

# IMPACT DATA BOOKS

Helping shooters to make an Impact.



# Company History

- ▣ Impact Data Books was formed by Tony Gimmellie and Tom Challey in 2009.
- ▣ The concept and ideas for Impact Data Books were derived by Tony thru his experience and training as a U.S Marine Scout Sniper, Federal Police Officer, Law Enforcement Firearms Instructor and competitive shooter.
- ▣ The lack of quality data books on the market forced Tony to design and create his own log books in order to successfully accomplish his training.

# Company Goals

To provide shooters with a completely functional data book that will fit their individual shooting needs.

- ▣ Individuality
- ▣ Modular
- ▣ Practical
- ▣ Accurate
- ▣ Cost effective
- ▣ Training orientated

# Shortcomings of Previous Data Books

- ▣ Were created to be used for the designers individual shooting style.
- ▣ Spiral bound (non-refillable)
- ▣ Over loaded with unneeded pages
- ▣ Lack of structure and format
- ▣ Copied and regurgitated index/reference pages
- ▣ Lack of flexibility for the shooter
- ▣ Limited or no custom options available

# Our products

- ▣ Pre-made books
- ▣ Modular books
- ▣ Round Count Books
- ▣ Choice of 80 weight and Rite N Rain paper
- ▣ Binder color choices
- ▣ Refillable pages
- ▣ Multiple size books
- ▣ Custom design pages and binders
- ▣ Shooting discipline specific books

# Multiple Page Types

A good data book is made with options. We offer over 320 different data collection pages for you to build and design your book around.

- ▣ Index
- ▣ Blank
- ▣ Cold Bore
- ▣ Gridded
- ▣ Reticle Hold
- ▣ Shooting Sport Specific
- ▣ Shapes
- ▣ Shooters Diary
- ▣ Animals
- ▣ Drills
- ▣ Head
- ▣ Lateral Movers
- ▣ Reloading
- ▣ Military/LEO
- ▣ Shoot N C
- ▣ Steel Targets

# Use of a data book

- ▣ The military has been able to take beginner shooters who have never shot in their lives and have developed some of them into the worlds best shooters.
- ▣ Data books not only allow you to track your shooting data but allow you to hone the skills of the individual shooter and instill the fundamentals of marksmanship to them.
- ▣ By properly using a data book it will enhance first round hit capability , allow you to record environmental data, while saving you money on wasted ammunition during your shooting session.

# Legality and Importance

- ▣ Law enforcement and military snipers are responsible for the shots that they take. This can lead to an appearances in a court of law to answer why and how deadly force was used and authorized.
- ▣ Having a data book of your training, proficiency and ability has on numerous occasions helped protect a sniper from jail time and lawsuits.



# Competitive shooting

- ▣ Data books have been proven to increase your range score and to give you higher first round hit probability.
- ▣ Effectively track your training progress.
- ▣ Will Lead to higher match placement and match wins.

# Custom designed pages

- ▣ Impact Data Books has the ability to easily modify our page layouts to accommodate your individual shooting needs.
- ▣ We can add any type of target into our page layouts to enhance your shooting.
- ▣ We can also create new page layouts that are to your specifications.

# Custom Designed Binders

- ▣ Impact Data books can add your custom logo, crest, or company information on custom binder orders.
- ▣ The ability to personalize your data book to your agency, unit or shooting event is a new and unique option.

# Round Count Books

These allow the shooter to keep track of the amount of rounds fired thru the weapon in order to:

- ▣ Schedule maintenance
- ▣ Track barrel life and replacement
- ▣ Identify diminished barrel accuracy and throat erosion points
- ▣ Legitimizes weapon use to aid in a future sale of your rifle

# Military Mission Specific Pages

- ▣ Our data books offer mission specific pages never seen before.
- ▣ These pages are designed to be essential to military and law enforcement sniper call outs.
- ▣ Page layouts designed from real world knowledge and experience of sniper operations.

# Law enforcement pages

- ▣ Never has anyone offered profile or mission supportive pages that allow snipers moving onto a crisis site to quickly and effectively gather and report on scene information quickly and accurately.
- ▣ Our pages allow the shooter to follow a well thought out premade format to gather the essential information needed. This not only speeds up the process but it allows a sniper to be thorough and eliminates the chance of mistakes.

# Modular Concept

- ▣ Why buy a book not designed for how you shoot and train.
- ▣ Our modular books eliminate the need to erase, scribble or modify your pages.
- ▣ Buy what you need and want in order to have a clean professional looking book.
- ▣ When you run out of data collection pages purchase refill pages to restock your book.
- ▣ Allows your book to grow and change with your shooting needs.

# Who is using Impact Data Books

- ▣ Our books are being used by our Armed Forces overseas fighting the global war on terrorism.
- ▣ State and federal police agencies have welcomed our layouts and products with open arms.
- ▣ The nations top competitive shooters are using our data books to help them win and increase their placement in the shooting sports.
- ▣ Shooting schools and training academies are enhancing their shooting curriculum by having custom designed books laid out that follow their lesson plans.



# Customer Service

- ▣ We at Impact Data Books pride ourselves on making sure our customers are taken care of.
- ▣ We maintain a large stock of inventory to allow you to get the products you need.
- ▣ When ordering with us your order ships within 24 hours.
- ▣ Emails and correspondences are answered in a timely manner with though and detail information.

# Printable targets and Drills

- ▣ Our web site offers free downloadable target pages that correspond with our data book pages that can be used during your shooting sessions.
- ▣ We offer a shooting drill guide and downloadable drill targets that can be used with our data book pages.

# Stay up to date with Impact Data Books

- ▣ We are constantly adding new and innovative pages and products to give you the edge you need.
- ▣ Sign up on Face Book and Twitter to get the latest alerts and notifications on what is new and exciting from Impact Data Books.
- ▣ Check out the You Tube page for interactive and teaching videos.



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