U.S. Military.**





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