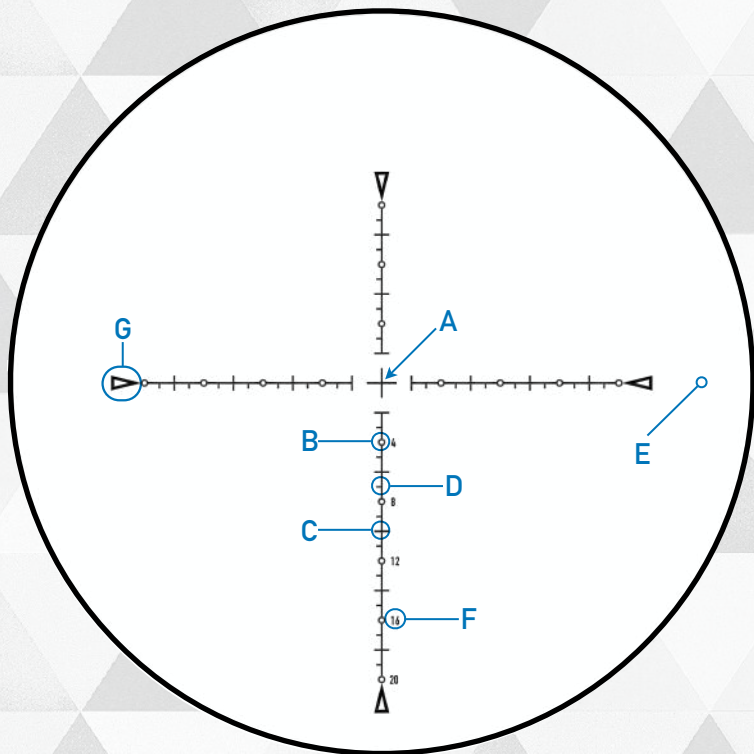


RETICLE GUIDE

EHR-1C (6-24 SFP)



A	FLOATING CENTER CROSS	E	FLOATING DESIGN
B	4 MOA: HOLLOW CIRCLE	F	HOLDOVER INDICATION #
C	2 MOA: LARGE HASH	G	CENTER GUIDES
D	1 MOA: SMALL HASH	●	Non-Illuminated

DESIGN FEATURES

EHR stands for “Expedited Hold Reticle”, and is designed to be intuitive on the eye and brain, without losing functionality. The EHR-1C is the “clean” or simplified version, with no holdover dots off the vertical axis.

INTUITIVE MARKINGS AT 1, 2 and 4 MOA:

Lost count of where you're holding? We've all been there. The EHR reticles feature three different shapes within the crosshair axes to help you overcome this common problem and quickly locate your desired hold point.

DE-CLUTTERED DESIGN:

The EHR-1C has plenty of open space, with no unnecessary dots. You can focus on your shooting without any distractions.

CALIBRATED AT 24x:

The reticle subtends at 24x magnification, allowing you to use it (with some math) at 12x and 6x.

About the Designer:

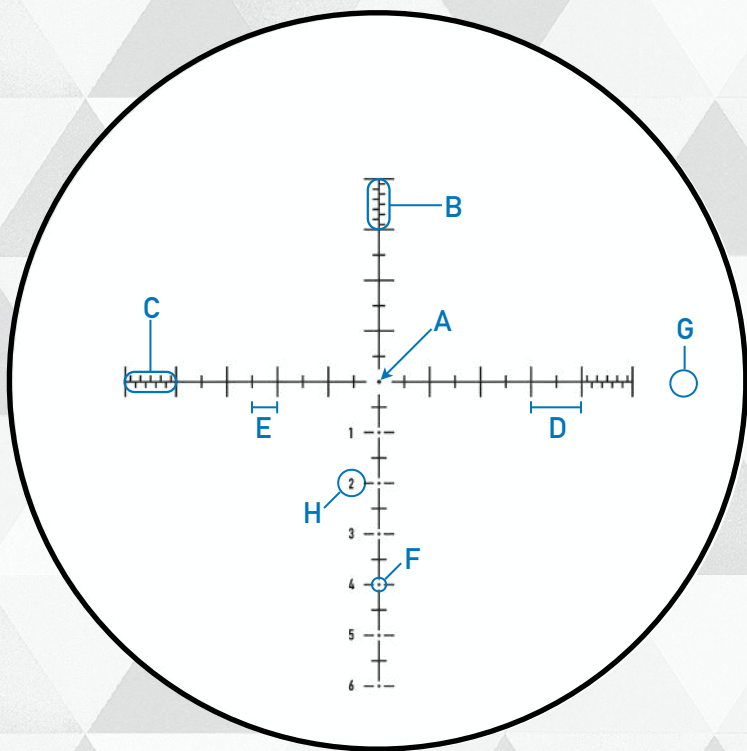
EHR reticle designer Ted Bier grew up on a farm in rural Wisconsin, spending nearly every free minute shooting his 1939 Marlin Model 100 .22 rimfire...when he wasn't bailing hay or tending to livestock, that is. Mentored by his grandfather,



