

Celebrating 25 YEARS of Henry Repeating Arms

THE HENRY REPEATER

25TH ANNIVERSARY EDITION



HENRY[®]

Made In America Or Not Made At All

HENRY HISTORY



W

hile a 19th-century legend of American firearms history inspires the name, the story of Henry Repeating Arms as you know it today began in Brooklyn, New York, in 1993 with the formation of the Colt Black

Powder Arms Company.

Anthony Imperato took out a home equity loan, leased a small factory space near the infamous Gowanus Canal, brought in some old equipment, hired a handful of employees, and began the assembly and sale of historic Colt revolvers and muskets under license from Colt's Manufacturing.

Along with his father, Louis Imperato, they began the development of a rimfire lever action rifle in 1996, and by March of 1997, the first Henry Repeating Arms model H001 rifles were shipped.

Together they leveraged the family's decades-long background in the firearms business and set out as Anthony had envisioned to be "the best long gun company in the firearms industry."



1993

Anthony Imperato starts Colt Blackpowder Arms Company in Brooklyn, NY.

1996

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

1997

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

1999

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

2003

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

HENRY TODAY



From humble beginnings and a product catalog of only one rifle, Henry Repeating Arms is now the leading lever action manufacturer and one of the top 5 long gun manufacturers in America. The company employs over 550 people and operates three manufacturing facilities totaling more than 330,000 sq. ft.

At the ship's helm sits CEO & Founder Anthony Imperato, and President Andy Wickstrom. Louis Imperato served

as Chairman from the company's foundation until his passing in November 2007.

Today, the Henry Repeating Arms product catalog boasts well over 200 different rifles and shotguns in a broad range of calibers and finishes. From the H001 Classic Lever Action .22 that started it all to the flagship H004 Golden Boy or the ultra-modern X Models, there truly is a Henry that's right for everyone. ■



Andy Wickstrom, President



2006

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

2008

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

2012

Henry Repeating Arms' new Bayonne facility sustains significant seawater flooding damage by Hurricane Sandy.

2014

The Rice Lake facility begins manufacturing and assembling complete rifles.

2021

Henry Repeating Arms further expands its operations by purchasing an 84,000 sq. ft. facility in Ladysmith, WI.

2022

Henry Repeating Arms celebrates 25 years since the first rifles shipped.

25 YEARS OF



Made In America, Or Not Made At All

With the motto, “Made in America, Or Not Made At All,” it’s no secret that we are huge proponents of putting Americans to work making American products. From the genuine American Walnut stocks to the gun barrel quality steel to the hardened brass receivers, we have made a commitment from Day 1 to assemble our rifles and shotguns using domestic materials and craftsmanship. It is a guiding value, a part of our core DNA, and a promise.

With suppliers and partners all over the country, everything comes together at our three manufacturing facilities, the largest of which is the headquarters in Rice Lake, Wisconsin. This location is primarily responsible for all of Henry’s centerfire rifles and shotguns that are not brass, with a few exceptions. What better place to make a classic blued

steel .30-30 lever action than in the middle of Wisconsin deer country?

Almost close enough to bask in the light of Lady Liberty’s gold torch, Henry’s Bayonne, New Jersey location produces the largest volume of rifles and is responsible for all rimfire rifles and all brass centerfire guns with a few exceptions. It is also home to the parts, apparel, and accessories store, HenryPride.com.

In 2021, Henry Repeating Arms acquired an 84,000 sq. ft. building in Ladysmith, Wisconsin, located 45 minutes away from Rice Lake. Today, this facility churns out parts that are then delivered to Rice Lake for final assembly in a finished firearm.

Rest assured, when you read the rollmark on the barrel of a Henry; it’s going to say Made in the USA. ■



The Lever Action is America’s Rifle

Born in New Haven, Connecticut, by the hand of Benjamin Tyler Henry, the lever action is America’s unique contribution to international firearms design and one that you can still find on gun store shelves around the country over 150 years after its inception. Oddball calibers come and go, and there have certainly been some eccentric actions that pop up throughout the evolution of firearms, but the lever action lives on.

The importance of preserving this legacy and propelling it forward by continuing to manufacture America’s rifle on American soil, just like it was back in the 1800s, is not lost on any of the over 550

employees at Henry Repeating Arms. We take a great deal of pride in knowing that B.T. Henry would be nodding in approval. ■





DID YOU KNOW?

