

Golden Rifle Commemorates 50th Anniversary for ALLEN

1/21/20: For Immediate Release

Broomfield, CO: A Golden Anodized Ruger Precision® Rifle was presented to ALLEN Company President and Owner; George Cavanaugh today at the opening ceremonies of the 2020 SHOT Show hosted in Las Vegas, NV. The beautiful piece of advanced weaponry gleamed with elegance and was a fitting tribute for a 50th business anniversary to a family owned company competing against acquisition behemoths in the shooting category.

ALLEN Company is proud to celebrate achieving this uncommon and historic milestone. What started in 1970, with the introduction of a single, soft-sided gun case, has grown into production of over 20 different shooting and hunting product categories.

Long known for their unquestionable value, ALLEN products have come to be known for blending innovative designs into products available at all market price levels. These tenets are not only known by the 50-60 million consumers in the SHOT trade, but also by many of today's industry brands who trust ALLEN Company to perform their OEM business.

Continuing to add to this legacy, ALLEN Company is poised to open a brand-new corporate headquarters and world class distribution facility in the first quarter of 2020. This facility will combine multiple inventory warehouses, manufacturing operations and front-office administration functions into one synergistic location. The new facility will bring about both broad operational efficiencies and continue to provide functional nimbleness making it possible for expansion into peripheral categories.

Original owner and founder of the ALLEN Company, George Cavanaugh stated, "We first want to sincerely thank our customers for their instrumental role in helping us get here." He continued by saying, "We have tried to treat people fairly and want to be the easiest company that our customers do business with. We're excited for the company's future as we have the team in place to take us to the next level," he concluded.

ALLEN Company remains committed to being a family owned and operated business.

For more information about the ALLEN Company and their broad expanse of shooting and outdoor products, visit us at www.byallen.com or call (800) 876-8600. @allenoutdoors

2020 SHOT Show Booth: 14521

Instagram: www.instagram.com/allenoutdoors

Facebook: www.facebook.com/allenoutdoors

YouTube: Allen Company

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About Allen Company:

Headquartered in Broomfield, Colorado, Allen Company was founded in 1970 and is the leading provider of hunting, shooting, archery and tactical-related products to the Outdoor Industry. By continuously striving to improve our product design and quality, we have set our sights on making the Allen brand known and trusted by the entire outdoor population as the best product for the money.

In 2020, ALLEN Company will be proudly celebrating their 50-year Anniversary with the Grand Opening of a new headquarters and distribution center located in Louisville, CO.