



**SUREFIRE®**

BRAND BOOK















# MISSION

**SureFire is committed to manufacturing exceptional products** for those who go in harm's way and those who demand the ultimate in quality, innovation, and performance. For more than 40 years, we've remained 100% accountable to our warfighters, peacekeepers, and demanding civilians by providing the most innovative and reliable tools money can buy. No compromises. No corners cut. Just proven performance. Our dedicated staff includes numerous veterans who've had skin in the game. If our tools increase good guy survivability and mission accomplishment, then we have accomplished ours.

























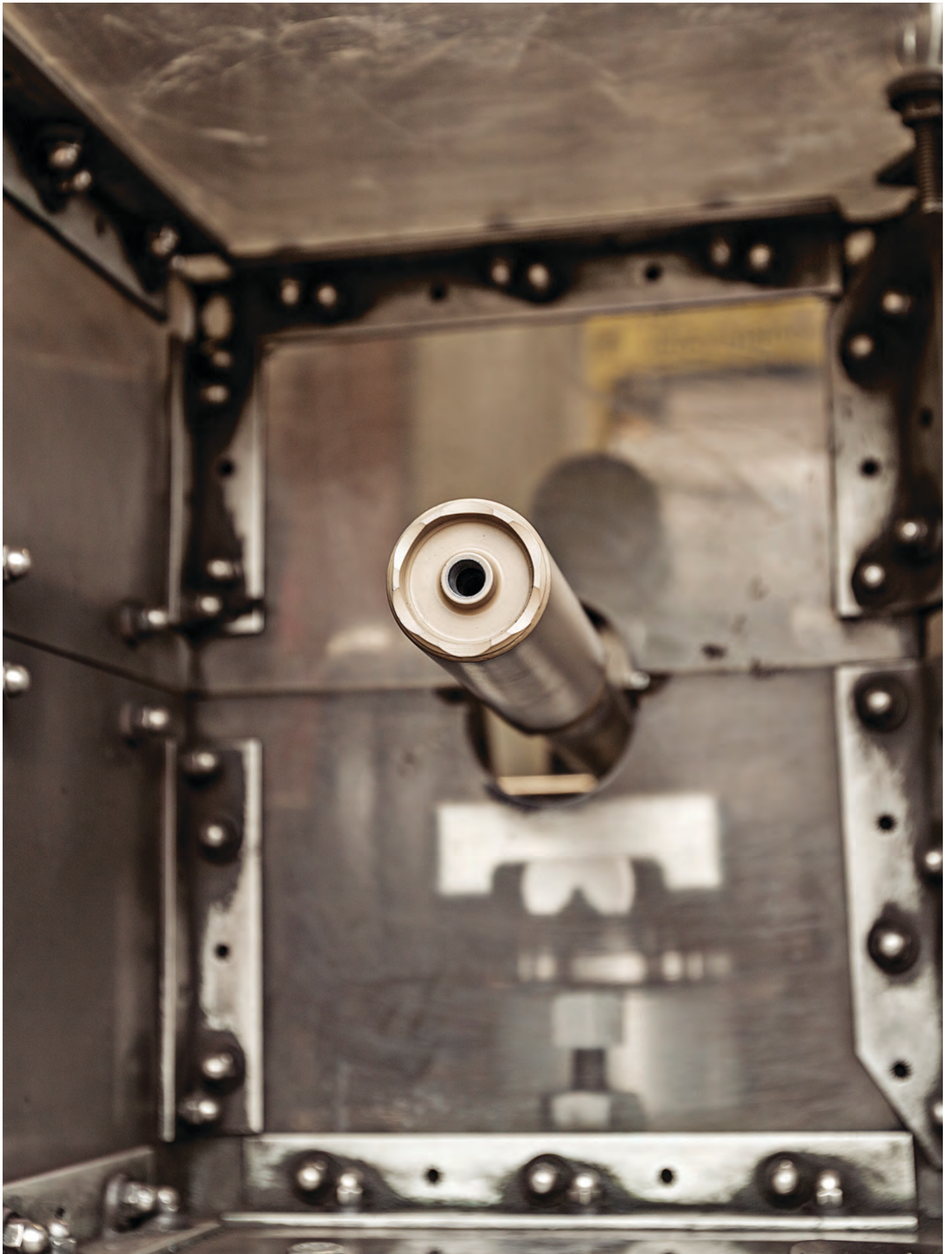
## RESEARCH & DEVELOPMENT

**We relentlessly pursue perfection.** We spend countless hours trying new and cutting-edge technologies and processes. The knowledge we gain is what fuels SureFire innovation, and our dedication to R&D has increased the capabilities of our products since Day 1. Intense illumination with the most precise optics. Ultracompact WeaponLights that don't sacrifice quality or functionality. Suppressor technology that delivers unequaled performance. Industry-leading hearing protection. Our engineers work tirelessly to make SureFire products the finest and most innovative in the world because your security is at the heart of our mission. We know that someday, maybe tomorrow, you might have to trust one of our products to save your life. That's why we do what we do. You're worth the investment.

















