

# The Perfect Archery Target?

When a bowsight is brought to bear on game, in that moment who would dispute that as the object of the hunt, the prey is the perfect target. The increasing popularity of 3-D targets support that supposition; yet the way we, as hunters, approach our beloved sport, is sometimes fundamentally flawed.

Compromises made in the pursuit of realism can be counterproductive; particularly in the context of target choice, where the preference of form over function can make an object intended to improve archery skills impractical to the application of bowhunting. The next time you target shoot, consider the number of times you've missed a shot at a game animal and how much more effective your hunting skills would now be if every arrow you ever released had been tipped with a broadhead.

NEVERWEAR ARCHERY's new target series, including the **3-D Beast™** and **Tag-Along™**, were conceived with that objective in mind. They are able to withstand whatever the most demanding archers or crossbow shooters choose to fling at them and come back as little worse for wear as possible. Tucked between easy slide-in left and right foam panel+

s (to facilitate a replaceable core), they feature our indestructible clay core system implemented in an expanded scoring section, designed to prevent the target from becoming too depleted to support the plug-in. We are currently researching materials to make other core options available.

Our replaceable (and inexpensive!) panels



serve a secondary but nonetheless important function, as arrows are withdrawn from the target, they squeegee away the minute amounts of clay that stick to broadheads and arrow shafts. Though, weighed against the many benefits of our core system, we've never considered that a

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...making every shot count!™

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major problem; but for those who did — we listened... trace amounts of clinging clay are no longer obstacles to anyone wishing to enjoy the most durable target ever designed.

As for our **Standard Shooter™**, its open-faced clay core could not be more indestructible. Stored in moderate temperatures, having shot groups kept within its center clay ring, and used often — it will readily amass over 100,000 broadhead-tipped shots. And, as with all of our targets, because dislodged broadheads can be retrieved from the clay core, there is little concern that sections of the target will become “dead zones” due to embedded broadheads ...even after years of use (just the possibility of a broadhead target providing years of use, staggers the imagination!). By the way, a freshly repacked (flattened and compressed with a rubber mallet) clay core (with panel removed) serves as an arrow flight recorder and can be used for paperless bow tuning!

While we at NEVERWEAR ARCHERY do not claim these to be perfect targets, they are obviously in a class of their own (*we do consider them a distant second only to the real thing*). We also believe that after about 20,000 or so broadhead-tipped shots, you and your friends will feel as strongly about that as we do — because our goal is to help you have more enjoyable and successful hunts.

— ROBBIE NETTLE

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