

# ★ ★ ★ ★ HENRY 25 = 1997-2022 =

**CELEBRATING THE  
25<sup>TH</sup> ANNIVERSARY OF  
HENRY REPEATING ARMS**



**HENRY®**

# Henry 25<sup>th</sup> Anniversary Press Kit

**FOR EDITORIAL RELEASE NO EARLIER THAN MARCH 2022**

Greetings,

As usual, we ask ourselves, where did the time go? I recall standing behind an 8-foot collapsible table in the basement of SHOT Show in 1997 with a prototype of the H001 Classic Lever Action .22. Over 1,000,000 of these have sold since, and March of 2022 marks the 25<sup>th</sup> anniversary of the first rifles bearing a Henry Repeating Arms rollmark leaving our original loading dock in Brooklyn, NY.

We have several projects planned to promote our Silver Anniversary, and it is my wish that you will help us celebrate 25 years of Henry Repeating Arms by lining up a story, video, or article to share with your audience for release in March of 2022.

To assist, we are providing you with this packet that contains a comprehensive overview of Henry Repeating Arms and the core DNA that makes us who we are as a company. I hope that you will find this as a useful resource to tell our story. With a family that dates back in the gun business to 1911 and 25 years as the owner of Henry Repeating Arms, there is more to tell than this packet will provide. We are at your service when it comes to interview requests, visiting our headquarters facility in Rice Lake, Wisconsin, or answering any questions you might have. Contact information is listed on the final page, and our Communications Director, Dan Clayton-Luce, is standing by to facilitate.

No doubt, your support and advocacy of Henry Repeating Arms over the years has played no small part in our continuous growth, and I sincerely appreciate it.

Sincerely,

Anthony Imperato  
CEO & Founder  
Henry Repeating Arms





# 25<sup>th</sup> Anniversary Plans

Celebrating a Silver Anniversary

- Releasing several 25<sup>th</sup> Anniversary Edition models throughout the year
- Donating \$1,000,000 to benefit various charities and entities that have been a part of *Guns For Great Causes* for 2+ decades
- Establishing an in-person event for Henry fans of all backgrounds to enjoy a day at the range





## COMPANY HISTORY

While technically founded in 1996, Henry Repeating Arms shipped its first rifles in March of 1997. 25 years later, the company now ships over 200 different models from 2 manufacturing facilities totaling more than 250,000 square feet.



## 1996

### Company Founded

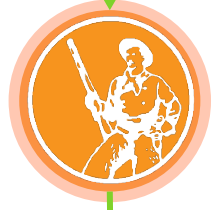
Henry Repeating Arms started by Louis Imperato and his son Anthony Imperato in Brooklyn, NY.



## 1997

### First Guns Shipped

Henry Repeating Arms began shipping the first H001 Classic Lever Action .22 rifles in March.



## 1999

### Golden Boy Introduced

Henry Repeating Arms introduces the award-winning Golden Boy rifle, now considered the company's flagship model.



## 2003

### Big Boy Introduced

Henry Repeating Arms introduces first centerfire rifle with the hardened brass H006 Big Boy.



## 2006

### Wisconsin Facility Acquired

Anthony Imperato acquires certain assets of Henry parts supplier, Wright Products, including their 140,000 sq. ft. facility.



## 2008

### Moved to Bayonne, NJ

Henry Repeating Arms grows out of Brooklyn, NY facility and moves to the waterfront of Bayonne, NJ.



## 2014

### Shipped First Wisconsin-Built Rifles

Rice Lake facility begins manufacturing and assembling complete rifles.



## 2022

### Celebrating 25 Years

Henry Repeating Arms celebrates 25 years since its first rifle shipped.



# About Henry Repeating Arms

Made in America, Or Not Made At All.

- Leading lever-action manufacturer, controlling 80% of the market
- As of 2019, Ranked in the top 5 of U.S. long gun manufacturers
- As of 2019, ranked eight overall in total U.S. firearms production
- Manufactures more than 300,000 firearms annually
- Employs more than 550 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



A person wearing a black cowboy hat, a dark jacket, and a bandana is riding a brown horse with a white blaze on its face. They are holding a long rifle. The background is a blurred landscape with mountains and a cloudy sky.