Ted learned to shoot with speed and instinct – a style now rendered into his reticle designs. In 2010, Ted gained international recognition with the success of his Youtube channel, Ted's HoldOver. Following his social media success, he began competing in air rifle and rimfire competitions, and has managed to claw his way onto the national podium several times. Although he loves the camaraderie and thrill of competing, his heart remains that of a carefree farm kid; wandering the fields, hedges, and ravines in search of his dinner.

RETICLE GUIDE

APR-1C MRAD (6-24 SFP)



A	Center Dot	F	Floating Holdover Dots
B+C	1/10 MIL Scale	G	Free Floating Reticle
D	1 MIL Hash Lines	H	Holdover Indication #
E	0.5 MIL Hash Lines	●	Non-Illuminated

DESIGN FEATURES

APR stands for “All-Purpose Reticle”, and that’s the concept behind the design of the APR-1C & APR-1D. The APR-1C is the simplified version, with no holdover dots off the vertical axis and an easy-to-use design that is kind on the eye.

MIL-SCALE:

The Mil-Scale on the horizontal & vertical crosshairs allow the shooter to measure objects downrange and quickly make adjustments. With one division equalling one click, the guesswork is gone.

DE-CLUTTERED DESIGN:

With simple half & full MIL markings on the elevation & windage axis, and the absence of holdover dots, the shooter gets a clear view of his target with no distractions.

NUMBERED MARKINGS:

Numbers on the vertical axis allow shooters to quickly find hold points in pressure situations like PRS/NRL matches.

CENTRE & HOLDOVER DOTS:

The centre dot & floating holdover dots allow you to clearly see your target without lines distorting your view.

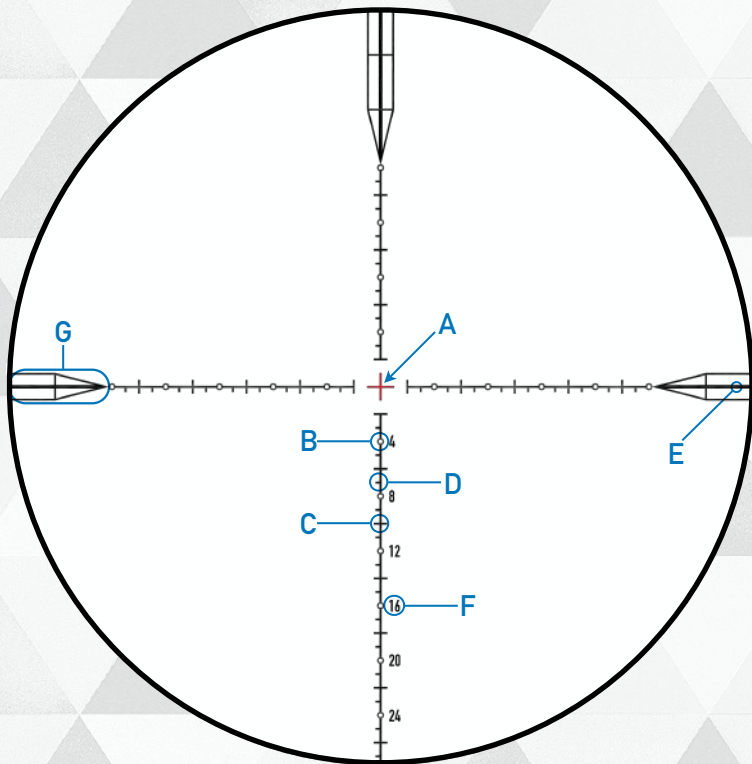
About the Designer:


The APR reticles were designed by Matt Dubber, a hunter & competitive shooter from South Africa. Matt competes around the world across various disciplines including Benchrest, NRL & Speed Shooting, and enjoys long-range hunting with airguns & centerfires in South Africa for his YouTube channel, AirArmsHuntingSA.



