



# Your Hometown Outdoor Tech Company

*Bushnell Distance-Finding Devices Make Golf Fun Again*

*by Bill Cromwell*

**L**ike me, many of golfers have come to rely on Bushnell’s golf products. I can’t remember how many times I’ve mentioned in previous product reviews that I cannot play golf without my Bushnell iON2 GPS Watch. I’ve bought all of my Distance-Finding Devices (yes, I have more than one) at the Bushnell Factory Outlet Store at 8500 Marshall Drive in Lenexa, KS, but don’t let tunnel vision keep you from checking out all of the other products at its golfer’s candy store, but not just golfers, the store has something for all who love the outdoors.

What’s not often mentioned in my reviews is that Bushnell is our “Hometown” electronics company, headquartered in Overland Park, KS. The Bushnell Outlet Store opened in 2000 and offers a wide variety of its products at, well you guessed it, Outlet store prices. “Our outlet store gives us a chance to display our full line of products,” said Outlet Store Manager Monty King. “But, it is also an outlet for us to sell discontinued, overstocked, and even certified factory refurbished products.”

The Outlet Store offers a full line of optics, including binoculars, telescopes, rifle-scopes, night vision, and even speed guns. Golf and hunting rangefinders are popular items at the Outlet Store where you can save upwards to 50 – 60 percent off retail prices. All Bushnell rangefinders utilize laser technology to tell golfers and hunters exact distances to their target.

*We asked Monty King, Store Manager of the Bushnell Factory Outlet, a few questions about the company and its success.*

**Q. What is the history behind Bushnell?**  
**A.** Dave Bushnell, the founder of Bushnell, owned a small photographic shop in Pasadena, CA. He first bought products to sell in his shop and later marketed nationwide. Quickly, the binocular business became much bigger than his shop. In 1972, Dave Bushnell sold Bushnell to Bausch & Lomb, which continued to run the business out in Pasadena as a separate division. In 1995, Bausch &

Lomb sold Bushnell to Wind Point Partners, a Chicago based private equity group, and it was later purchased by a group of investors called MidOcean partners. MidOcean sold Bushnell to Alliant Tech Systems (ATK) in 2013, and in 2014, ATK subsequently spun-off its sporting ammunition business as a stand-alone public company named Vista Outdoor. Today, Bushnell is part of a “house of brands” under the Vista Outdoor brand.



**Q. What do you think people associate with Bushnell when they hear the company name?**

**A.** Most people think of binoculars when they hear the name Bushnell. It is a 65-year-old company they trust, and although we advertise to select consumer groups, most successful is the word of mouth from years of satisfied customers. Because of that, our reputation is paramount to us. Everyone’s experience with our products leads to the next potential customer.

**Q. How did Bushnell’s world headquarters end up in Kansas City?**

**A.** In 1992, Bushnell purchased Jason Empire, one of our competitors in the binocular business based in Kansas City. Moving the business to Overland Park provided a better place to headquarter because of its central location for distribution and the availability of a quality workforce.

**Q. What is the philosophy behind Bushnell products?**

**A.** We sell great products, but what we are really selling is the enhancement of everyone’s leisure activity. It’s nice to own binoculars, but it’s really great to be able to

see the game better at Arrowhead Stadium or zoom in with crystal-clear optics when birdwatching. You’re a hero at Arrowhead Stadium when you’re the only one who has great binoculars.

**Q. Besides the Outlet Store, where can Bushnell products be found?**

**A.** Bushnell products can be found nationwide at large retailers, sporting goods stores, some photographic and electronic stores, and at warehouse clubs.

**Q. What are your favorite Bushnell products?**

**A.** I have a huge passion for golf, so I have the latest Bushnell Golf laser rangefinder. I even wear the Bushnell Golf GPS watch daily, and just like you, golf without it is just not as fun. I need to know my distance on every shot — it takes the guesswork out of the game and makes it more enjoyable.

**Q. How does the future of Bushnell look?**

**A.** In the past, Bushnell has been very quiet about its presence within Kansas City. However, over the past few years, we’ve really made asserted efforts to make sure we are better recognized in the Kansas City area. This is one of the main reasons we have our local “Hometown” Outlet Store. The Outlet Store benefits our employees and the community as a whole — a convenient place to see, feel and demo the quality of all Bushnell products. Bushnell will continue creating exciting new products, and we expect strong growth within and outside of the U.S.

If you are an outdoor person and have not been to the Bushnell Outlet Store, then you should make an effort to do so. The Holiday season is the perfect time. Get yourself a gift or two. The store is filled with everything Bushnell at tantalizing prices, which will motivate you to enjoy your outdoor activities — *crystal clear.* ☒

Visit the Bushnell Factory Outlet Store located at 8500 Marshall Dr., Lenexa, KS 66214. Call 913.310.0783 or visit [www.BushnellFactoryOutlet.com](http://www.BushnellFactoryOutlet.com).