# About Henry Repeating Arms

## Continued

- Henry is a privately-held and family-owned business
- The principal owner, founder, and CEO is Anthony Imperato
- The company president is Andy Wickstrom
- Louis Imperato, Anthony's father, served as Chairman of the company from its founding until his passing in November 2007
- The Imperato family has been in the gun business in various forms since 1911
- Anthony Imperato formed the Colt Black Powder Arms Co. in Brooklyn, NY in 1993, which eventually led to the launch of Henry Repeating Arms
- Henry Repeating Arms takes its name from Benjamin Tyler Henry, the inventor of the legendary Henry rifle, the first repeating rifle patented in 1860





- 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



# Henry Core DNA

What sets the Henry brand apart?







## 25 Years of Made in America, Or Not Made At All

Our 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
- Acquired certain assets of Wright Products in 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 over 350 in 2021
- Gun barrel-quality steel from Ohio
- Genuine American Walnut wood from Missouri
- Extruded steel and 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**







# 25 Years of #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 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 grass and trees.

# 25 Years of Reliable, Accurate, and 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



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

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



\$50,000 to Shriners Children's Hospital

## 25 Years of Guns For Great Causes

Donations & Custom Rifles For The Causes That We Believe In

- Guns For Great Causes is the charitable branch of Henry Repeating Arms with a heavy focus on raising funds for families of individual sick children
- Firearms manufacturers tend to get a black eye by the media outside of the industry, so Guns For Great Causes remains an important way for us to show the good that we can accomplish.
- Beneficiaries of Guns For Great Causes also include children's hospitals, military and veteran support organizations, 2<sup>nd</sup> Amendment advocacy organizations, shooting sports educators, and wildlife conservancies.



To date, Guns For Great Causes has raised over \$500,000 for the families of individual sick children.



\$47,040 raised for Preslie Mantsch of Iron River, MI



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



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

# Guns For Great Causes

Continued



**GUNS**  
FOR GREAT  
**CAUSES**



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



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



\$100,000 Donated



VETERANS OF FOREIGN WARS.



[www.BuildingHomesForHeroes.org](http://www.BuildingHomesForHeroes.org)



NATIONAL  
MEDAL of HONOR  
MUSEUM

## 25 Years of Honoring America's Military

Henry Repeating Arms is forever grateful to the men and women who answered the call of duty in service to the United States of America, and to the organizations that help support them and their families.



NAVY SEAL  
FOUNDATION



HUNTING  
WITH  
HEROES  
WYOMING

\$200,000 Donated





# Notable Veterans Presentations



2019 – Sgt. Omar Avila, Army and Navy WWII Veterans



2017 – WWII Veteran George Krakosky, Medal of Honor Recipients Don Jenkins and Ty Carter



2015 - VFW Commander-In-Chief John Stroud and 5 additional distinguished veterans



2015 – USS Indianapolis Survivor Edgar Harrell and 10 other distinguished veterans



2013 - Louis Zamperini, World War II hero and subject of the Coen brothers' film, Unbroken.



2011 – Medal of Honor Recipient Sal Giunta





## 25 Years of Supporting Our 2<sup>nd</sup> Amendment

From Day 1, Henry Repeating Arms and its employees have given unrelenting support to organizations that fight to ensure that Americans' right to bear arms shall never be infringed.

- Over 25 years, Henry Repeating Arms has donated tens of thousands of rifles to raise millions of dollars for Second Amendment advocacy organizations on a local, state, and national level
- In 2019, Anthony Imperato was presented with the NRA Ring of Freedom Gold Jacket for contributions totaling more than \$1,000,000 with the total contributed to date approaching \$3,000,000
- In 2016, Henry Repeating Arms donated 1,000 rifles in support of the 2<sup>nd</sup> Amendment at the Henry 1,000 Man Shoot



# Henry Firearm Ownership Advocacy Partners Include:



National Rifle Association

- Donation of 1,000 Rifles for 1,000 Man Shoot event in 2017 raised over \$500,000



The NRA Institute for Legislative Action



National Shooting Sports Foundation



Second Amendment Foundation



The NRA Foundation

- Donation of 1,150 rifles to the NRA Foundation raised \$450,000 for promoting firearms safety



Georgia Carry Organization





*They swore an oath to protect and serve, even against the invisible threat of COVID-19. Now more so than ever, America's law enforcement officers are stepping into harm's way to keep communities protected. Upholding the rule of law is essential to keeping our nation running smoothly especially during times of crisis, and our officers are the tip of the arrow.*



## **25 Years of Backing The Blue**

**Our country's law enforcement officers put their lives on the line to help protect ours, and for this, we are forever grateful.**



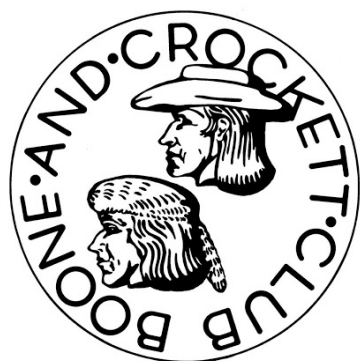
A man with a beard, wearing a camouflage jacket and a baseball cap, is holding a rifle. He is standing in a field of dry grass and brush. The background is a dense thicket of trees and branches.