RETICLE GUIDE

EHR-1C (5-25 FFP)



A	FLOATING CENTER CROSS	E	FLOATING DESIGN @ 20x
B	4 MOA: HOLLOW CIRCLE	F	HOLDOVER INDICATION #
C	2 MOA: LARGE HASH	G	LOW MAG CENTER GUIDES
D	1 MOA: SMALL HASH		Illuminated

DESIGN FEATURES

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DE-CLUTTERED DESIGN:

The EHR-1C has plenty of open space, with no unnecessary dots. You can focus on your shooting without any distractions.

ILLUMINATION:

The centre crosshair is illuminated in red for clarity in challenging light conditions.

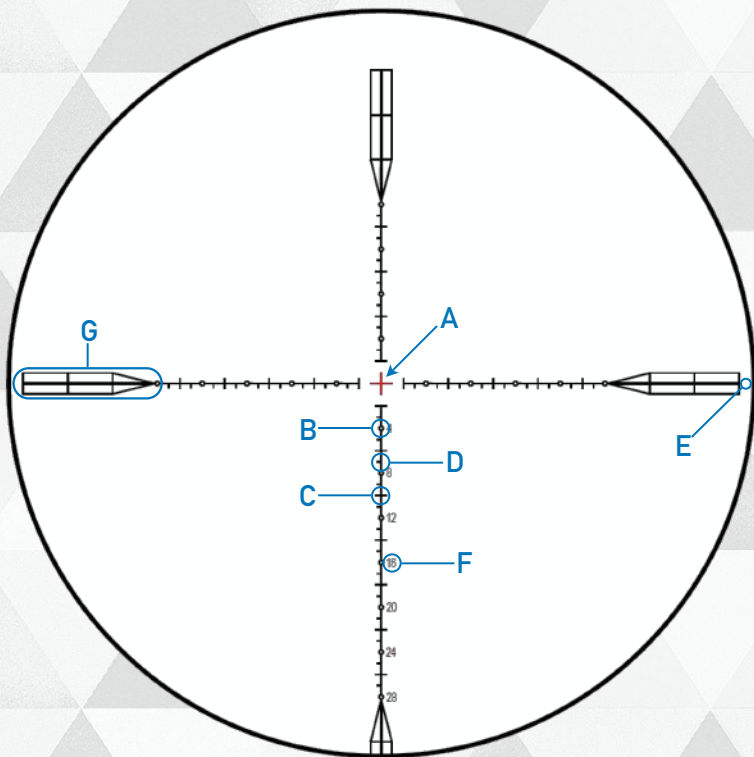
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RETICLE GUIDE

EHR-1C (5-20 FFP)



A	FLOATING CENTER CROSS	E	FLOATING DESIGN @ 20x
B	4 MOA: HOLLOW CIRCLE	F	HOLDOVER INDICATION #
C	2 MOA: LARGE HASH	G	LOW MAG CENTER GUIDES
D	1 MOA: SMALL HASH		Illuminated

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ILLUMINATION:

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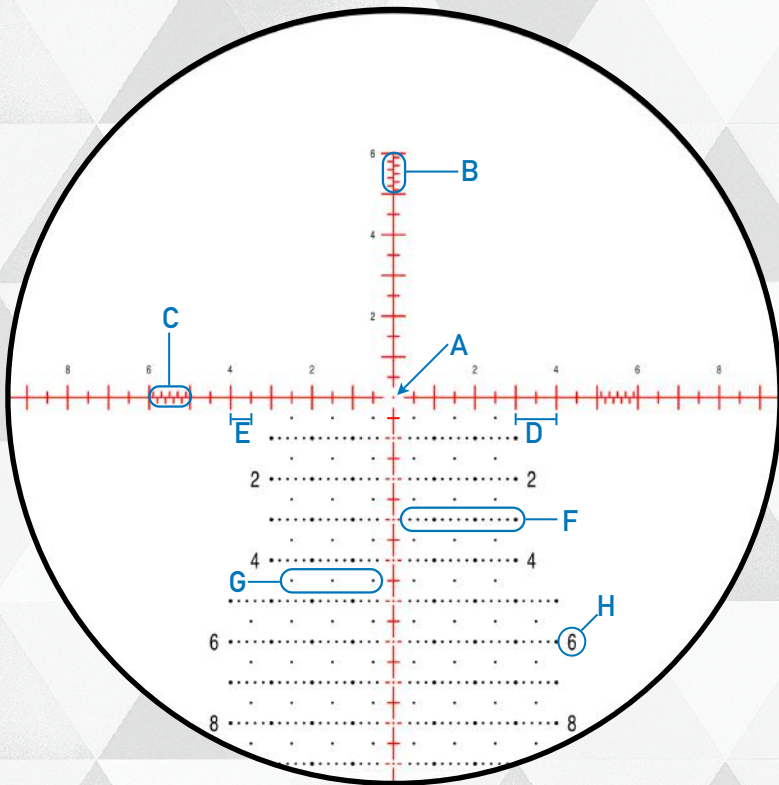
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RETICLE GUIDE

APR-1D MRAD (5-20 FFP)



A	Fine Center Dot	F	0.2 MIL Holdover Dots
B+C	1/10 MIL Scale	G	0.5 MIL Holdover Dots
D	1 MIL Hash Lines	H	Holdover Indication #
E	0.5 MIL Hash Lines		Illuminated

DESIGN FEATURES

APR stands for “All-Purpose Reticle”, and that’s the concept behind the design of the APR-1C & APR-1D. The “D” is the “dirty” more complex of the two, with holdover dots extending all the way down to the bottom edge of your field of view.

The fine centre dot draws your eye away from the distraction of the markings for those who plan to dial instead of hold, but a whole host of features are there for those who wish to make use of them.

MIL-SCALE:

The Mil-Scale on the horizontal & vertical crosshairs allow the shooter to measure objects downrange and quickly make adjustments. With one division equalling one click, the guesswork is gone.

EXTENSIVE HOLDOVER DOTS:

Holdover dots allow the shooter to hold with precision when there is no time to dial. Extreme Long Range shooters can also accurately call points of impact and make quick adjustments.

NUMBERED MARKINGS:

Numbers on both the horizontal and vertical axis allow shooters to quickly find hold points in pressure situations like PRS/NRL matches.

ILLUMINATION:

The reticle is illuminated extensively along both the horizontal and vertical axis, allowing the shooter to make use of the hash markings in adverse light conditions.

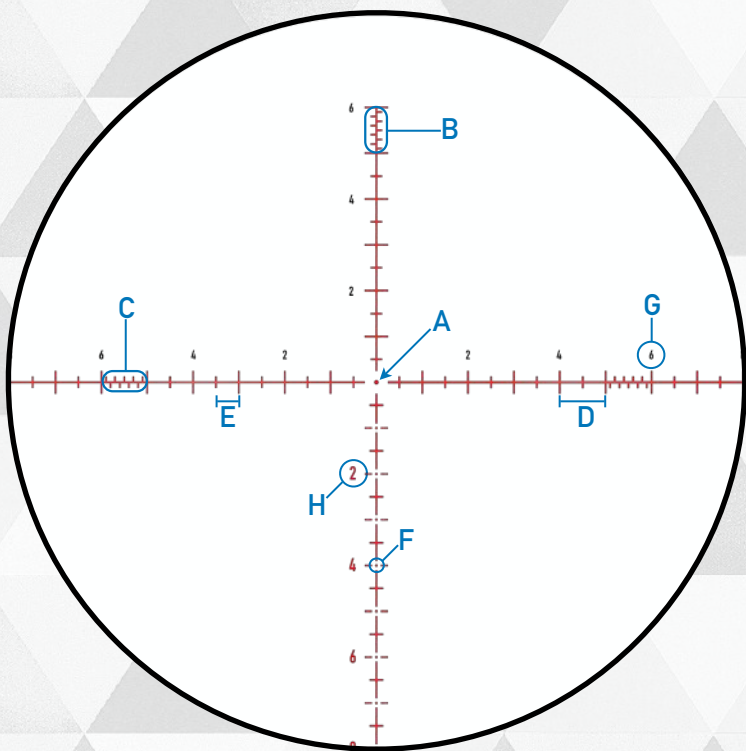


About the Designer:

