



**SPEER'S PRODUCT LINEUP CENTERS ON RIFLE AND HANDGUN AMMUNITION FOR LAW ENFORCEMENT AND SELF-DEFENSE, AS WELL AS HANDLOADING COMPONENTS.**

# THE GOLD STANDARD

**SPEER'S RELENTLESS DEDICATION TO QUALITY AND INNOVATION PAYS BIG DIVIDENDS FOR ITS CUSTOMERS**

**M**any large industrial businesses began as smaller undertakings, driven by a forward-thinking innovator who saw opportunity where others did not. Such is the case with Speer, founded by Vernon Speer during World War II when reloaders were not able to get the components they needed from ammo companies committed to supplying the U.S. war effort.



A born tinkerer, Speer devised a way to take spent .22 brass cases and form them into bullet jackets. Although he initially focused on hunting rifle bullets, Speer also built the first mass-produced jacketed handgun bullets for hunting and law enforcement. In the 1960s, he put some of those bullets into loaded ammunition in the now-famous Lawman line. And today, Speer Gold Dot is the most trusted duty ammunition brand for law enforcement use. Speer also offers those very same loads to civilians for self-defense.

Speer products are still manufactured in Lewiston,



Idaho, by an experienced and dedicated work force, but the original product lines have expanded greatly over the years. Speer has also regularly introduced new, innovative products to its extensive offerings. Last year, Speer added 55-grain .224 and 150-grain .308 bullets to the TMJ rifle component line. The design of the TMJ (Total Metal Jacket) eliminates the accuracy-robbing features of conventional full metal jacket bullets. New additions to the Grand Slam rifle bullet line included the 140-grain 6.5mm, 100-grain .243 and 120-grain .257. With a tapered, precision-drawn jacket and a long

nose, the Grand Slam bullet is engineered to tear through the thick hides, heavy bones and tough bodies of the world's biggest game without sacrificing accuracy.

Through the years, Speer's mission has remained the same: to be the most trusted and dependable ammunition for its law enforcement and self-defense customers while also providing recreational shooters, hunters and reloaders with reliable bullets. Being a part of a corporation with multiple brands, including Federal and CCI, allows Speer engineers to take advantage of cross-platform technology as well as the experience and knowledge of fellow workers



**SPEER CUSTOMERS WILL NOW SEE A MORE AGGRESSIVE LOGO ON ITS NEW PACKAGING TO SIGNIFY THE COMPANY'S FORWARD PROGRESSION.**

to create better products year after year.

Speer and its sister company CCI currently operate out of three facilities encompassing 400 acres in Lewiston, with more than 350,000 square feet of manufacturing space operated by 1,100 employees. They run 24 hours a day, seven days a week, all year long.

## THE CHOICE OF PROFESSIONALS

"There's a big reason Speer is the number one choice of law enforcement professionals across the country," said Jason Vanderbrink, president of Speer. "We service more than 80 percent of law enforcement nationwide. We also have many international contracts. Why? Because we build ammo that is extremely dependable; because we focus on terminal ballistics; and because we are the masters of meeting the FBI protocol testing, which is the gold standard of bullet terminal performance."

And though Gold Dot



**GOLD DOT HOLLOW-POINT BULLETS ARE VERY ACCURATE, TOUGH AND UNBELIEVABLY CONSISTENT.**



**SPEER IS A LONG-ESTABLISHED, POPULAR SUPPLIER OF COMPONENT BULLETS AND HANDLOADING MANUALS. MOST RECENTLY, SPEER HAS DRAMATICALLY IMPROVED ITS BOXES FOR ALL COMPONENT BULLETS.**

remains the top choice for law enforcement, Speer engineers have steadily improved the round. “The original Gold Dot had a very deep-cavity hollow point,” said Vanderbrink. “The latest version, Gold Dot G2, has an elastomer-filled dish in the nose that helps the bullet expand and penetrate to a higher degree. The result is extremely uniform expansion, better separation of the petals, and more consistent penetration across barrier types, gun platforms and barrel lengths. And, of course, the new version retains the same UniCor electro-chemical plating process, which Speer developed, that bonds the jacket to the core. It’s the key to the performance of that bullet in the FBI protocol media.”

