

New intuitive reticle GR²ID for practical precision rifle competition shooters

The new GR²ID reticle has been designed in collaboration with international Precision Rifle Competitors, where focus has been on providing as much information to the shooter as possible, while reducing perceived clutter to a minimum. Less to remember = Faster stage times.

The reticle features 4 distinct areas of design:

- Base Reticle
- Ballistic Grid
- Hold Over/Under Grid
- Illumination Tree

It's design is a culmination of the balance of wide focus (awareness and clarity) and tight focus (detail and information).

The GR²ID reticle has a fine range estimation subtension crosshair with an independent 0.05 Mil Central Dot. This dot covers 5 mm at 100 m and has a 0.2 Mil gap on either side for measured wind hold off.

The whole GR²ID ballistic grid is designed to provide the required information to quickly determine elevation and windage (sharp focus), but yet still remain 'light', 'uncluttered' and easy to see 'through' (wide focus).

The Hold Over/Under Grid is a new addition to reticle design. This came about from a need of Practical Precision Rifle Competitors wanting to dial out the elevation and windage of a mid ranged target in order to then use the reticle to either hold over or under in engaging multiple targets in a stage. The result is: an extremely fast, and simple system. Less to dial, Less to remember = Faster stage times.

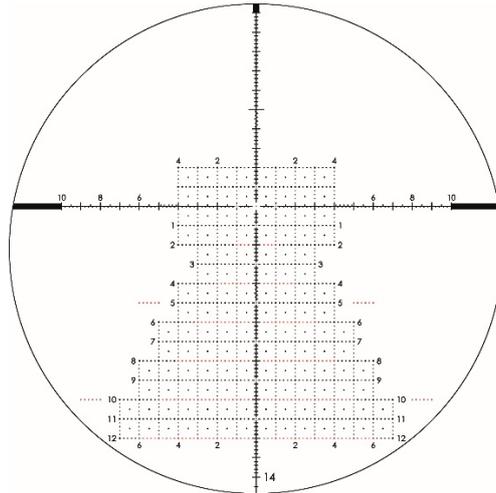
Practical Precision Rifle Matches take place during daylight hours, making illumination largely redundant. An opportunity arose to use differing colours (black/red) to separate information within the reticle to provide more feedback without further clutter.

The new GR²ID reticle will be available in our top seller 5-25x56 PM II in first focal plane and starts from 2.621,85 €.

The datasheet and a flyer about the GR²ID reticle can be found at:

www.schmidtbender.de/en/downloads/category/115-grid.html

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About Schmidt & Bender

Schmidt & Bender has maintained a long track record as a pioneer in Quality and Precision, as well as Tradition and Innovation. These are synonyms for a company with a global name for ultra-high-quality riflescopes. We believe it is only those companies who determine to set themselves challenges that will experience the successful performance levels that only elite quality development and production can achieve. Time after time, Schmidt & Bender measures itself against the best in the sector of the industry – and we do so very successfully. The overarching goal of our design and development work is to achieve our uncompromising quality targets. The manifest outcome is that we meet the highest standards of quality in all categories of riflescope development: riflescopes that set new technical standards and precision devices that impressively demonstrate our philosophy, 'Precision Makes the Difference'!

Please send us a specimen copy or a corresponding link if you publish our press release or an article about the GR²ID reticle.

On request, we will be happy to provide you with high resolution images. You will find our online press area as well as the possibility to register for the press mailing list here:

www.schmidtbender.de/en/press/press-releases.html

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