The APR reticles were designed by Matt Dubber, a hunter & competitive shooter from South Africa. Matt competes around the world across various disciplines including Benchrest, NRL & Speed Shooting, and enjoys long-range hunting with airguns & centerfires in South Africa for his YouTube channel, AirArmsHuntingSA.

RETICLE GUIDE

APR-1C MRAD (5-25 FFP)



A	Fine Center Dot	F	Floating Holdover Dots
B+C	1/10 MIL Scale	G	Windage Indication #
D	1 MIL Hash Lines	H	Holdover Indication #
E	0.5 MIL Hash Lines	●	Illuminated

DESIGN FEATURES

APR stands for “All-Purpose Reticle”, and that’s the concept behind the design of the APR-1C & APR-1D. The APR-1C is the simplified version, with no holdover dots off the vertical axis and an easy-to-use design that is kind on the eye.

MIL-SCALE:

The Mil-Scale on the horizontal & vertical crosshairs allow the shooter to measure objects downrange and quickly make adjustments. With one division equalling one click, the guesswork is gone.

DE-CLUTTERED DESIGN:

With simple half & full MIL markings on the elevation & windage axis, and the absence of holdover dots, the shooter gets a clear view of his target with no distractions.

NUMBERED MARKINGS:

Numbers on both the horizontal and vertical axis allow shooters to quickly find hold points in pressure situations like PRS/NRL matches.

ILLUMINATION:

The reticle is illuminated extensively along both the horizontal and vertical axis, allowing the shooter to make use of the hash markings in adverse light conditions.

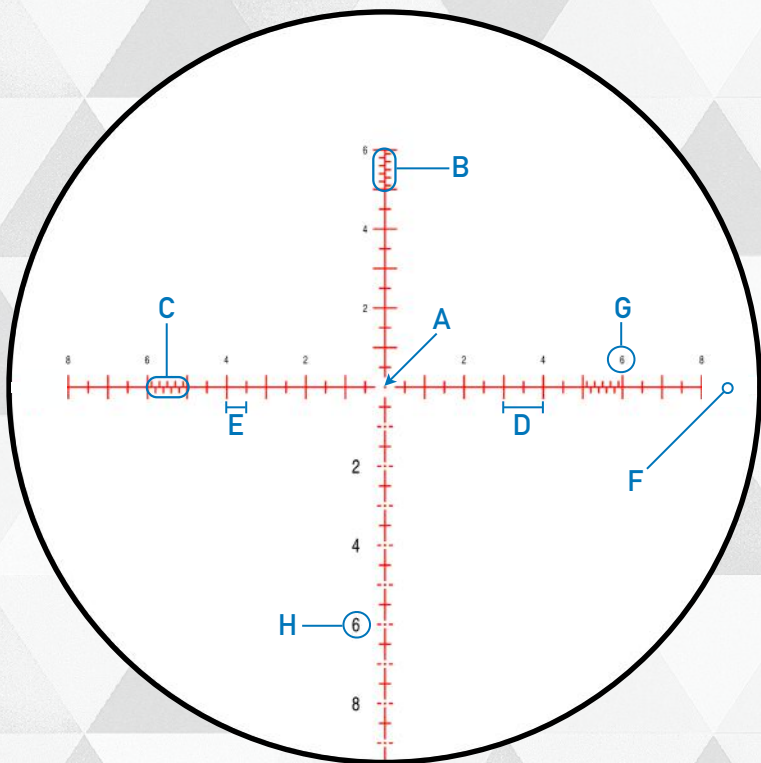
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RETICLE GUIDE

APR-1C MRAD (5-20 FFP)



A	Fine Center Dot	F	"Floating" design @ 20x
B+C	1/10 MIL Scale	G	Windage Indication #
D	1 MIL Hash Lines	H	Holdover Indication #
E	0.5 MIL Hash Lines	●	Illuminated

DESIGN FEATURES

APR stands for “All-Purpose Reticle”, and that’s the concept behind the design of the APR-1C & APR-1D. The “C” is the “clean” or simplified version, with no holdover dots off the vertical axis and an easy-to-use design that is kind on the eye.