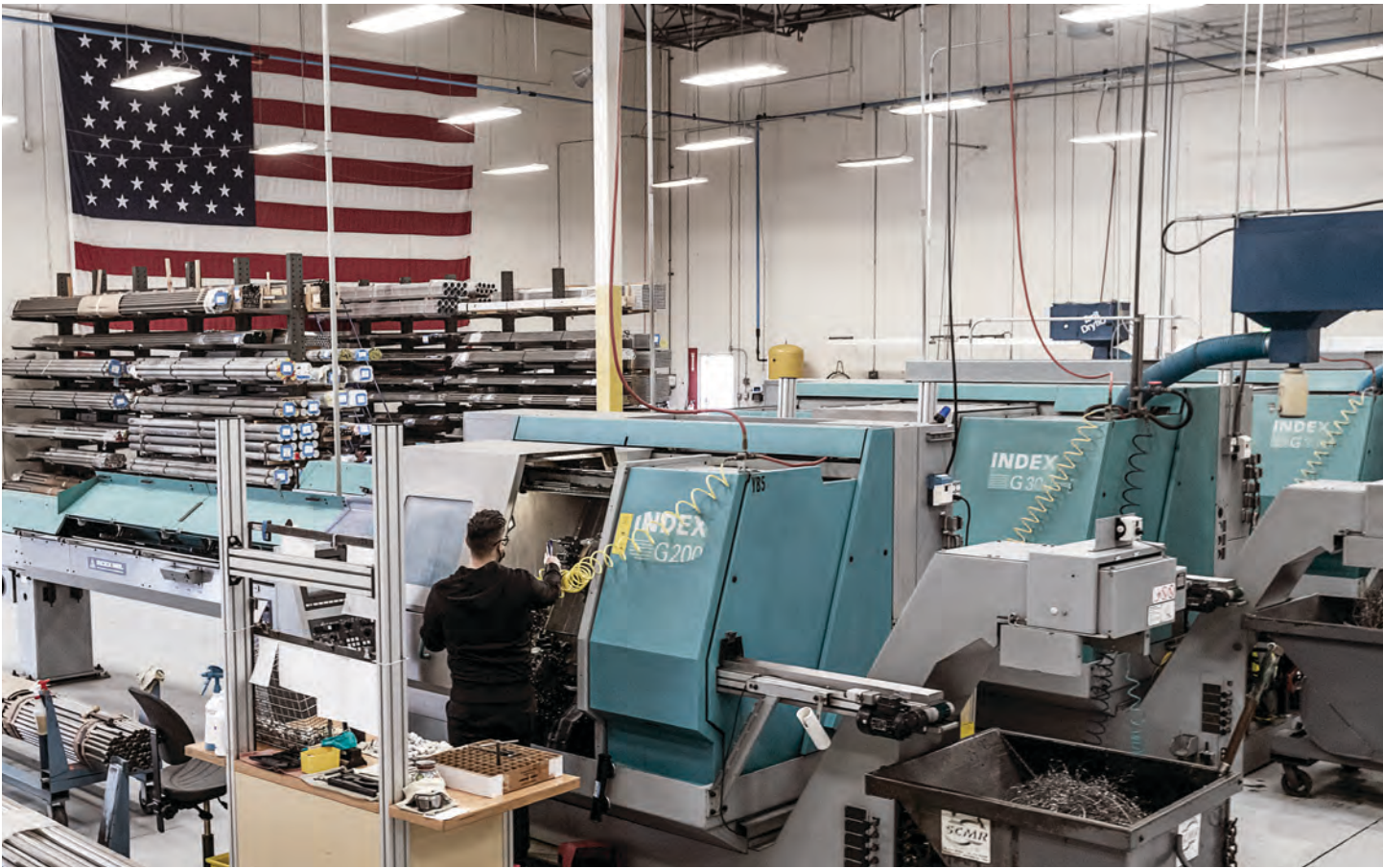
## MANUFACTURING

**Made in America means something to us.** Manufacturing in the U.S.A. is one of the pillars on which SureFire built its legacy, and we've invested millions in high-tech software, expert programmers, the most sophisticated CNC machines, and pinpoint-accurate laser welding equipment. Day and night, our highly dedicated American workforce turns and assembles the best tactical products money can buy. We use only the finest aerospace-grade billet aluminum, high-temperature Inconel alloy, U.S. mill-certified steel, DFARS-compliant titanium, and glass-filled, UV-stabilized polymers. Our combat-proven suppressors and high-capacity magazines are 100% Made in the U.S.A. Even though nearly all materials for our lights qualify as Made in the U.S.A., the lack of domestic LED manufacturers forces us to source our LEDs overseas. Although Federal Trade Commission regs prevent us from classifying our world-class illumination tools as Made in the U.S.A, they are designed, machined and assembled in America by Americans, and every SureFire product meets the criteria of the Buy American Act. The SureFire difference is quality you can feel, superior functionality you can see, and reliability you can trust with your life.





