



604 First Street • Flora, MS 39071
Phone (601) 879-9323

NEWS

Date: April 2014

Contact: JJ Reich
(763) 323-3862 / pressroom@atk.com

From Novice to Expert the New Hook Up is a Box Call for ‘Em All

Flora, Miss. – [Primos Hunting](#), an innovator in hunting calls and accessories, has introduced a groundbreaking new box call. The Hook Up™ box call features a patented magnetic hinge design that positions the paddle perfectly every time, resulting in incredible realism and consistency.

The Hook Up box call from Primos is designed to take the guess work out of producing that perfect sound every time. The ultra-strong magnet holds the paddle at the perfect angle for crisp cuts, smooth purrs & soft to loud yelps.

When used with the Gobble Band™, the Hook Up produces incredibly realistic gobbles. Before heading into the woods or sneaking to the next spot, the detachable paddle is easy to remove and store against the back of the box for silent carry.

Available in December 2013, the Hook Up box call has a manufacturer’s suggested retail price (MSRP) of \$39.99. To learn more about Primos and its complete line of hunting accessories, visit www.primos.com or call (601) 879-9323.

For more than 35 years, hunters have counted on Primos Hunting products and accessories. From the first call founder Will Primos developed in 1976 to the host of innovative hunting products and accessories available today, Primos has become one of the industry's most trusted brands. A deep hunting tradition combined with a commitment to quality and ingenuity has helped Primos become an undisputed industry leader. At Primos, we Speak the Language.