MIL-SCALE:

The Mil-Scale on the horizontal & vertical crosshairs allow the shooter to measure objects downrange and quickly make adjustments. With one division equalling one click, the guesswork is gone.

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NUMBERED MARKINGS:

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ILLUMINATION:

The reticle is illuminated extensively along both the horizontal and vertical axis, allowing the shooter to make use of the hash markings in adverse light conditions.

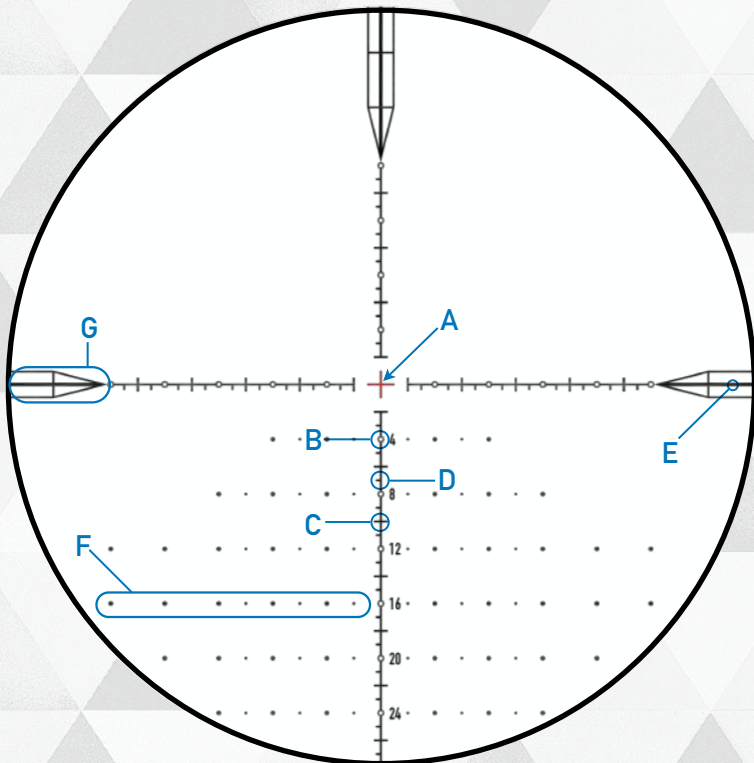
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RETICLE GUIDE

EHR-2D (5-25 FFP)



A	FLOATING CENTER CROSS	E	FLOATING DESIGN @ 20x
B	4 MOA: HOLLOW CIRCLE	F	2 & 4 MOA HOLD DOTS
C	2 MOA: LARGE HASH	G	LOW MAG CENTER GUIDES
D	1 MOA: SMALL HASH		Illuminated

DESIGN FEATURES

EHR stands for “Expedited Hold Reticle”, and is designed to be intuitive on the eye and brain, without losing functionality. The EHR-2D is the “dirty” or complex version, with holdover dots off the crosshair for precise holds.

INTUITIVE MARKINGS AT 1, 2 and 4 MOA:

Lost count of where you're holding? We've all been there. The EHR reticles feature three different shapes within the crosshair axes to help you overcome this common problem and quickly locate your desired hold point.

ADDED HOLD-OFF POINTS:

The EHR-2D features 2 and 4 MOA hold dots off the crosshair for precise holds in challenging and changing conditions when dialling the turret is not an option.

ILLUMINATION:

The centre crosshair is illuminated in red for clarity in challenging light conditions.

