



MACK'S[®]

PROTECTING SHOOTERS

FOR OVER

50

YEARS

Mack's® Shooters High Performance Ear & Eye Protection

Quality products for every shooter for over 50 years

In 1962, our founder Ray Benner invented the first silicone earplug which was found to be very effective at reducing the damaging noise from gunfire. Soon after, law enforcement, shooting instructors, competitive shooters and hunters found Mack's® earplugs to be the top choice for protecting hearing and keeping their favorite activity safe and comfortable.

Since then, Mack's® innovations have grown into a complete line of shooters protective equipment, including:

- LiveFire™ Electronic Shooting Muffs - high-end electronic earmuffs priced to compete with mid-range muffs
- Double-Up™ Shooters Safety Kits - the most complete and protective safety kits available
- Covert Ops™ Earplugs - the only black earplugs for tactical situations
- Slim Fit™ Earplugs - the only small foam earplugs for youth and people with smaller ear canals
- Earplugs For Her - the only contoured earplugs with a hollowed end for improved comfort for women
- Hi Viz Earplugs - the brightest, most visible, colored earplugs for easy compliance checks
- Shooters Putty Earplugs - the only moldable silicone earplugs
- Ultra Earplugs - high NRR beige foam earplugs for inconspicuous wear



Southeast Michigan SWAT Team chooses Mack's® as their official earplugs

When we asked Bill Wilson of the Ferndale Police Department why Mack's® are the official earplugs used by the Southeast Michigan SWAT team, he responded, "Because when we train, these guys shoot all day. Mack's® earplugs are the only earplugs we've found that provide protection and comfort that lasts all day long."

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Legend of Product Uses



HUNTING



TARGET



TACTICAL



SKEET



SLEEPING



NEW!

electronic shooting earmuffs



DOUBLE ACTION™ TECHNOLOGY

FOR HEARING ENHANCEMENT

- 4 High Fidelity Microphones
AMPLIFY SOUND UP TO 8X
- Adjustable Frequency Tuning

FOR HEARING PROTECTION

- FULL AUTO™ Noise Compression
PROTECT HEARING FROM HARMFUL GUNFIRE

Comfortable, Lightweight, Low Profile
Available in Black and Camouflage
Noise Reduction Rating (NRR) - 25 dB



Attractive, eye-catching packaging brings solid merchandising presence!



Item #4421 Black - front



Item #4421 Black - back



Item #4423 Camo - front



Item #4423 Camo - back

Enhance Hearing • Protect Your Ears

Adjustable Padded Headband

Adjustable Frequency Tuning (AFT)

Allows user to set bass and treble to fit individual preference

High Fidelity Microphones with Wind Resistant Covers

Amplifies sound up to 8x



Full Auto™ Noise Compression

Amplification feature shuts down when harmful noise is detected

Earmuffs protect hearing with a 25 dB NRR

4 Multi-directional Microphones (2 per side)

Provides exceptional hearing from all directions

Maximum Protection

33 dB



soft foam earplugs

- Finally, a standard-sized foam earplug with a Maximum Noise Reduction Rating (NRR) of 33
- Highest NRR + Extreme Comfort
- #1 Doctor Recommended foam earplug brand to help prevent hearing loss*
- Made with Mack's® Comfy Cush™ foam for excellent performance & unparalleled comfort
- Aluminum keychain carrying case included

**Independent research as completed by Business Research Group, February 2014.*



Item #4799 - 7 Pair

NEW!

The "Mack Daddy" of Earplugs™



Item #4499 - 50 Pair Jar



Item #499 - 100 Pair Tub



Pete Benner, National Sales Manager

ultra

soft foam earplugs



- Offers the unsurpassed combination of hearing protection and comfort in environments with hazardous noise levels
- Molded with state-of-the-art, super low-pressure foam
- Fully skinned and tapered, providing unmatched user comfort and hygiene
- Safe, comfortable noise protection
- Beige color for inconspicuous wear
- Aluminum keychain carrying case included with 7 Pair
- Noise Reduction Rating - 32 dB



Item #4923 - 3 Pair



Item #4792 - 7 Pair



Item #4492 - 50 Pair Jar



Item #492 - 100 Pair Tub



Sheryl Burns, Creative Director



soft foam earplugs

- Fun, unique ammunition shape
- Step-down design results in one of our most comfortable earplugs ever
- Molded with state-of-the-art, super low-pressure foam
- Fully skinned and tapered, providing unmatched user comfort and hygiene
- Bright orange color for easy-to-see compliance
- Aluminum keychain carrying case included with 7 Pair
- Noise Reduction Rating - 30 dB



Item #4943 - 3 Pair



Item #4794 - 7 Pair



Item #4444 - 44 Pair Jar



Item #194 - 100 Pair Tub



Dominic Rosiek, Logistics Manager

for her



soft foam earplugs

- Designed for women with small or sensitive ear canals
- Unique hollow and flared design maximizes comfort
- Softer, smaller, silky smooth and contoured
- Aluminum keychain carrying case included with 7 Pair
- Noise Reduction Rating - 30 dB