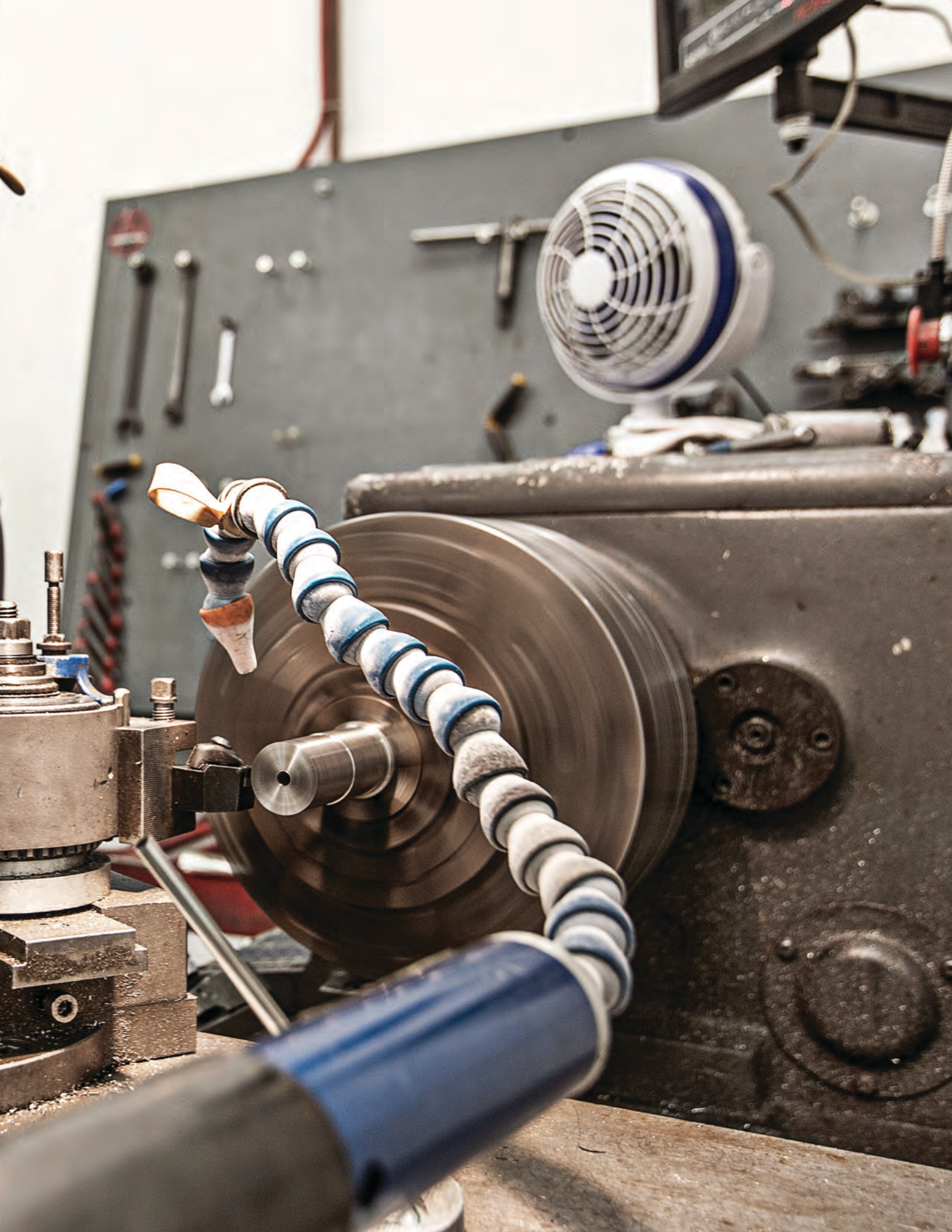




















## SYSTEMS

**See better. Hear better. Shoot better.** From scorching deserts to sweltering jungles to frigid arctic zones, SureFire products are designed to work in concert, creating a complete security ecosystem. Our handheld, hands-free, and weapon-mounted lights deliver the highest degree of performance and versatility. Our EarPro® hearing protection greatly reduces your chance of suffering Noise-Induced Hearing Loss (NIHL) in any high-noise environment. Our SOCOM® suppressors attenuate muzzle report and virtually eliminate muzzle flash. Together they protect your hearing and increase your odds of survival in a global conflict, on a graveyard watch, or in a personal defense situation. Whatever the task at hand, SureFire makes the right tool for it.

















## TRAINING

**The best tools in the world will do you no good if you don't know how to use them.** SureFire has a vested interest in its customers receiving training. That's why we have always supported the world's top experts, who help others expand their skill set. We've supported competitive shooting for decades because we know competition fosters innovation in both techniques and gear. It's also why we continue to increase the number of SureFire Field Notes episodes on our YouTube channel, where you can log on and receive a wealth of education and drills from the best firearms instructors in the business – all of it free. We encourage you to attend as many in-person training classes as you can and practice what you've learned until it becomes second nature. We want you to perform the same way SureFire products perform, with impeccable precision.

















## CORE

**We are used to dealing with demanding customers,** from military professionals who are the tip of the spear to citizens who take their personal security seriously and train accordingly. The same is true of the law enforcement professional working downtown streets or the extreme outdoorsman who enjoys life as far away from civilization as possible. Rugged and resilient, these heroes demand performance. They know that having the right gear can mean the difference between life and death, and there's simply no room for second best. We're honored to work hand in hand with them as we continue to develop the most durable, most reliable products available. We offer the very same SureFire products they use on the front lines, the back alleys, and the most remote locations, to anyone who will settle for nothing less than the proven performer.









































