

History of company

Originally as Hunter's Pointe, and now as Atlas Traps, we have been manufacturing electronic clay target throwers in Benton, Kansas for over thirty years. We have designed every aspect of our throwers and utilize local vendors to supply the parts to manufacture them. Being just outside of Wichita, Kansas, the air capital of the world, we have access to some of the finest engineering and laser machining companies in the world. Our machines are built to last, made of stainless and polyester-coated steel. They range from portable units for individuals, to large, high-capacity machines for commercial shooting grounds. We build specialty throwers for Trap, Wobble Trap, Bunker, Skeet and Sporting Clays, just to name a few.

We believe in a few basic principles: superior product design, excellent customer service, a commitment to educational programs, and a vast product line to cover every aspect of clay target shooting. We back our machines with the best warranty coverage in the industry. We build lifetime machines, and to demonstrate our commitment to longevity, customers outside the warranty period will never receive a labor charge on covered service work. We welcome our customers to contact us, and when they do they will speak with individuals at our factory—individuals who have designed the machines from the ground up, able to assist your every need.

We are and always will be American-owned, and our traps American-made.

Structure

Family owned and operated: over 83 years of trap building experience

Ownership: Scott Manspeaker; Larry Cero; John Cero

Full-Time Employees: 20

This is a full-time business/operation for the Cero & Manspeaker family

How did you decide to enter the trap business?

Larry Cero's passions include mechanics, design, and shooting. Tired of the old hand-cock trap throwers he and his friends grew up with, he envisioned a better way. With a 12 volt battery and array of old manual throwers a working prototype for Hunter's Pointe traps was born. First made to enjoy with friends and family he quickly realized he could have a viable business as well. He applied for and was granted a patent for the first automatic 12 volt thrower in the US, and off he went. Building them out of his garage with only one other employee, Larry contacted local and regional sporting goods stores to see if they would be interested in putting one on their shelf. Eventually, he said good-bye to his day-job to keep up with the orders. In 2002, Scott and John joined Larry and created Atlas Traps. Starting out with a single-column consumer model as the foundation, Atlas now produces a vast

product line from fifty-capacity personal-use units to six hundred and fifty target commercial skeet machines—with everything in between.

What gives you a competitive advantage?

Strict attention to detail and utilizing the highest quality aircraft-grade components, listening and responding to our customer's needs, providing the most comprehensive warranty, and keeping it local are keys to our success.

With the growing demand for more extreme target presentations and the variety of clay sizes now on the market, we never stop. We are obsessed with perfection and respond quickly when for instance a new clay target is released to the market. Our goal is to do things with clays never seen before—such as throwing them upside down or skimming a Battue across the water. If we determine an upgrade or change is needed, we react quickly. We aren't restricted by a corporate chain of command or manufacturing facilities out of state or out of country. All design and assembly is done in-house and our suppliers local. This allows strict quality control and the ability to adapt to the ever-changing clay industry. Also unique is that each and every machine is test-fired by one of the owners prior to shipping—so you can rest assured your trap will be ready to go once received.

We also offer the most comprehensive warranty in the business. Our personal-use traps carry five year coverage with lifetime protection for the clutch and electronic switches. We recently bumped our commercial trap warranty to six years (with lifetime for the clutch and electronic switches), further illustrating our commitment to quality and longevity—in fact, customers outside the warranty period will never receive a labor charge on covered service work.

What is your target market?

We manufacture clay target throwers for all shotgun sports, including but not limited to ATA Trap, Wobble Trap, Skeet, Five-Stand, Sporting Clays, FITASC, and Bunker. We also manufacture the only three-axis wobble traps on the market in fifty, one-fifty, two-fifty, three hundred, four hundred capacity units.

Our customers range from families and shooting teams to pro shooters and commercial shooting complexes that are open year round. Our machines have been featured in sanctioned shoots across the US and in Mexico and Canada.

Our dealer network outside the US includes Canada, Mexico, South America, and Australia.

In short, anyone that enjoys shotgun sports can find an Atlas Trap to fit their needs.

What are your biggest selling products?

Atlas Traps was built around the AT50: the fastest cycling, most durable and reliable single stack thrower on market today--a unit that remains almost unchanged since its release in 2002. Since then, our product line has grown tremendously as we now offer over 100 different models. While the company was built around the personal-use traps, today our commercial division far and away dominates sales. We recently released the AT150—a commercial trap with a smaller capacity but that still allows shooters to recreate the most extreme angles seen on Sporting Clay Courses. Like the AT300 and AT400, the AT150 can lean back (70 degrees) and tilt equally right and left (45 degrees) to present the sharpest angles seen anywhere in the world. Since its release in April 2019, we have yet catch up on orders. At \$1499 and with angle presentations sure to challenge even pro shooters, the AT150 is tough to beat and is currently one of our top sellers.

How do you market? What big shoots might you attend in a typical year?

While we love getting calls from referrals, we realize the importance of keeping our name out there. You can find us in a multitude of shooting publications, on social media (Facebook, Instagram), and you might see folks from our team visiting clubs and shooting events across the country. We also have a vast dealer network (see our website for a full listing) and our personal-use traps can now be purchased on Amazon.

Recently, representatives from Atlas returned from Nationals in San Antonio to celebrate the opening of the Atlas storefront on vendor row. Folks attending events at the National Shooting Complex will now be able to see our traps up close (demonstrations will be available as well), purchase on the spot, and even bring in Atlas units for service.

Each year we also co-sponsor the Atlas Open at Able Ammo in Huntsville, Texas. The dates for the 2020 shoot will be April 17th – 19th. Able Ammo is fully outfitted with Atlas Traps across their entire complex and also is a full-service dealer for us.

In 2019, we had both traps and representatives at several state shoots including California, Hawaii, Missouri, Oregon, Alabama, and Iowa. We also sponsor a number of top pro shooters you might see sporting our gear.

Do you have an after-sales service program?

We have been told many times that our service is second to none. A lot of this starts with our manufacturing process: we believe you can build a durable piece of machinery but at the same time keep it smart and simple. There just isn't much that can go wrong with our traps if basic steps are taken to ensure they remain life-time units, as intended. We offer the longest and most comprehensive warranty in the business and to demonstrate our

commitment to longevity, customers outside the warranty period will never receive a labor charge on covered service work. Because of the simplicity of our traps, 99% of all adjustments can be resolved with a phone call, email, or Facetime. We also have a series of YouTube videos to help with this and should you need a part, even for a Hunter's Pointe trap, we most likely have it, can get it, or will make it! Having access to some of the world's finest aircraft machine shops provides us the ability not only to make changes quickly but also fabricate any part for a trap—even ones twenty or thirty years old. If you do need assistance, you will be talking with folks at the factory, not a call center, and with individuals that have helped design and build these traps.

In addition, as our network of dealers continues to grow, so has our service reach. In fact, our dealer in the southeast region Howell Traps offers nationwide technical support for our equipment.