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FOR IMMEDIATE RELEASE

## **Primos® Expands Popular Photoform™ Turkey Decoy Line**

*New Strutter and Leading Hen Decoys Lure Toms for Hunters on the Move*

**FLORA, Miss. – April 12, 2021** – Primos® Hunting, a pioneer in game calls and hunting accessories, has expanded its popular Photoform™ line with a new [Strutter](#) and [Leading Hen](#) turkey decoys that offer detailed realism, easy portability and other features to help hunters bag even the most wary toms.

Primos introduced the first Photoform Turkey Decoys – a Hen and Jake – in 2020 with great success. Utilizing a proprietary process that allows an actual image of a turkey to be printed on flexible yet durable 3D-molded lightweight foam, Photoform decoys won't chip or peel. They are light enough to be carried around all day and can be quickly set up to simulate the most realistic environment possible.

The new Photoform Strutter demands attention and action from big toms by pulling in henned-up birds. The Leading Hen grabs the attention of other hens to pull them in with big toms right behind. Combined with the Strutter or Jake, the Leading Hen makes an irresistible lure for longbeards.

“With this expansion of the revolutionary Photoform line, turkey hunters can now have the most attractive and easy-to-pack and carry setup in the woods,” said Primos Director of Marketing Jason Harris. “The Strutter and Leading Hen are the perfect complement to the Hen and Jake, and they give turkey hunters plenty of options to easily pack and carry for a full day of run-and-gun hunting.”

Like all Photoform turkey decoys, the Strutter and Leading Hen are extremely lightweight, flexible and portable. The 3D-molded foam construction allows hunters to collapse the

decoys, fold them and stuff them in their vest. When it's time to set them up again, Photoform decoys pop right back into their true to form shape.

Each Photoform Strutter decoy weighs two pounds and includes a printed tail fan and integrated stake. The Leading Hen weighs seven ounces and offers multiple positions: contented, feeding and breeding.

Other features that help make the new Photoform Strutter and Leading Hen the most realistic and effective decoys on the market include lifelike head detail and an upright posture that grabs the attention of toms. Manufacturer's suggested retail prices: Strutter, \$129.99; Leading Hen, \$79.99.

For more information on the complete line of Primos products, visit [www.primos.com](http://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](http://www.primos.com) or follow us on Instagram at [https://www.instagram.com/primos\\_hunting/](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](http://www.youtube.com/user/PrimosHuntingVideo).

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