



FOR IMMEDIATE RELEASE

Consumers Can ‘Get Their Savage On’ with the Savage Brand Store

WESTFIELD, Massachusetts – February 26, 2019 – Savage fans can now show their pride with great branded merchandise and gear from the Savage Brand Store.

“We know we have passionate fans, and they have been asking for ways they can show their Savage pride with branded merchandise,” said Beth Shimanski, director of marketing for Savage.

The store (store.savagearms.com), encourages customers to “Get Your Savage On.” It features a bevy of Savage-branded items, including hats, beanies, vests, T-shirts, polos and other outerwear in men’s, women’s and children’s sizes, plus rifle magazines, key chains and other accessories, all sporting the fashionable Savage logo.

Shimanski said customers have responded extremely well to the store since it opened, and many are thrilled they can finally purchase branded items. Orders are processed daily, and customers can choose the pace at which their items ship, from ground to expedited shipping.

“We’ve seen a lot of orders on the hats and shirts, but the top items have actually been the magazines,” she said. “People now have an easy way to stock up on these for their Savage rifles.”

And the Savage Brand Store is just getting started. Shimanski said Savage has big plans for the retail site.

“Every month, you will see something new from us in the store,” she said. “New apparel items, new items for your workshop or garage, and eventually even parts will be available through the store.”

Learn more about Savage. Visit www.savagearms.com.

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About Savage

Headquartered in Westfield, Massachusetts for 125 years, Savage is one of the world's largest manufacturers of hunting, competition and self-defense centerfire and rimfire rifles, and shotguns. Their firearms are best known for accuracy and value. The entrepreneurial spirit that originally defined the company is still evident in its ongoing focus on continuous innovations, craftsmanship, quality and service. Learn more at www.savagearms.com.

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