

# SELLMARK®

## “BRANDS THAT SELL”

FOR IMMEDIATE RELEASE

Media Contact: Marketing  
[marketing@sellmark.net](mailto:marketing@sellmark.net)  
817-225-0310  
[www.sightmark.com](http://www.sightmark.com)

### Sellmark brands to display all-new products at Worldwide Fall Trade Show in Reno!



(MANSFIELD, TEXAS) – The Worldwide Fall Trade Show is returning to Reno, Nevada, the Biggest Little City in the World, and Sellmark Corporation brands will be in attendance. Join 12 Survivors, Firefield, Pulsar and Sightmark August 27-21, 2017 at the Reno-Sparks Convention Center for the latest in outdoor survival gear and firearm optics and accessories.

Pulsar’s newest additions to their industry-leading thermal and night vision lineups will be at the Sellmark booth, including the highly anticipated Trail thermal rifle scope and Helion thermal monocular. Sightmark will be showing off their wide array of firearm optics and accessories, sure to make attendees eager to visit the nearest gun range. New 12 Survivors outdoor survival products and Firefield’s innovative firearm accessories and sights will also be on display.

Worldwide is a dynamic, member-owned buying group that has continued to supply independent retailers all across the United States with top-notch products and services for the last 60 years. At the show, attendees will be offered access to hundreds of vendors in a variety of outdoor categories, including: shooting sports, camping, fishing, hardware, lawn and garden, athletics, footwear and more. For more information, please visit the Worldwide Fall Trade Show website at <http://www.wdi-wdi.com/Fall%20Show.html>.



#### About Sellmark

*Sellmark is dedicated producing industry-leading outdoor lifestyle products and brands and continues to grow market share in more than 50 countries, including many quality retailers in every state across the U.S. To date, Sellmark products and brands have been sold in more than 5,000 locations around the world. Sellmark “Brands that Sell” include Sightmark, Firefield, 12 Survivors and Southern Crossbow. For information about any of these brands or products, please contact [marketing@sellmark.net](mailto:marketing@sellmark.net).*

# **SELLMARK<sup>®</sup>**

**“BRANDS THAT SELL”**

**###**