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BLACKHAWK!® Holsters Named 2012 ‘Holster Brand of the Year’ in OpticsPlanet Brilliance Awards

Recognizing outstanding products and brands for excellence and world-class performance, the annual OpticsPlanet Brilliance Awards named the BLACKHAWK!® holster line as the “Holster Brand of the Year” for the second consecutive year. Customers selected the holster line for its high-quality construction, functionality and long track record of achievement in the field. The BLACKHAWK! SERPA® CQC® Carbon-Fiber Holster also won OpticsPlanet’s Expert Pick Award for “Best Concealed Carry Holster.”

NORFOLK, Va. – Nov. 13, 2012- The BLACKHAWK!® line of premium made holsters was recently named the 2012 ‘Holster Brand of the Year’ as part of the annual OpticsPlanet Brilliance Awards. This marks the second year in a row the BLACKHAWK! brand has received this honor. After a full year of extensive testing, monitoring, selling, and supporting well over 190,000 items, the expert staff at the online retailer reported their customers have officially selected BLACKHAWK! holsters based on their innovative designs and diverse product offerings. In addition, OpticsPlanet’s Expert Pick Award for ‘Best Concealed Carry Holster’ went to the BLACKHAWK! SERPA® CQC® Carbon-Fiber Holster.

Holsters for Every Application

The BLACKHAWK! line of high quality holsters offers a multitude of carry options for shooting enthusiasts, law enforcement members and military personnel. As the only manufacturer offering complete injection-molded, leather and nylon holster lines all from the same source, BLACKHAWK! leads the industry in product innovation. The Brilliance Award for “Holster Brand of the Year” has singled out the company for its inventive designs and reliability in action.

BLACKHAWK! has a proven track record of providing the highest quality products that stand up to the rigors of the job. The popular SERPA® is the fastest selling holster in history with more than 3 million holsters sold throughout the globe. The U.S. Marine Corps, U.S. Special Operations Command and German army, along with numerous law enforcement departments, rely on BLACKHAWK! holsters during service every day.

“To receive this prestigious award for a second year in such a highly competitive market is an honor for BLACKHAWK!,” said Liam Yarbrough, Product Marketing Manager for Holsters. “Our customers have come to expect nothing less than the best and the OpticsPlanet’s Brilliance Award recognizes our commitment to surpass those expectations.”

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Future Innovations

Continuing their legacy of innovations, BLACKHAWK! will soon introduce two new holster designs – the GripBreak™ and the EPOCH™.

The GripBreak™ features a unique, patented locking mechanism, offering secure weapon retention in a premium Italian leather design or an economical nylon model. A simple thumb release lever helps maintain a master grip for a quick, smooth draw.

The new EPOCH™ Level 3 Light Bearing Holster has a patent-pending retention system consisting of a thumb-activated Auto Lock, Pivot Guard, and a passive retention screw for maximum weapon retention. This new holster will accommodate many of the popular under-barrel lights such as the TLR-1, TLR-2, X300 and X400.

For more information on BLACKHAWK! and BLACKHAWK! products, log on to www.BLACKHAWK.com or call 800-694-5263.

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