Gold Dot G2 proves to have excellent reliability and feeding in duty firearms and set a new benchmark in FBI Protocol Testing. “We will continue to release new Gold Dot offerings with design innovations that enhance performance in the foreseeable future,” said Vanderbrink.

### MOVING FORWARD

Even though Speer has earned a reputation for quality and performance, it doesn’t intend to rest on its laurels. In 2019, Speer customers will see a new, fresher, more aggressive logo that sets the product apart from others in a crowded field. “The logo has a streamlined look and feel, but it’s also a strong, modern, technical look,” Vanderbrink said.

Another new step is improved packaging, both for ammunition and for components. “This change was partly spurred by customer requests for stronger, better boxes for our component bullets,” Vanderbrink said. “So we upgraded them dramatically. Plus, we redesigned all ammunition and component packaging graphics and information to be more visually appealing. At Speer, we have always listened to customer feedback.”

Customers will also benefit by the launch of direct-to-consumer sales on the Speer website. “This is a place where our customers can buy specialized Speer products, such as .41 Magnum, .327 Federal, and .45 Colt, that many retailers simply won’t carry because that ammunition just doesn’t move fast enough for them,” Vanderbrink said. “But our customers can also buy the most popular ammo and component bullets here as well.”

In 2018, a key new product

was the Speer Handloading Manual No. 15. This new edition is Speer’s largest volume yet, and it features updated recipes with the latest propellants for more than 120 legacy cartridges as well as data for 13 new cartridges, including .204 Ruger, 6.5 Creedmoor and 300 Blackout.

“All in all, decades of reloading knowledge and the latest recipes and techniques have been distilled into a single highly usable source,” Vanderbrink said.

One of Speer’s biggest product launches in 2019 is the 200-grain 10mm Auto Gold Dot. “A 180-grain offering doesn’t fully access all of the potential power of this cartridge,” Vanderbrink said. “But Speer’s new 200-grain version delivers the full capability of the 10mm Auto.”

It’s just another example of how Speer constantly evolves its product line, while never abandoning earlier products on which its customer base still relies.

Speer cold-formed lead bullets, one of the company’s original products, are still in demand, but are even better than ever with a technologically advanced, multi-layer lube. The coating won’t burn off, virtually eliminating leading problems and ensuring cleaner, more accurate shooting.

“There are still reloaders who like that cold-core process, even though bullet design and development have greatly evolved over the company’s 75-year history,” Vanderbrink said. “But these customers have been loyal to Speer, so we



**SPEER IS CELEBRATING MORE THAN 75 YEARS OF BUSINESS. THE ICONIC MANUFACTURER’S REPUTATION FOR MAKING THE WORLD’S FINEST COMPONENT BULLETS AND LOADED CARTRIDGES GOES ALL THE WAY BACK TO 1943. SPEER IS PROUD OF ITS LONGSTANDING SUCCESS & LOOKS FORWARD TO A BRIGHT FUTURE AHEAD.**

remain loyal to them.”

### TOP PRIORITY

One of Speer’s biggest initiatives of 2019 is the improvement to consumer availability of its Gold Dot Personal Protection line, giving consumers better access to the same high-quality ammunition used by law enforcement agencies. To help retailers and consumers alike, case packs have been reduced from 25 boxes to 10 boxes. Doing so allows retailers to carry a broader selection of calibers.

However, Speer’s law enforcement commitment will be a top initiative for the company. Vanderbrink said Speer’s customers can expect to see the company continue to optimize the performance of its law enforcement rounds. “That’s always a top priority for us. We have people working day in and day out to make sure we are putting the most dependable and trusted round on the market for law enforcement.”

Speer’s formula for success has been constant: Determination, self-reliance and independence that show in all of its ammunition and components. The stage is set for Speer to bring on more.



**FOR THE FIRST TIME EVER, CUSTOMERS CAN BUY SELECT PRODUCTS DIRECT FROM SPEER’S WEBSITE.**

**SPEER®**