In 2019, the Henry Big Boy All-Weather rifle won the "Coolest Thing Made in Wisconsin" contest by popular vote.

Watch a Henry Factory Tour – Henry opened its doors for YouTube trick shooter and host of Henry TV, 22Plinkster, to give an exclusive look inside the Rice Lake, Wisconsin headquarters facility. Henry President Andy Wickstrom walks 22Plinkster through the stages of building the fan-favorite Lever Action .45-70 Gov't rifle from beginning to end.

Scan the QR code or visit the link below to watch the Henry Factory Tour video featuring 22Plinkster!

<https://www.henryusa.com/factory-tour/>



25 YEARS OF AWARD-WINNING CUSTOMER SERVICE

When it comes to customer service, we set the bar high and settle for nothing less. Backed by a personal satisfaction guarantee from CEO & Founder Anthony Imperato, Henry Repeating Arms provides industry-leading customer service to consumers and its network of dealers worldwide.

This passion started with Anthony Imperato's time working behind the gun counter of his family's police equipment store. Those face-to-face interactions instilled the importance of going above and beyond to surpass expectations, which remains a cornerstone of Henry's customer service office to this day. As a result, every Henry employee is empowered to do whatever it takes to ensure that every interaction results in complete satisfaction.



In 2016, Henry Repeating Arms was named the winner of a Stevie® Award in the Customer Service Department of the Year category at the American Business Awards. One of the judges remarked, "Henry Repeating Arms' commitment to the full customer experience is extraordinary, and their approach is unusual in these times." ■



The Henry Lifetime Guarantee

"Henry owners have my personal guarantee to make certain that they are 100% satisfied with their purchase of our firearms. If you are going to spend your money on a Henry, I can assure you that we will do whatever it takes to make sure that you are happy that you bought a Henry."

— Anthony Imperato



25 YEARS OF PROTECTING THE

2ND AMENDMENT



The right of the people to keep and bear Arms shall not be infringed. Straight-forward and to the point, yet constantly being challenged around the country. Protecting the freedoms and liberties afforded to us as law-abiding American citizens is a responsibility that belongs to everyone, and Henry Repeating Arms will never back down in its support of those individuals and organizations that work tirelessly to uphold them.

Over the past 25 years, Henry has contributed millions of dollars in cash and product donations to organizations, big and small, that fight tooth and nail to ensure that the government will never infringe Americans' right to bear arms.



In 2016, Henry Repeating Arms donated 1,000 custom engraved rifles to the National Rifle Association for the record-breaking 1,000 Man Shoot event in Phoenix, Arizona, which raised well over \$1,000,000. In 2019, the NRA inducted Anthony Imperato into the Ring of Freedom with the prestigious gold jacket for Henry's contributions. ■

Scan this QR code to watch the 1,000 Man Shoot Documentary!

<https://www.henryusa.com/the-henry-repeater/1000manshoot/>



“Whether we have a President that supports the Second Amendment or not, we should never be asleep at the wheel, and we must always continue to fight for our freedoms and traditions,” Imperato said during his welcome speech at the 1,000 Man Shoot event in Phoenix, Arizona. “So, let’s send a loud message to whatever powers that be, that we will never give up the fight. Let freedom ring!”**”**

HENRY PROUDLY SUPPORTS:



NRA-ILA
INSTITUTE FOR LEGISLATIVE ACTION

NSSF
The Firearm Industry Trade Association



Second Amendment Foundation

THE NRA FOUNDATION
TEACH FREEDOM



25 YEARS OF GUNS

FOR GREAT CAUSES

All too often, the firearms industry gets a black eye from the media, so Guns For Great Causes was started as a charitable branch of Henry Repeating Arms to show just how much good could be accomplished by a gunmaker and generous, law-abiding gun owners. While Guns For Great Causes raises funds for several different categories, one of the most heart-warming is providing financial support to children's hospitals and the families of individual sick children. Seeing the smile on the face of a kid fighting the battle of their life is all the inspiration that we need.



Henry Raises \$30,000 For 8-Year-Old Texas Boy's Treatments

Henry raised a total of \$30,000 with a 'Guns For Great Causes' campaign to benefit 8-year-old Kael Hamilton of Leesburg, Texas. Kael was diagnosed at the age of 5 with Duchenne Muscular Dystrophy (DMD), a rare and terminal genetic muscle-wasting disease with no known cure. Henry created and donated a total of 50 custom engraved "Flex For Kael" Edition Golden Boy rifles, which sold out within a matter of hours.



