



# HENRY<sup>®</sup>



Made In America,  
Or Not Made At All





# About Henry Repeating Arms

## A Firearms Manufacturer

- Leading lever-action manufacturer, controlling 80% of the market
- Ranked in the top 5 of all long gun manufacturers
- Ranked in the top 10 of all firearms producers
- Employs more than 500 people and operates two manufacturing facilities totaling 250,000 sq. ft
- Company headquarters located in Rice Lake, Wisconsin
- Second manufacturing facility located in Bayonne, New Jersey
- All Henry rifles, shotguns, and accessories are made in the USA





# About Henry Repeating Arms

Continued

- Henry is a privately-held and family-owned business
- The principal owner and company President is Anthony Imperato
- The Imperato family has been in the gun business in various forms since 1911
- The company celebrates its 25<sup>th</sup> anniversary in 2022
- Henry Repeating Arms takes its name from Benjamin Tyler Henry, the inventor of the legendary Henry rifle, the first repeating rifle patented in 1860



# Why Buy A Henry?

The Henry Brand Core DNA







# Made in America, Or Not Made At All

Corporate motto and promise to every Henry owner

- Not reliant on materials or trade challenges from other countries
- Henry's commitment to "Made in America" also protects the manufacturing jobs at the vendors they use
- Purchased Wright Products of Rice Lake, Wisconsin in 2006. Wright was a hardware manufacturer that provided parts to Henry for close to 10 years prior. The acquisition allowed Henry to keep skilled machinists employed in the area. This location started with 17 employees in 2006 and has grown to 300 in 2020
- Gun barrel-quality steel from Ohio
- Genuine American Walnut wood from Missouri
- Brass castings from Pennsylvania





*"Henry owners have my personal guarantee to make certain they are 100% satisfied with their purchase of our rifles and shotguns. If you spend your hard-earned money on a Henry, I assure you we will do whatever it takes to make sure you are happy with your Henry."*

**-Anthony Imperato, President & Owner**



## Lifetime Guarantee

For those who choose to spend their hard-earned money on a Henry





# #1 Customer Service

Award-Winning Customer Service Department

- Provides industry-leading customer service to consumers, its network of dealers around the country, and its wholesale distributors
- Henry Repeating Arms was named a Stevie® Award winner for Customer Service Department of the Year at the American Business Awards
- "Henry Repeating Arms' commitment to the full customer experience is extraordinary, and your approach is unusual in these times."  
- Stevie® Awards Judge



A man wearing a camouflage jacket and a baseball cap is crouching in a field, aiming a Henry rifle. The rifle has a wooden stock and a silver receiver. The background is a blurred natural setting with green foliage and brown earth.

# Reliable, Accurate, Affordable

Classic, well-crafted firearms that every enthusiast can afford

- Henry rifles and shotguns are accurate right out of the box
- Prices start at around \$300 for a quality, American-made rifle
- Henry builds heirloom-quality firearms to pass the love of the shooting sports down through the generations and builds them to stand test of time
- The Henry Lifetime Guarantee extends to all future owners of the rifle or shotgun





- Invented in 1860 by Benjamin Tyler Henry in New Haven, Connecticut
- All other firearm actions were invented elsewhere around the world
- Henry Repeating Arms is making "America's Rifle" on the American soil where it started



## America's Rifle

The lever-action is America's unique contribution to international firearms design



# The Henry Brand Essence

- Old-fashioned family-owned business values with modern, lean manufacturing principles
- Henry President Anthony Imperato personally answers consumer emails himself
- Recognizing veterans and 1<sup>st</sup> responders for two decades with annual tribute rifle presentations
- Operates a charitable company arm called 'Guns For Great Causes'

***“Quality products, a responsive corporate culture, and hands-on ownership have Henry Repeating Arms at the top” – Oleg Volk, American Shooting Journal***



A woman with a ponytail, wearing a camouflage baseball cap, a black jacket, and blue jeans, stands in a mountainous landscape. She is holding a Henry lever-action rifle. In the foreground, there is a large, weathered tree stump. The background features rolling green hills and a cloudy sky.

# Henry Rifles & Shotguns

Henry produces a broad range of lever-action rifles and shotguns in both rimfire and centerfire calibers, in a variety of finishes and configurations

*"We have a Henry that's right for you. Whether you are a hunter, collector, plinker, outdoorsman, farmer, or for home defense, we offer over 200 models to choose from."*

-Anthony Imperato,  
Henry President



**OVER**  
**1,000,000**  
**SOLD**



*"The Henry draws a giddy smile every time the lever is cycled. With each pull of the trigger the shooter is pulled back to simpler times."*

-TheFirearmBlog.com

## **The Classic Lever Action .22**

Henry's best-seller with over 1,000,000 sold



*"From Hollywood cowboy good looks to fast action, and of course accuracy, the brass-frame rimfire has and continues to mesmerize shooters of all ages."*

-GunDigest.com



## The Henry Golden Boy

Henry's signature model and "The Gun That Brings Out The West In You"



*"With this tough little rifle tucked in your rucksack with a couple boxes of .22 long rifle ammunition, small game will be on your campfire in a hurry."*

-WideOpenSpaces.com



## **The U.S. Survival AR-7**

A unique compact take-down design that is ideal for all outdoorsman



*"I was pleased to see that the craftsmanship of the Mini is on par with the adult models Henry produces, especially since some of the youth single shots on the market can be fairly rough in the fit and finish departments."*