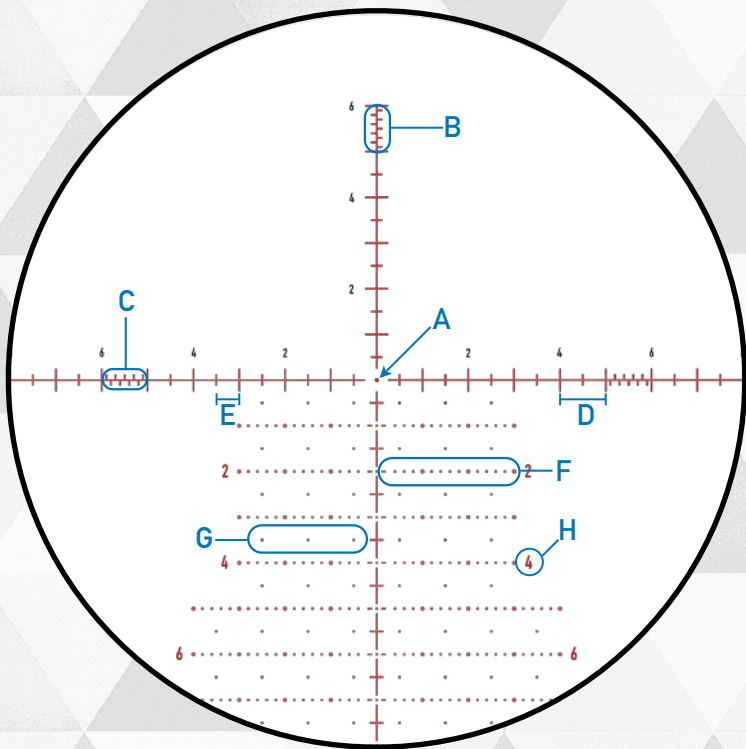
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RETICLE GUIDE

APR-1D MRAD (5-25 FFP)



A	Fine Center Dot	F	0.2 MIL Holdover Dots
B+C	1/10 MIL Scale	G	0.5 MIL Holdover Dots
D	1 MIL Hash Lines	H	Holdover Indication #
E	0.5 MIL Hash Lines	●	Illuminated

DESIGN FEATURES

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NUMBERED MARKINGS:

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ILLUMINATION:

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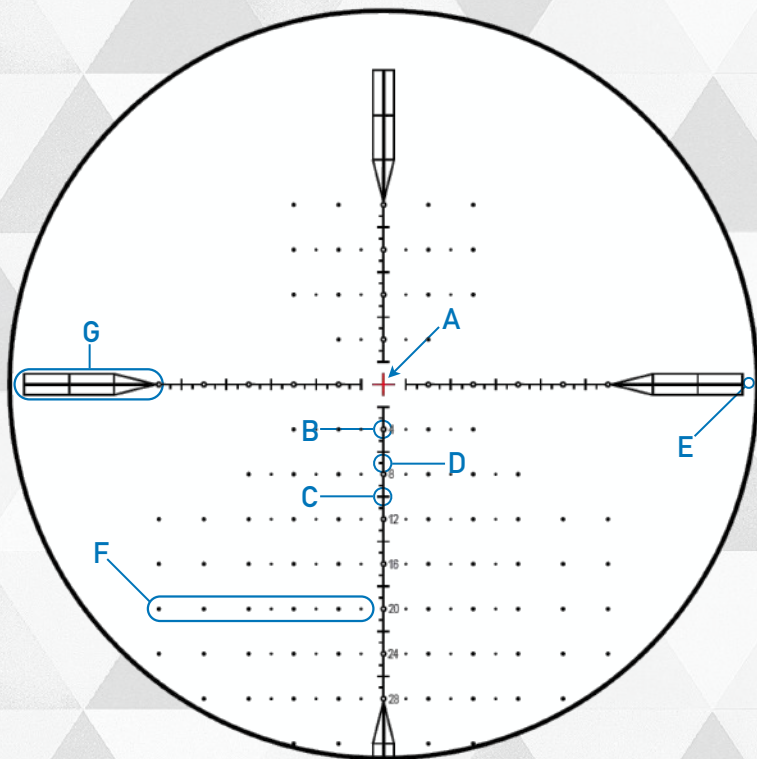
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RETICLE GUIDE

EHR-1D (5-20 FFP)



A	FLOATING CENTER CROSS	E	FLOATING DESIGN @ 20x
B	4 MOA: HOLLOW CIRCLE	F	2 & 4 MOA HOLD DOTS
C	2 MOA: LARGE HASH	G	LOW MAG CENTER GUIDES
D	1 MOA: SMALL HASH		Illuminated

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