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NEWS

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Bushnell Celebrates 60 Years Of Growth, Innovation

Overland Park, KS — This year Bushnell Outdoor Products will celebrate 60 years of growth and innovation as the industry leader in sports optics, outdoor accessories and premium eyewear.

Founded in 1948, the company has grown from a modest beginning of selling binoculars through the mail to a multi-million dollar giant with multiple product lines and brands. With its emphasis on innovation, emerging technologies and performance, Bushnell Outdoor Products has developed a reputation for developing and marketing the highest quality products, which enhance and improve the experience of outdoor and sports enthusiasts.

Today, Bushnell Outdoor Products has grown to include 12 brands and 15 of the most highly recognized product lines in the optical and outdoor products industries, including such well known brands as Bushnell, Tasco, Bollé, and Serengeti as well as other quality outdoor accessory brands including Uncle Mike's, Hoppe's and Kolpin. The company's growing line of Outdoor Technology products includes laser rangefinders, handheld GPS devices and weather forecasting stations.

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“Dave Bushnell’s guiding principle was to deliver high quality, reliable, affordable sports optics products that make the outdoor experience and spectator sports more enjoyable and accessible,” says Phil Gyori, vice president of marketing. “That on-going commitment to quality is the cornerstone of the Bushnell business philosophy.”

“While optics will always be our core products; future growth will be driven by acquisition and the marriage of digital technology with existing product categories that take hunting, hiking and camping to a new level. We think the next 60 years will be as exciting as the first.”

A Bushnell Timeline

1948 – Founded by David P. Bushnell in Pasadena, Calif.

1971 – Bushnell is acquired by Bausch & Lomb in Rochester, NY.

1985 – Bushnell moves to newer and larger headquarters in San Dimas, Calif.

1992 – Bushnell acquires Jason Optics from Carlson Companies and moves the sports optics division to Overland Park, Kan.

1995 – Bausch & Lomb divests the Sport Optics Division and Bushnell becomes a wholly owned subsidiary of Worldwide Sports & Recreation.

1999 – Wind Point Partners of Chicago purchases Bushnell Sports Optics.

2000 – Bushnell expands its brand offering with the acquisition of Bollé, Inc., a leading manufacturer of premium sunglasses, ski goggles and safety eyewear.

2000 – Bushnell acquires San Diego-based Moonlight Night Vision Company and adds night vision monoculars, binoculars and goggles to its line of products.

2000 – Serengeti Eyewear, Inc. is acquired by Bushnell. Serengeti is one of the industry’s best-recognized sunglass brands, with a reputation for superior lens technology and high consumer satisfaction.

2002 – Tasco Worldwide becomes part of the Bushnell family of brands.

2005 – Bushnell enters the outdoor accessories category with the acquisition of Michaels of Oregon. This includes the Uncle Mike’s[®], Hoppe’s[®], Butler Creek[®], Stoney Point[®], Uncle Mike’s Law Enforcement[™] brands

2005 – The company changes its name to Bushnell Outdoor Products to better define the scope of products and the markets it serves.

2007 – Bushnell Outdoor Products is acquired by MidOcean Partners, a private equity firm in New York.

2007 – Kolpin[®] shooting accessories and Final Approach[®] waterfowl products are acquired and added to the Bushnell family of brands.

For more information about the Bushnell Outdoor Products, visit www.bushnell.com.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell[®], Tasco[®], Serengeti[®], Bollé[®], Uncle Mike’s Law Enforcement[®], Stoney Point[®], Hoppe’s[®], Butler Creek[®], Kolpin[®] and Final Approach[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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