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BLACKHAWK! Launches Redesigned Website

BLACKHAWK!® has debuted its newly redesigned website for military personnel, law enforcement agents and shooting enthusiasts. The clean, modern website utilizes Responsive Design to provide an optimal viewing and navigation experience whether accessed from a desktop, laptop, tablet or smartphone. The new design allows the user to filter available products by selecting options such as color, weapon, size and hand preferences. Site visitors can easily find the latest gear announcements in the New Products section and watch product overviews in the Videos section. An improved holster selector tool makes it easy to find the correct holster in just three steps.

NORFOLK, Va. – November 3, 2014 – BLACKHAWK!® has debuted its new website designed to provide military personnel, law enforcement agents, everyday carry and recreational shooters with the latest updates regarding the company’s robust product line. Visitors can now easily navigate the enhanced website in order to research products, watch informative videos and to stay up-to-date on current news and promotions. Interested consumers can also access a new and improved holster selector tool.

The clean, modern design features stunning imagery and enhanced product pages. The new website utilizes Responsive Design to provide the optimal viewing and navigation experience whether accessed from a laptop, desktop, tablet or smartphone.

The new design has easy-to-navigate category displays where users can filter choices by selecting options such as color, hand, weapon and size preferences. The category pages also provide the ability to search by field of interest to hone in on a specific type of gear, such as military, emergency preparedness, EMS and more.

The New Products section permits users to peruse the latest in gear, accessories and apparel, while the Videos section features informational videos on BLACKHAWK! products. An improved holster selector tool makes it easy to find the correct holster for a particular pistol with just a few clicks.

Website visitors can also read consumer product reviews before purchasing a particular product or leave their own feedback. The Featured Gear section on each landing page provides visitors with a quick look at some of the favorite BLACKHAWK! products and a chance to learn more about the most popular tactical gear.

For more information about BLACKHAWK! products and to see the newly redesigned website, please visit www.BLACKHAWK.com.