



Contact: Vic Ziliani
Communications Manager
Outdoor Products
(913) 689-3660
E-mail: vic.ziliani@vistaoutdoor.com

FOR IMMEDIATE RELEASE

Hoppe's Wins GRAY's Best Award From Gray's Sporting Journal

OVERLAND PARK, Kansas – February 24, 2020 – Hoppe's, the No.1 name in gun care products, is pleased to announce that its No. 9 Gun Bore Cleaner has been named "GRAY's Best" in the Vintage product category by Gray's Sporting Journal.

Each year, the editors of Gray's Sporting Journal select the best gear that not only makes a good first impression, but also satisfies during repeated use. Selected on the editors' own volition, each "GRAY's Best" winner delivers on the claims of their makers while also delivering that extra attribute that evokes a feeling, remembrance or aesthetic that can only be defined as satisfying.

Gray's Sporting Journal described Hoppe's by saying, "...the Hoppe's brand is synonymous with gun cleaning, and a long line of products, ranging from foams and wipes to various specialty cleaners, that bear the Hoppe's 9 name. It's the original, however, that does more than penetrate fouling and rust – it penetrates the senses and memory...As a grown man, I've enjoyed jam-free hunting because of Hoppe's, but its aroma reminds me of happy moments with my father when I was just a little boy."

In 1903, Frank August Hoppe mixed nine chemicals and created the world's most effective gun cleaner. As a well-trained young soldier, Frank knew that gun care went far beyond just a clean rifle, but also helped to ensure his safety while on the front lines of battle. Since that time, Hoppe's has emerged as the leading gun care company, having grown alongside hunters, shooters, and soldiers who depend on their firearms every day. It has remained the most trusted name in gun care by advancing and evolving technologies to meet those needs.

“We are thrilled that the editors of Gray’s Sporting Journal have awarded Hoppe’s with this honor,” said Jason Slinkard, Director of Shooting Accessories for Vista Outdoor. “The very words used to describe Hoppe’s by Gray’s are the same that drive our team to continue to produce new products that not only get the job done but that evoke a feeling, a passion, that simply can’t be summed up in words.”

The award and writeup of Hoppe’s No. 9 Gun Bore Cleaner was announced in Gray’s 2020 Expeditions and Guides Annual.

About Hoppe’s

In 1903, Frank August Hoppe mixed nine chemicals and created the world’s most effective gun cleaner. As a well-trained young soldier, Frank knew that gun care went far beyond just a clean rifle, but actually helped to ensure his safety while on the front lines of battle. Since that time, Hoppe’s has emerged as the leading gun care company, having grown along-side hunters, shooters, and soldiers who depend on their firearms every day. It has remained the most trusted name in gun care by advancing and evolving technologies to meet those needs. From the ever-popular and versatile No. 9 and the quick and easy BoreSnake, to the marvel of efficiency we call Gun Medic, Hoppe’s is the only name you need to know for firearm cleaning and protection. For more information, visit www.hoppes.com, connect on Instagram at www.instagram.com/hoppesguncare/ or on Facebook at www.facebook.com/hoppesguncare.