Henry's Donation of 88 "Ethan's Army" Rifles Raises Over \$50,000 for Tennessee Family

The "Ethan's Army" rifle sold out in less than 6 hours to raise over \$50,000 for the Shaw family of Pleasant View, Tennessee. Ethan was undergoing a fierce battle with ETMR, one of the most aggressive forms of brain tumors encountered in children. Unfortunately, despite a battle for the ages, little Ethan succumbed to his illness while the rifles were being finished. May he rest in peace.



Henry Raises Over \$46,000 with Donation of 65 Rifles for 11-Year-Old Maryland Girl

A donation of 65 "Support 4 Sami" rifles raises \$46,700 for the family of 11-year-old Sam Bernadzikowski of Elkridge, Maryland. The money provides relief for the medical expenses incurred throughout Sami's treatments for multiple congenital heart defects, including five open-heart surgeries and over thirty catheterization procedures.



Henry Helps Raise Over \$70,000 For Sick 14-Year-Old Volunteer Firefighter

Fifty-four "Firemen For Joshua" rifles raised over \$70,000 for Joshua Brennan of New York, who was diagnosed with Hypoplastic Left Heart Syndrome before he was even born. The funds provided relief for the medical expenses associated with the heart transplant he needed.

Henry Donates 60 Custom Rifles To Raise Over \$35,000 For 4-Year-Old Beckett

Henry presented Beckett Burge's family of Princeton, Texas, with a check for \$35,525 for his leukemia treatments.



Over \$45,000 Raised for 3-Year-Old Sadie Kreinbrink of Ostrander, Ohio

Henry's donation of 66 "Sweet Sadie" rifles raised a total of \$45,725 for Sadie's leukemia treatments.



Henry Donates 100 Rifles to Benefit 4-Year-Old Grayson Sutton of Sedan, Kansas

\$63,505 raised for Grayson's battle with Primary Pulmonary Hypertension



Henry Raises Over \$47,000 For 3-Year-Old Battling Leukemia

The 65 custom "Prayers For Preslie" edition rifles raised \$47,040 for Preslie Mantsch of Iron River, Michigan, and her family. The funds provided financial assistance for Preslie's B-cell acute lymphoblastic leukemia (ALL) treatments.



Henry Donates 33 Rifles For Sick Indiana Boy

A total of \$27,525 was presented to the family of 3-year-old Brayden of Indiana, born prematurely with a rare condition requiring heart and lung transplants.



Henry Donates 42 Rifles to Help 2-Year-Old Boy Needing 42 Cancer Treatments

Over \$25,000 raised for Kellen Findley of Dozier, Alabama and his Embryonal Rhabdomyosarcoma cancer treatments.



Henry donates \$52,500 to Shriners International

In March of 2020, Henry Repeating Arms presented Shriners International with a check for \$52,500 to assist with their many philanthropic efforts, including the world-renowned Shriners Children's Hospitals.



Henry donates \$100,000 to the St. Vincent House at Peyton Manning Children's Hospital

Henry Repeating Arms donated \$100,000 to the St. Vincent House at Peyton Manning Children's Hospital to benefit the patients and families seeking a home away from home during treatment.

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 the organizations that help support them and their families.

From D-Day veterans of World War II to Congressional Medal of Honor recipients, we have been blessed with the opportunity to shake hands with (and present a rifle to) some of America's most courageous military heroes.

On behalf of everyone at Henry Repeating Arms, thank you for your service to our country. We sincerely appreciate it, and we will never take it for granted. ■



HENRY PROUDLY SUPPORTS:

AND MORE!



