

ASP FACTS

FEATURE: Engraved Foam Grips



ADVANTAGE:

The foamed vinyl grip of ASP Tactical Batons®, Triad® and Turbo LED flashlights is attractive, durable and ergonomic. The exclusive ASP PermaMark Identification System places officer's name, agency or a serial number into the cellular structure of these grips. The mark provides distinctive, permanent identification. The engraving is easily read, yet difficult to alter or duplicate. It provides an elegant, low profile means of individualizing an ASP product.

SPECIFICATION:

- Engraveable into "soft" grips
- Permanent
- Unalterable
- Low profile
- Easily read
- Individual names
- Sequential serial numbers
- Agency logos

PERFORMANCE:

PermaMark Identification cannot be altered. It is virtually impossible to duplicate. The marking is low profile in appearance, yet distinctive.

SALES STRATEGY:

Demonstrate the durability of the PermaMark system. Explain the inability to alter or duplicate PermaMark engraving. Show the legibility of serial numbers and identification made using the PermaMark system.