



2021 NEW PRODUCT LAUNCH EPISODES

January 19, 2021

Regardless of the activity you choose to pursue, the outdoors humbly delivers satisfaction through failures and success. It presents the most seasoned enthusiast with a never-ending battle, always left striving to be a little better than the year before. In the center of this battle is the gear you rely on in the field to overcome challenges. At AOB, we deliver brands and products that turn this constant pursuit into a passionate success story. We utilize our in-house team to design and develop products that regardless of chosen activity, allow every person to achieve a heightened experience outdoors. Our goal is to provide you with the best gear to be successful and every year push the limits of innovation.

In 2021, we are bringing an incredible assortment of new products to market for a wide variety of outdoor activities. Our new products include groundbreaking optics, hunting blinds, game cameras, meat processing equipment, revolutionary tools for the reloader and gunsmith, the latest fillet knives and gear for the most desiring anglers, a complete assortment of land management tools, a brand-new line of smart security products, and much more. We understand the expectations in the field across all outdoor activities and look forward to helping you enjoy them more this year, than ever before.



Tune in to the 2021 SHOT SHOW NEW PRODUCT PREMIERE airing on the OUTDOOR CHANNEL and SPORTSMAN CHANNEL. We will be showcasing many of our exciting new products on two dedicated AOB episodes.

SHOW TIMES:

Episode 1: Tuesday, January 19th, 6pm EST/5pm CST

Episode 2: Thursday, January 21st, 6pm EST/5pm EST



Watch Here:

Marksmen & Defenders

[Watch Here](#)



Harvesters & Adventurers

[Watch Here](#)