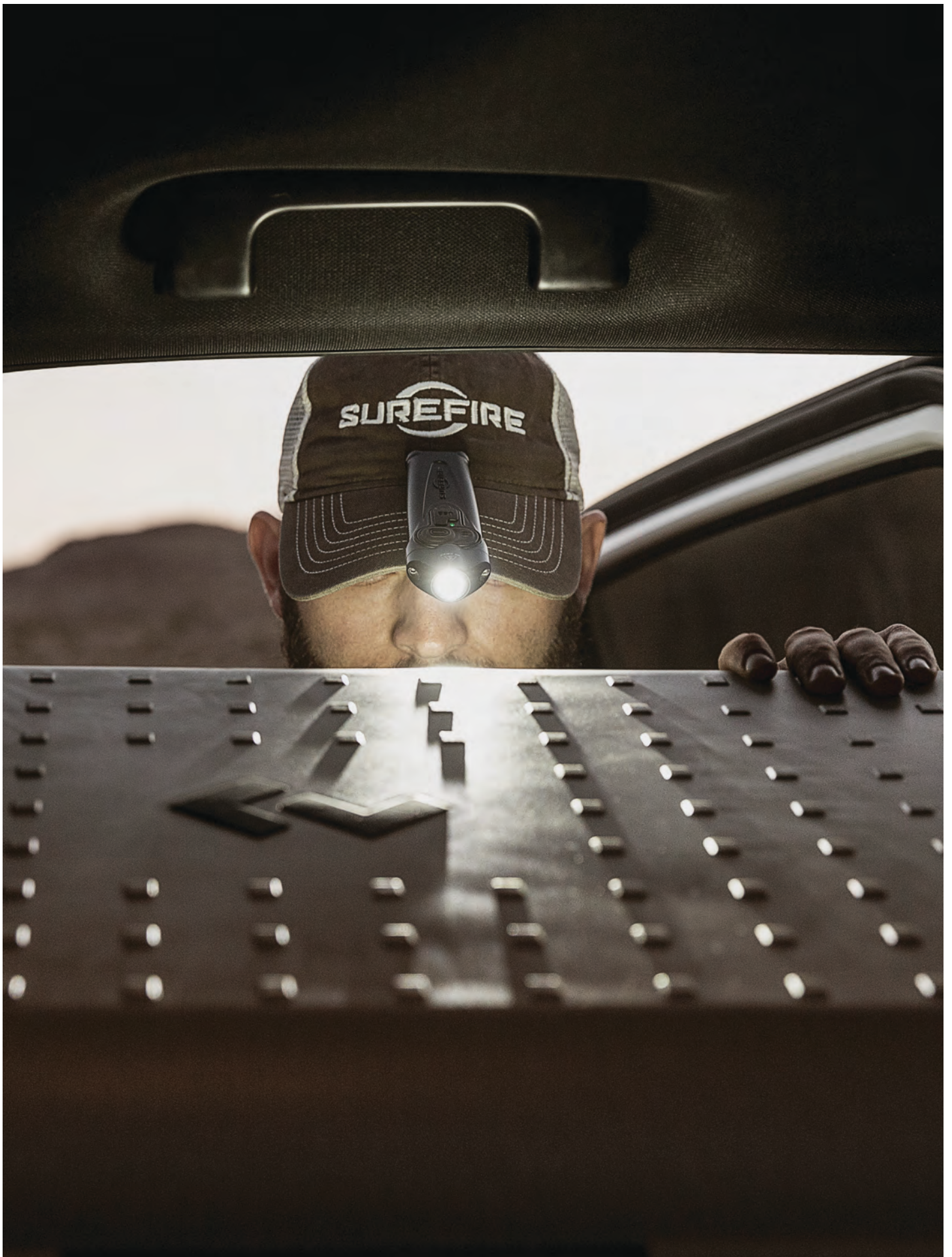


















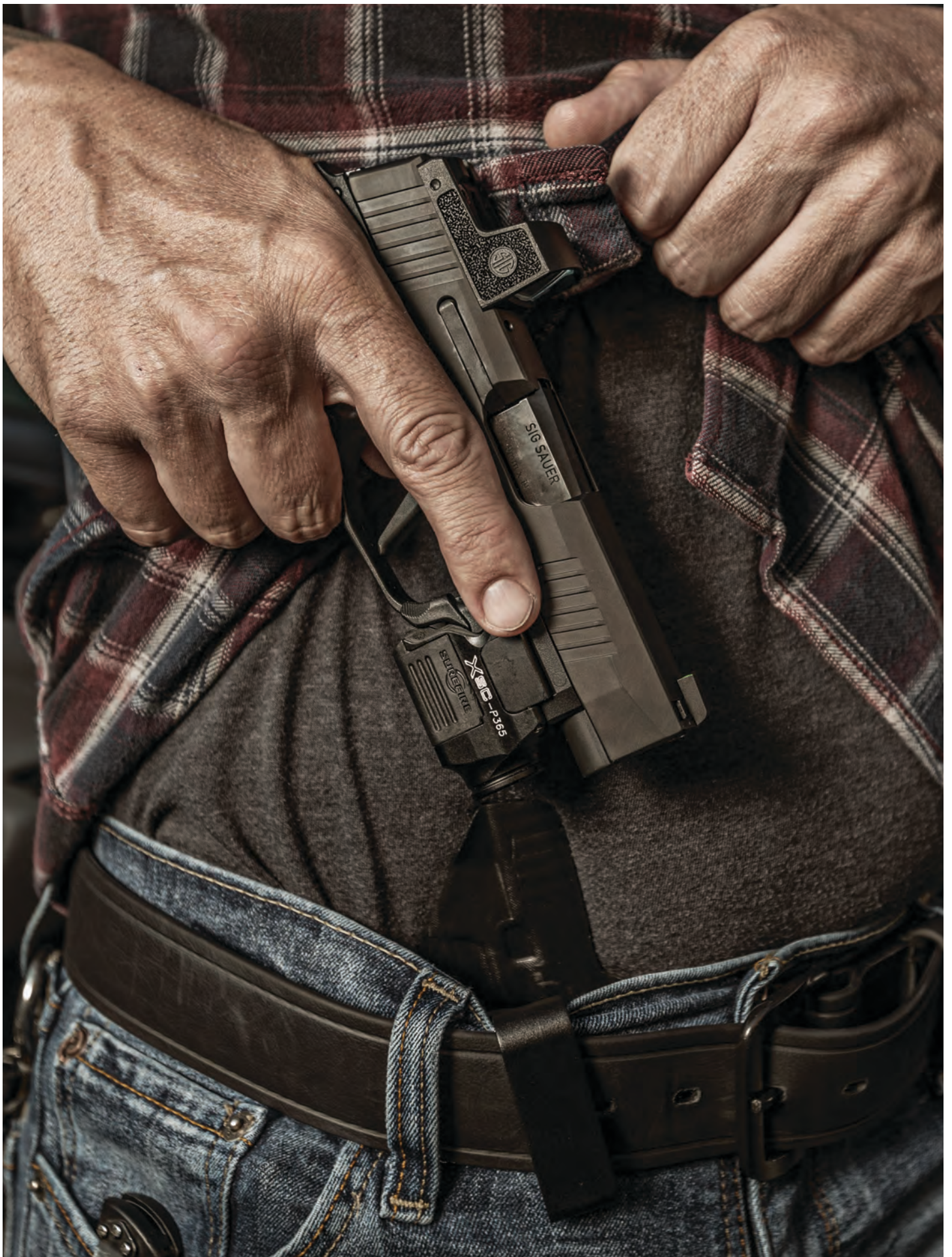






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## FUTURE

**Our future looks bright.** We will never deviate from the SureFire way of doing things, leading from the front as we continue our relentless pursuit of the newest technology, the finest materials, and the latest manufacturing techniques. Being the subject matter experts in our field, we continue to collaborate with the most brilliant scientific minds in the fields of optics, ballistics, metallurgy and acoustics. Innovation and the pursuit of the ultimate in reliable performance and durability are how we continue to raise the bar. There is no doubt that the products we are developing right now will push the boundaries of what is thought to be possible and shape the industry we pioneered.













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