1. Anthony Imperato, President of Henry Repeating Arms, with retired United States Army Col. Jack H. Jacobs, Vietnam War Medal of Honor recipient. 2. Wetzel Sanders, Pearl Harbor survivor with his Henry Military Service Tribute Edition rifle. 3. Henry Repeating Arms presenting a \$100,000 check to The Journey Home Project, which Anthony Imperato then doubled for the chance to sing backup during "The Devil Went Down to Georgia." 4. Anthony Imperato presenting rifles to Medal of Honor recipients Ty Carter and Don Jenkins, D-Day veteran George Krakosky, and 39-year veteran of the Air Force and Air National Guard, Linda Becker. 5. Anthony Imperato presenting rifles to veterans including Sgt. Omar Avila and three World War II veterans; Don Burwell, Wetzel Sanders, and Al Hutchcraft. 6. Anthony Imperato presenting rifles to VFW members, including VFW Commander-in-Chief John W. Stroud. The VFW also received a check for \$50,000. 7. Anthony Imperato presents VFW Service Officer of the Year Raymond Denisewich with an engraved rifle and a donation of \$50,000 for the organization. 8. American D-Day hero, Ray Lambert, picking up his donated Henry Military Service Tribute rifle. 9. Anthony Imperato with American war hero and 1963 Olympics runner Louis Zamperini at his home. 10. Henry Repeating Arms presenting rifles to USS Indianapolis survivor Edgar Harrell and ten other distinguished veterans.

25 YEARS OF HONORING

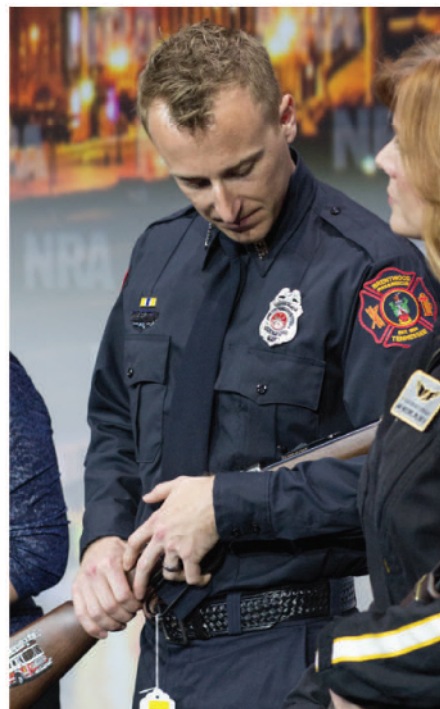
LAW ENFORCEMENT & FIRST RESPONDERS

Our country's law enforcement officers and first responders put their lives on the line to help protect ours as a matter of routine, and for this, we are forever grateful. Henry Repeating Arms is proud to back the blue and many organizations that exist to serve the men and women who wear a badge in service to their community, state, and country.

"I grew up in my family's police equipment shop, so I have had a longstanding respect for law enforcement officers and what they have to endure daily. Our store was right across the street from the back of the NYPD headquarters. Even as a youngster, I saw and heard firsthand how tough it was to be a cop, and I have respected that ever since then. And even more so today. So honoring law enforcement, first responders, and the non-profit charitable organizations that support these groups is part of our DNA. We are

also honored to have created several special editions marking the anniversaries of the Michigan State Police, the New York State Police, Kansas Highway Patrol, and special projects with the Las Vegas Metro Police Department, the Maricopa County Sheriff's Department, and many others. My vision is to return to the law enforcement business at some point; I love it that much." – CEO & Founder, **Anthony Imperato**

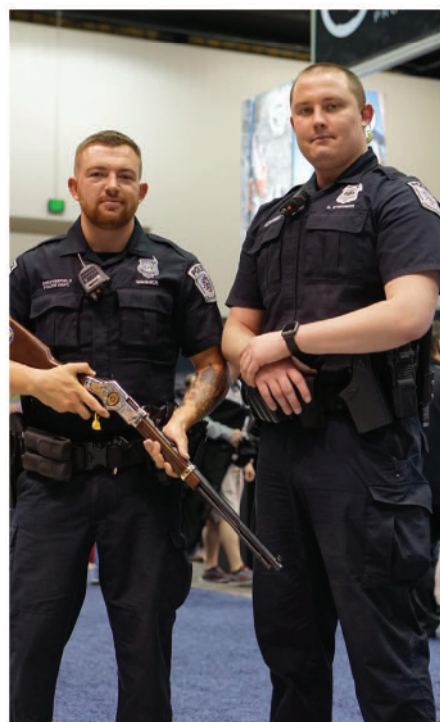
They swore an oath to protect and serve, even against the invisible threat of COVID-19. Now more so than ever, America's law enforcement officers and emergency medical workers are stepping into harm's way to keep communities protected. Upholding the rule of law is essential to keeping our nation running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



HENRY PROUDLY SUPPORTS:



AND MORE!



