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FOR IMMEDIATE RELEASE

New outdoor enthusiast brand: Avid Design releases The Gun Tool
Plymouth, Minnesota

Avid Design™, a new brand that focuses on developing specialized tools for outdoor enthusiasts, introduces The Gun Tool – a multi-tool designed for rifles and shotguns. The Gun Tool (MSRP: \$24.99) combines 18 of the most commonly used long gun tools into one compact ergonomic frame.

After extensive research, Avid’s design team determined that shooters and hunters had few options for in-the-field gun maintenance tools. “There are a lot of multi-tools out there, but this is the first one designed specifically for shooters,” claims Bob Meinert, Avid Product Manager. “Our original goal was to build a rock solid tool to carry to the range or to the hunting camp – and we did that. We have gotten emails from hunters telling us about how useful The Gun Tool has been for them. What we also found is that it works great on the bench. In fact, it’s a great tool for gunsmiths to keep handy as their go-to tool because it combines so many tools into one frame.”

One innovative feature that stands out on the Gun Tool is its patent pending universal choke wrench. Most traditional universal choke wrenches feature a rounded edge that slips in the choke slots – making it very difficult to exert sufficient torque to loosen a stubborn choke tube. The Gun Tool’s choke wrench features a unique step design that securely penetrates into the slots of a tube and allows you to work with every gauge from the slender .410 to the mighty 10. The Gun Tool also includes a pin punch to take down trigger assemblies for thorough cleaning, multiple Torx and Allen wrenches that fit the most common rings and bases, magnetic bit driver and bits, internal bit storage, a scope windage/elevation adjuster, and a claw-point blade to help you open a case of clays or cut a lift rope for your tree stand.

Find out more about the Gun Tool @ <http://www.theguntool.com/pr>

Watch a video demonstration of the Gun Tool @ <http://www.theguntool.com/pr/#video>

About the company: Avid Design develops products that enhance the experience of enthusiasts. By constantly mining for insights from hard-core enthusiasts, Avid uncovers unmet needs and new ideas. Avid turns those insights and ideas into innovative products that solve real world problems for consumers. Avid is committed to fresh design and high utility while maintaining affordability in every product. To learn more about Avid Design and its other innovative products go to: <http://www.aviddesignco.com>.

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