# 25 Years of Conservation

To ensure that hunting and America's great outdoors can be pursued for all future generations to come.

- Henry has been a staunch ally to many wildlife and habitat conservation agencies – even before the company produced hunting-specific firearms.
- A limited-edition series of twenty commemorative 20<sup>th</sup> Anniversary rifles raised over \$100,000 for 20 outdoors organizations in 2018.
- Henry continues to run programs for most chapter-based conservation organizations to aid their fundraising efforts.





## Henry Partners in Conservation





## 25 Years of Youth Shooting Sports & Education

To responsibly pass our traditions and love of shooting sports to the next generation.

- Henry Mini Bolt Youth is the Official Youth Rifles of the USA Shooting Team
- Henry annually donates hundreds of rifles to assist educators with their mission
- Held teen shooting instruction events for New York City Ronald McDonald House chapters
- Continuing to expand a line of premium youth model rifles and shotguns





Henry Repeating Arms has donated more than 1,000 rifles to the International Hunter Education Association to promote firearms safety and hunter education.



## **25 Years of Continuing America's Hunting Heritage**

*The future of America's hunting grounds and the game that we pursue relies on new generations of hunters taking an active stance, which is why Henry Repeating Arms is proud to support organizations large and small that usher in these new proponents of America's hunting heritage.*



*From the introduction of the Classic Big Boy in 2003, to the release of the Side Gate Lever Action in 2019, to the X Model variants in 2020, Henry Repeating Arms continues to keep an ear to the ground for what people want from the next Henry Repeating Arms release.*

*When the time comes, we are excited to share what we have been working on for the past few years to take Henry Repeating Arms to the next level and into the future for another 25 years as one of America's top firearms manufacturers.*



## **25 Years of Product Innovation**

**We Hear What The Customer Wants...And Deliver.**



A Henry lever-action rifle with a silver receiver and black stock is leaning against a rustic wooden log wall. A dark cowboy hat is also leaning against the wall. The background consists of weathered logs and rocks, creating a rugged, outdoor setting.

# Henry Product Line Standouts

Offering Over 200 Different Models In A Wide Variety of Calibers and Finishes...There's a Henry That's Right For Everyone.



**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**

**Made in America and Priced Right**



*"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"



A Henry Big Boy revolver-cartridge carbine is shown lying diagonally across a gravel surface. The gun features a dark brown wooden stock and a brass receiver. Three brass-cased bullets are scattered on the gravel near the trigger guard. The background is a close-up of the gravel.

*"The American-made Henry Big Boy revolver-cartridge carbine is the definition of a satisfying lever gun to shoot."*

-NRA American Rifleman

# The Henry Big Boy

Hardened Brass and Genuine American Walnut



*"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



# 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.



A close-up photograph of a Henry Long Ranger rifle resting on a weathered wooden surface. The rifle is black with a wooden stock and a large scope mounted on top. A magazine filled with brass bullets is visible next to the rifle. Two loose bullets are also shown on the wood.

# The Henry Long Ranger

Bolt Action Performance With  
The Speed Of A Lever Action

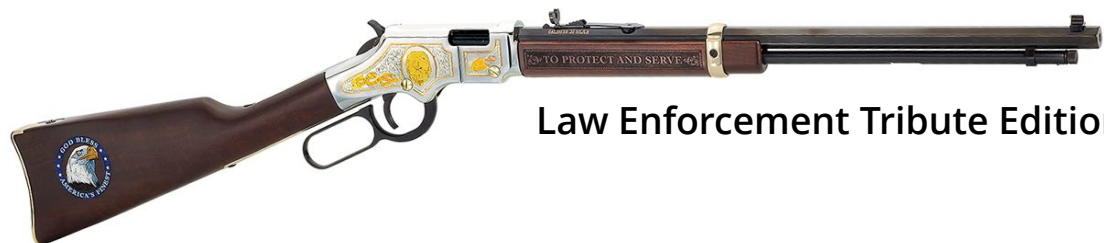
*"If you want to take distance to a new frontier  
with a gun similar to those that won the West,  
look no further than the Henry Long Ranger."*

