



Contact: Matt Rice
Sr. Manager of Media Relations
(913) 249-1568
E-mail: Matt.Rice@vistaoutdoor.com

FOR IMMEDIATE RELEASE

Primos® Introduces New Hunting Products for 2021

New Blinds, Calls and Hunting Accessories Among New Products for ATA 2021

FLORA, Mississippi – January 12, 2021 – Primos Hunting, a pioneer in game calls and hunting accessories, will introduce a host of new products along with extensions to the brand's popular lines of hunting blinds, decoys and game calls during the ATA 2021 Online tradeshow.

With all signs pointing towards a renewed interest in hunting, Primos continues to bring to market innovative products designed to enhance the outdoor experience. Included among the new products set to debut this week is an expansion of the brand's revolutionary line of Double Bull® SurroundView™ Ground Blinds with Original One-Way See Through Technology® with the launch of the new SurroundView Double Wilde and SurroundView Max.

Also new for 2021 are two new ground blinds perfect for run n' gun hunters who want the ultimate in mobility and field of view – the SurroundView 3-Panel Stakeout Blind in Mossy Oak® Bottomland and the 2-Panel Stakeout in Mossy Oak® Greenleaf.

“Last year was such a challenge for our country in so many ways,” said Jason Harris, Director of Marketing for Primos. “While many of the things we all enjoyed were closed or postponed, the outdoors continued to stay open, prompting more people than ever to dust off their gear and get back out there. For 2021, we are excited to help these men and women continue their pursuit of all things wild by introducing a full lineup of great new products that every level of hunter can benefit from — all with smart features and even greater values.”

New for 2021 product launch highlights include:

Double Bull SurroundView Double Wide and SurroundView Max— The blind without a blind spot, the Double Bull SurroundView, has been expanded with two new models designed to give hunters even more versatile features plus increased room for occupants. As its name suggests, the new Double Wide blind includes the largest door in its class with silent entry, allowing hunters to enter and exit with ease. The new blind also includes a built-in sun visor to help maintain maximum vision when the sun is at its lowest. The Double Bull SurroundView Max improves upon the original model with a full 180-degree one-way see-through port, built in sun visor, plus an improved door with zipper and bungee closures for quieter entry and exit.

Double Bull 3-Panel and Double Bull Stakeout Bind in New Mossy Oak Patterns – Hunters who prefer to run n’ gun need not look any further than the new Double Bull Stakeout Blinds from Primos. Featuring the same one-way see through walls made popular in the full-size ground blinds, the two new stakeout blinds were designed for hunting on the go. Available in a 3-panel option in Mossy Oak New Bottomland for even more room or the traditional 2-panel blind in Mossy Oak Greenleaf for ultra-portable concealment.

Primos Photoform™ Strutter and Lead Hen Decoys – The most realistic decoys on the market are now even more lifelike with the addition of a Stutter and Leading Hen Decoy. Utilizing a proprietary process that allows an actual image of a turkey to be printed on a durable 3D modeled lightweight foam, the new Photoform Decoys offer detailed realism that won’t chip or peel. Light enough to be carried around all day, the new decoys can be quickly setup to simulate the most realistic environment possible to help lure in unsuspecting toms.

Primos Hen House™ Series Turkey Mouth Calls – Does your hen act like a Karen? A Deb? Or maybe even a Veronica? Whatever the name, there’s a great story behind it with the new Hen House Series from Primos. Available in a five-call set with each name (The Karen, The Deb, The Blair, The Veronica, The Lucy) referencing a distinct calling sound, the Hen House Series is built off a three-reed design with plenty of variety to catch any gobbler’s attention.

Will Primos Signature Series Turkey Vest – Designed by Will Primos himself, this lightweight, comfortable polymer vest will help take turkey hunting to the next level. With multiple pockets to keep your gear accessible and at the ready, the new vest features a Mossy Oak Bottomland pattern and offers multiple features inspired by Will to give you the confidence needed to bag any bird.

Primos Slide Bugle™ Elk and Cow Call – A must-have item for any elk hunter, the new Primos Slide Bugle Call produces the most realistic sounds with minimal effort. Whether producing growls or high-pitched bugles to help close the distance on large bulls, the sounds from the new Slide Bugle can be quickly adjusted by applying different amounts of pressure. What’s more? Hunters can simply interchange the diaphragm to produce additional bull, cow and calf calls.

These new products, plus many more, will be featured in the ATA Online Tradeshow at www.archerytrade.org/trade-show/. For more information on the complete line of Primos products, visit www.primos.com.

About Primos Hunting

Primos Hunting, a Vista Outdoor brand, manufactures calls for elk, deer, turkey, predator and waterfowl as well as blinds, shooting accessories, game cameras, attractants and supplements, clothes and other hunting accessories. Primos also produces the ever-popular video series “The TRUTH” and the television show “Primos’ TRUTH About Hunting.” For news and information, visit www.primos.com or follow us on Instagram at https://www.instagram.com/primos_hunting/ and Facebook at <https://www.facebook.com/primoshunting/>. Stream the Language on YouTube at www.youtube.com/user/PrimosHuntingVideo.

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