



**“If something can be done better in the range of archery, then we´ll do it!”**

Beier Distribution is a company which is characterized by customer orientation and customer satisfaction striving. Recognized a problem -> solution searched and found! Therefore something new has been invented – We would like to mention that the new and innovative makes great fun and this is a motivation for us as a team.

## ***New generation of arrow feather By Beier Germany***

Based on this philosophy, we have searched for opportunities to improve and reduce costs at arrow feathers and finally we found it.

Many of our customers feel the keel or the size of the keel as disruptive. The reason for this is often the optics, such as the feather that sits with its wide keel on the arrow shaft. This looks depending on the thickness of the shaft that is not very harmonious. Also the weight of the keel that is used as an interface of the feather structure – horn structure of keratin is too big. Finally we need them just to glue on the shaft.

### **To restrict the quill to a minimum was obviously.**

We save about 20 % of the weight, also the force required for punching will be less. Even the costs we have reduced – we have reduced the prices!

Finally, we have reduced the arrow feathers to a minimum, that is exactly that what archers expect of it.

### **For further technical details, please look at this video:**

<http://www.bogensport-beier.de/die-neuen-pfeilfedern/>

Beier Distribution e.K.  
Bahnhofstrasse 151  
D-96145 Seßlach  
Tel: +49 09569 188914-0  
Fax: +49 09569 188914-2  
[www.bogensport-beier.de](http://www.bogensport-beier.de)  
[info@bogensport-beier.de](mailto:info@bogensport-beier.de)