25 YEARS OF CHAMPIONING WILDLIFE & HABITAT CONSERVATION



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

Henry Repeating Arms has been a staunch ally to many wildlife and habitat conservation agencies – even before we produced dedicated hunting rifles and shotguns. Protecting America's hunting heritage, wildlife, and habitats is a big task, which is why we are proud to align ourselves with the country's largest and most impactful mission-driven organizations.

With most of these organizations being volunteer-based and maintained with fundraising efforts and donations, Henry Repeating Arms plays its part with product donations, cash

donations, and supporting local chapters and members with discount programs to maximize their fundraising profits using custom organization-specific rifles and shotguns not available anywhere else.

For Henry's 20th Anniversary celebrations, a limited-edition series of twenty engraved Big Boy rifles raised over \$100,000 for many organizations that we are proud to call our conservation partners. For the 25th Anniversary celebrations, we will up the ante and give back even more. ■

HENRY PROUDLY SUPPORTS:



AND MORE!



25 YEARS OF SUPPORTING YOUTH SHOOTING SPORTS & HUNTER EDUCATION



To responsibly pass America's traditions and love of shooting sports to the next generation.

The future of America's hunting grounds and the game that we pursue relies on new generations of hunters taking an active role, 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.

Teaching a new generation of hunters and shooting sports enthusiasts requires many things, especially safe and

reliable equipment, which is why Henry Repeating Arms is proud to support the endeavors of organizations like IHEA-USA with annual donations of its Mini Bolt Youth .22, the Official Youth Rifle of the USA Olympic Shooting Team.

Beyond directly supporting the organizations that work to pass down these traditions, Henry Repeating Arms is also committed to offering a line of

premium youth-sized rifles and shotguns to let the learning journey continue under the wing of a parent or grandparent. Just because they're smaller in stature doesn't mean that we cut any corners in the manufacturing process. Getting youngsters started on the right foot with equipment that's tailor-made to their needs is critical to giving the best possible opportunity for a lifetime of enjoyment. ■

HENRY PROUDLY SUPPORTS:



AND MORE!



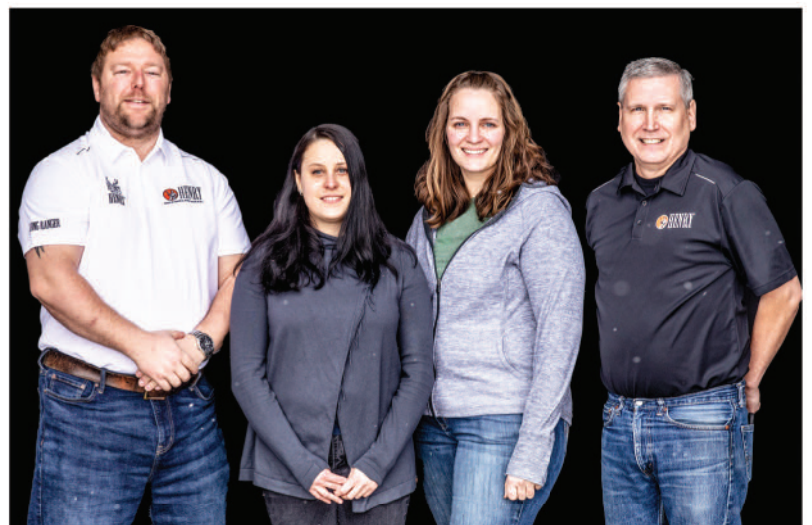


25 YEARS OF BEING GRATEFUL FOR OUR EMPLOYEES



THE FOUNDATION OF HENRY REPEATING ARMS IS OVER 550 EMPLOYEES,

several of whom have been with the company since the beginning. Simply put, we could not do what we do every day without the talent, skills, professionalism, and hard work from each and every person that strives to make Henry Repeating Arms the best gunmaker in the business. From customer service representatives to engineers to workers on the factory floors and everyone in between, **they make up the heart and soul** of every Henry that makes its way to a customer's hands.



THE BOTTOM LINE IS

that we would not be celebrating our 25th Anniversary without the support from millions of Henry owners around the world.

The Henry Family is second-to-none, and we are forever grateful to those who choose to make us a part of their lives.



...AND OUR CUSTOMERS



Stay in touch
with us and the
rest of the

HENRY FAMILY

by following
us on
social media.





HENRY[®]

 Made In America,
Or Not Made At All



HenryUSA.com