Item #4933 - 3 Pair



Item #4793 - 7 Pair



Item #4493 - 50 Pair Jar



Item #493 - 100 Pair Tub



Tamara Peters, Operations Manager

Hi Viz*

soft foam earplugs



- Most visible color allows for easy compliance checks, easy to quickly locate
- Safe, comfortable noise protection
- Fully skinned and tapered, providing unmatched user comfort and hygiene
- Collapsible end for maximum comfort
- Aluminum keychain carrying case included with 7 Pair
- High Noise Reduction Rating - 32 dB

**Meets American National Standards Institute criteria for high-visibility safety apparel*



Item #4402 - 2 Pair Corded



Item #4287 - 7 Pair



Item #4283 - 3 Pair



Item #4428 - 50 Pair Jar



Item #400 - 100 Pair Tub Corded



Devin Benner, CEO

slim fit™



soft foam earplugs

- Provides maximum comfort for small ear canals
- Molded with state-of-the-art, super low-pressure foam
- Fully skinned and tapered, providing unmatched user comfort and hygiene
- Safe, comfortable noise protection
- Aluminum keychain carrying case included with 7 Pair
- Noise Reduction Rating - 29 dB



Item #4913 - 3 Pair



Item #4791 - 7 Pair



Item #4491 - 50 Pair Jar



Item #491 - 100 Pair Tub



Suzie Heath, Creative Department

COVERT OPS™

soft foam earplugs



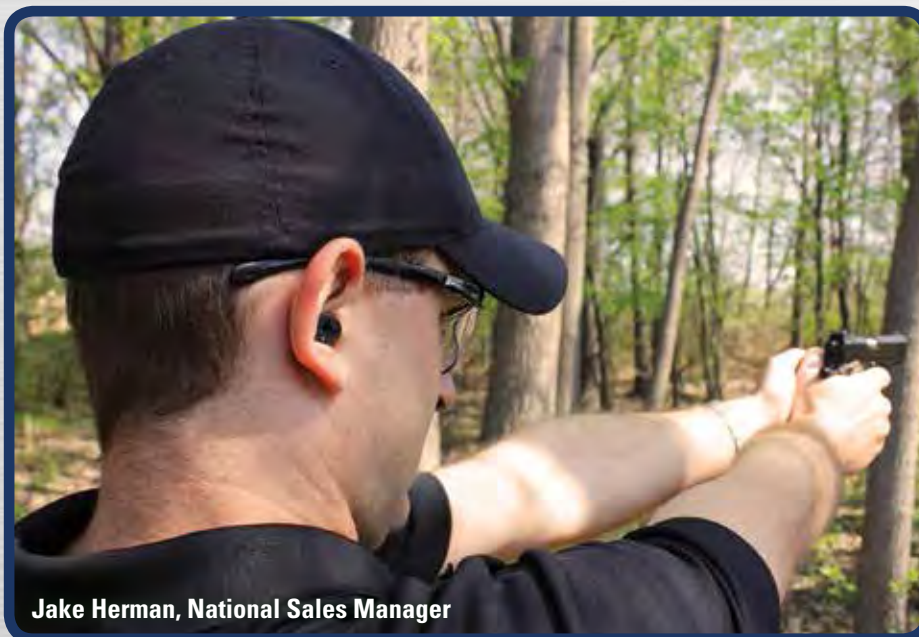
- Offers the unsurpassed combination of hearing protection and comfort in environments with hazardous noise levels
- Molded with state-of-the-art, super low-pressure foam
- Fully skinned and tapered, providing unmatched user comfort and hygiene
- Black color for discreet wear, especially at night
- Aluminum keychain carrying case included with 7 Pair
- Noise Reduction Rating - 32 dB



NEW!



Item #4798 - 7 Pair



Jake Herman, National Sales Manager

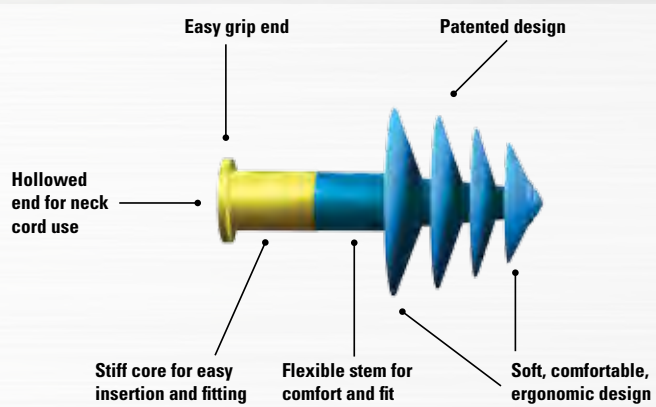
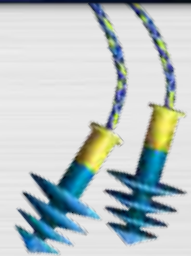


soft flanged earplugs

- Dual Durometer Design (two plastics used in the molding process) allows for ease of insertion and unmatched comfort
- Incredibly soft for extreme comfort
- Removable cord convenient for hanging earplugs around neck in situations where shooting starts and stops
- Storage case included
- Noise Reduction Rating - 27 dB

