

WHAT IF...?

No two words have resulted in more innovations, breakthroughs, or discoveries. What if the world was round? What if we injected a small, inactive dose of a virus into the bloodstream to make a body immune to that strain? What if a rocket ship could go fast enough to escape the earth's gravitational pull?

At SureFire, we never stop asking "What if?" It's the first question we ask before designing a new product, one we ask throughout the development process, and what we continue asking ourselves all the way to market. And even then we don't stop. Take our new Classic LED illumination tools (page 36), the result of asking, What if we replaced the incandescent lamp in best-sellers like the 6P® Original and G2® Nitrolon® with a solid-state light emitting diode?

While other manufacturers ask questions like, Can we use cheaper materials or manufacture our products overseas to save money?, we're asking ourselves how we can make our products smaller, brighter, and better. How we can incorporate the latest technology to create cutting-edge tools like our new Ultramax™ Series (page 16), the most technologically advanced flashlights ever created. How we can take illumination tools—a genre we created—places they've never gone before. We can't help it;

it's part of our corporate culture. A culture our founder established when, over 20 years ago, he asked the question: What if we made a flashlight that was half the size but four times as powerful as the pervasive D-cell behemoths on the market?

Today, SureFire illumination tools are considered the finest in the world. They're used by more SWAT teams and elite special operations groups than any other brand, and if they can meet the needs of these demanding customers, rest assured they'll meet yours. Because when you own a SureFire, the one question you'll never need to ask is: What if my flashlight isn't good enough? We've done everything possible to make sure it is.



THE WORLD'S FINEST ILLUMINATION TOOLS®