-AmericanRifleman.com



## The Mini Bolt Youth Rifle

Official youth rifle of the USA Shooting Team



# The New Original Henry

The rebirth of a legend



*"Not only is the stock devastatingly beautiful, the fit and finish are amazing...It's just perfect."*

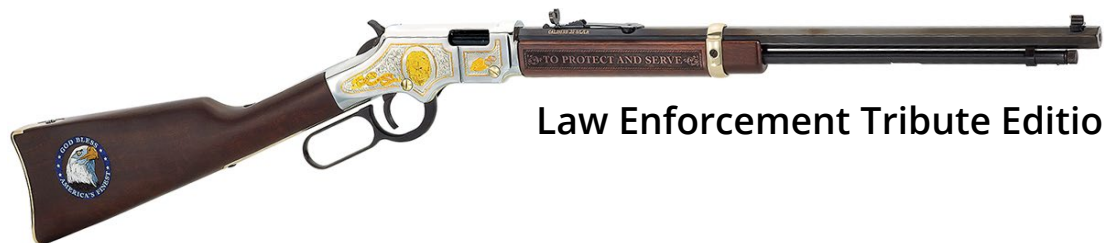
-TheTruthAboutGuns.com

Henry Repeating Arms' release of the New Original Henry brought production of the first-ever lever action rifle back to the American soil where it started for the first time in over 150 years. The New Original Henry is a line-by-line reproduction of the 1860 patent with concessions made only to accommodate modern cartridges.





Military Service Tribute Edition



Law Enforcement Tribute Edition



Firefighters Tribute Edition



American Farmer Tribute Edition

Other tribute editions include EMS, Truckers, Coal Miners, Oilmen, Eagle Scouts and many more.



## Henry Tribute Editions

Engraved and hand-painted to honor a career well-spent





God Bless America Edition  
Big Boy



Stand for the Flag Edition  
Golden Boy



God Bless America Edition  
Golden Boy



## Henry Patriot Series

For Henry, patriotism is not just a word, and  
it's not just reserved for holidays



*"Having the means to protect yourself, your family, and your property is more important than ever. With our newest releases, these means can also put food on your table and fill the freezer." – Dan Clayton-Luce, Communications Director*

**PROTECT  
&  
PROVIDE**



**For The Home & Field**

Rifles and shotguns to protect and provide





# Awards & Accolades

- Guns & Ammo Gun Of The Year – Henry Golden Boy
- True West 2020 Best Of The West – New Original Henry
- Coolest Thing Made In Wisconsin – Henry Big Boy All-Weather
- Sporting Classics Company Of The Year
- Cody Firearms Museum Collectors Series 1<sup>st</sup> Edition
- Ballistic's Best Readers' Choice – Henry Big Boy Color Case Hardened
- Stevie American Business Award for Exceptional Customer Service
- Stevie American Business Award for Social Media
- NRA Recognition Award for Distinguished Philanthropic Leadership
- Boy Scouts of America North Star Award
- National Columbia Association Businessman of the Year Award – Anthony Imperato



# Notable Henry Owners



Donald Trump, President of the United States



Sarah Palin, Former Governor of Alaska



Mike Huckabee, Former Governor of Arkansas



Jeanine Pirro, Fox News Channel Host



Ted Cruz, United States Senator



Bobby Jindal, Former Governor of Louisiana



# Notable Henry Owners

Continued



Louis Zamperini, WWII Hero



Sal Giunta, Medal of Honor Recipient



Donald Jenkins (Medal of Honor), George Krakosky (WWII Veteran), Ty Carter (Medal of Honor)



Johnnie Langendorff, Stephen Willeford  
(Texas Church Shooting Heroes)



Frank Shankwitz, Make-A-Wish Foundation Founder



Kevin Harvick and all Texas Motor Speedway Pole Qualifying Winners





\$50,000 to Shriners Children's Hospital



\$100,000 to Peyton Manning Children's Hospital



\$200,000 to Charlie Daniels' Journey Home Project

# Guns For Great Causes

Henry Repeating Arms' "Guns For Great Causes" is a charitable component of the company that focuses on individual sick children, children's hospitals, veterans' organizations, families of individual fallen officers, as well as 2<sup>nd</sup> Amendment, hunting heritage, wildlife conservation causes and organizations.



\$61,000 to the Roger Maris Cancer Center and annual donations raising an additional \$100,000



\$100,000 to Veterans Of Foreign Wars



# Guns For Great Causes

Continued



1,000+ rifles to the International Hunters Education Association to promote firearms safety and hunter education



1,150 rifles to the NRA Foundation to promote firearms safety



1,000 rifles raising over \$500,000 for the NRA



20<sup>th</sup> Anniversary rifles raising over \$100,000 for hunting heritage



Guns For Great Causes rifles are custom built limited-edition rifles that are donated, sold, and auctioned off to raise funds for each family.



\$40,000 raised for Grayson Sutton of Sedan, KS



\$35,525 raised for Beckett Burge of Princeton, TX



\$54,525 raised for Ethan Shaw of Pleasant View, TN

# Guns For Great Causes

Continued



\$45,725 raised for Sadie Kreinbrink of Ostrander, OH



\$70,000 raised for Joshua Brennan of Patterson, NY






# Henry Repeating Arms Co.

www.**HenryUSA**.com

107 W. Coleman Street  
Rice Lake, WI 54868  
(715) 736-3030

**Anthony Imperato**  
[anthony@henryusa.com](mailto:anthony@henryusa.com)

 **@HenryRepeating**  
 **@henry\_rifles**  
 **@HenryRiflesUSA**



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