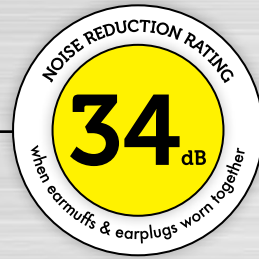


Item #4411 - 1 Pair



Double-Up™

hearing protection system
(earmuffs + earplugs)



Low Profile Earmuffs

- Fully adjustable and foldable (fits adults & kids)
- Super soft, padded ear cups and headband for maximum comfort
- Noise Reduction Rating - 21 dB (when used alone)
- Available in black, pink and camouflage



Earplugs

- Includes 5 Pair Ultra Soft Foam for all-day comfort
- Extreme noise blocker
- Noise Reduction Rating - 32 dB (when used alone)



Item #4451 - Black



Item #4452 - Pink



Item #4453 - Camouflage

shooting glasses

ANSI-approved safety glasses



High Clarity Safety Glasses

- Clear vision, zero distortion lenses
- Wide lens for full coverage
- Meets ANSI Z87.1 Impact Standards
- Available in the following lens colors:
smoke, clear and yellow

Protective Pouch

- Soft material protects lenses from scratches
- Can be used to dry lenses



Lens Wipes

- Includes 5 individually wrapped, pre-moistened wipes
- Anti-fog, anti-static, anti-streak



Item #4480 - Smoke



Item #4481 - Clear



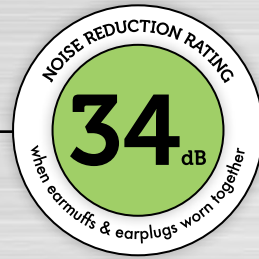
Item #4482 - Yellow



Pete Benner, National Sales Manager

Double-Up™

ultimate shooting safety kit
(earmuffs + earplugs + glasses)



Low Profile Earmuffs

- Fully adjustable and foldable (fits adults & kids)
- Super soft, padded ear cups and headband for maximum comfort
- Noise Reduction Rating - 21 dB (when used alone)
- Available in black, pink and camouflage

High Clarity Safety Glasses

- Clear vision, zero distortion lenses
- Wide lens for full coverage
- Meets ANSI Z87.1 Impact Standards
- Available in the following lens colors: smoke, clear and yellow

Earplugs

- 5 Pair Ultra Soft Foam for all-day comfort
- Extreme noise blocker
- Noise Reduction Rating - 32 dB (when used alone)



Lens Wipes

- 5 individually wrapped, pre-moistened wipes
- Anti-fog, anti-static, anti-streak



Protective Pouch

- Soft material protects lenses from scratches
- Can be used to dry lenses



Double-Up™ Ultimate Shooting Safety Kit includes earmuffs, earplugs & glasses

The Most Complete Shooting Safety Kit Available!



Item #s 4460-4462



Item #s 4463-4465



Item #s 4466-4468

Available in 9 Color Combinations



Black



Pink



Camo



Yellow



Clear



Smoke

	Black Muffs	Pink Muffs	Camo Muffs	Smoke Glasses	Clear Glasses	Yellow Glasses
Item #4460	X			X		
Item #4461	X				X	
Item #4462	X					X
Item #4463		X		X		
Item #4464		X			X	
Item #4465		X				X
Item #4466			X	X		
Item #4467			X		X	
Item #4468			X			X

MOLDABLE SILICONE



putty earplugs

- Mold to the unique contours of any ear, forming a perfect, extremely comfortable, custom fit when applied to the outer ear canal
- The tacky putty forms an airtight seal that no other hearing protection can match
- Much less expensive, more convenient, and easier to use than custom molded plugs
- Storage case included
- Noise Reduction Rating - 22 dB



Item #43 - 3 Pair Orange



Item #48 - 3 Pair Beige

Lens Wipes

pre-moistened towelettes

- Pre-moistened, biodegradable, individually wrapped lens cleaning wipes are specially formulated for cleaning all glass, plastic and polycarbonate lenses
- Store easily in gun case, backpack, wallet, binocular case, etc
- Help ensure accuracy and precision
- Anti-fog, anti-static, anti-streak formula



Item #4476 - 6 Pack

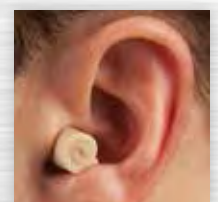


Item #4472 - 30 Pack

wallet roll-ups

soft foam earplugs

- Flat packaging that is smaller than a credit card and fits easily in wallet or pocket
- Roll up in seconds for quick, easy use
- Made with silky, smooth foam
- Designed to fit any ear canal
- Patented technology
- Noise Reduction Rating - 21 dB



Item #4498 - 4 Pair

SHOOTERS MARKETING SUPPORT

Displays and special signage designed to help maximize sales!



counter display



planograms & display racks



wall banner



The Mack's® Shooting Team

Devin Benner, CEO with Toby Nugent



Sunrise Acres (1-800-343-HUNT)

MACK'S®

#1 Doctor Recommended Earplug Brand • Protecting Shooters for Over 50 Years

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