-Ballistic Magazine





Military Service Tribute Edition



Law Enforcement Tribute Edition

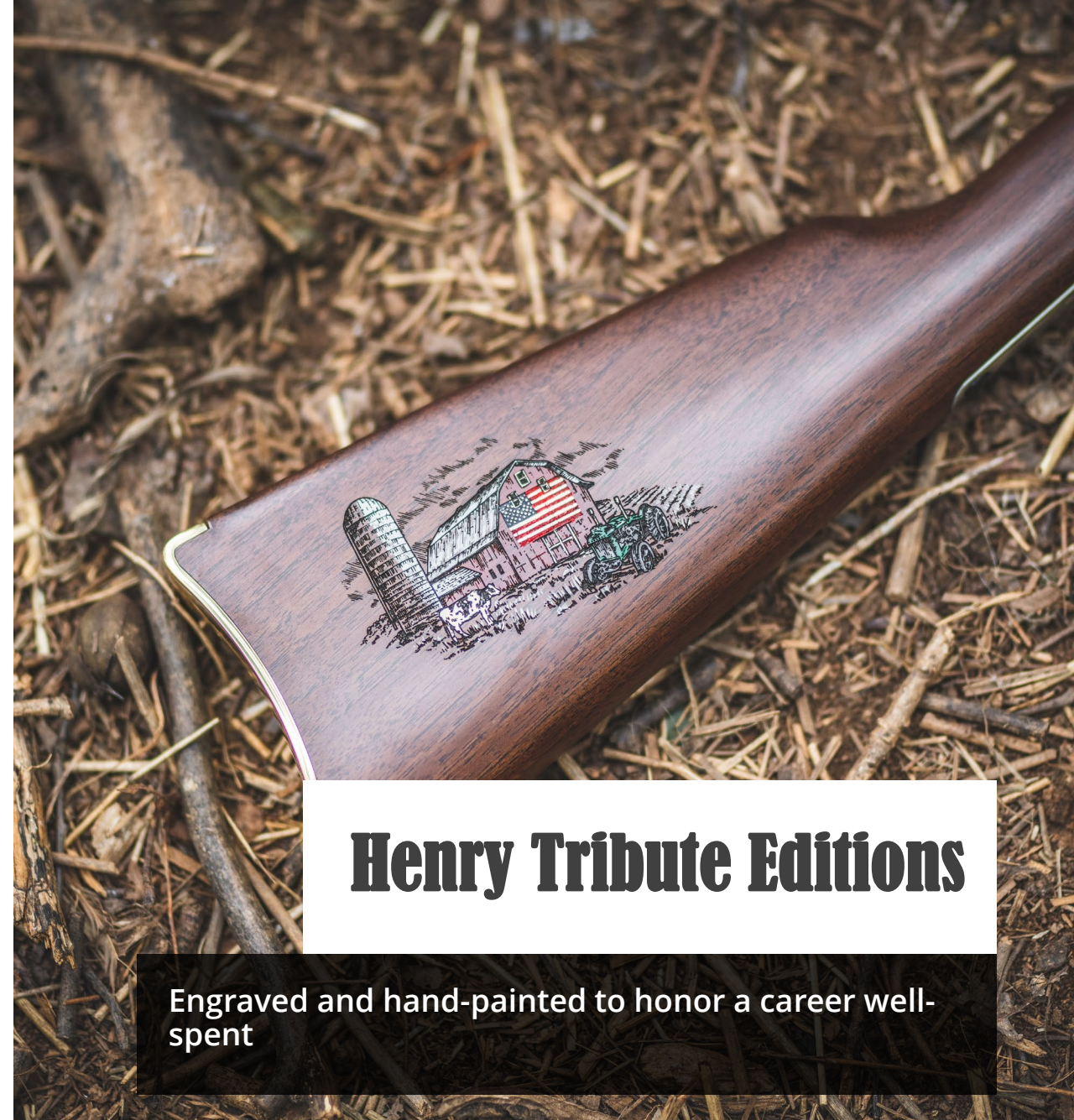


Firefighters Tribute Edition



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



# PROTECT & PROVIDE



*"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

## For The Home & Field

Rifles and shotguns to protect and provide



# 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



Louis Zamperini, WWII Hero

## Continued



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





# 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



# Henry Repeating Arms Co.

[www.HenryUSA.com](http://www.HenryUSA.com)

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