



HENRY REPEATING ARMS
107 W Coleman Street, Rice Lake, WI 54868

FOR IMMEDIATE RELEASE

Henry Repeating Arms Commits 100% of Its Operations to the State of Wisconsin

RICE LAKE, Wis., March 18, 2025 — Henry Repeating Arms, one of America’s leading firearm manufacturers, is announcing a firm commitment to establishing 100% of its manufacturing operations in the state of Wisconsin. The commitment includes transferring all of its Bayonne, New Jersey manufacturing operations to its newly expanded state-of-the-art headquarters in Rice Lake, Wisconsin, and two additional facilities in nearby Ladysmith, Wisconsin. The company is also closing on a third Ladysmith facility in mid-summer 2025. This strategic transition accommodates the need for increased production capacity and better supports the company’s future growth driven by innovative firearms design.

Planting its flag firmly in the state of Wisconsin solidifies Henry Repeating Arms’ commitment to American craftsmanship in the heart of the Midwest and underscores the company’s relentless pursuit of enhancing the quality of its offerings, leading the industry in both aesthetic and functional design engineering, and delivering unmatched value to its growing customer base.

“We are putting all of our eggs in one basket, the Wisconsin basket, because it makes us more efficient, more productive, and allows for more collaboration amongst our design and engineering teams, all while sustaining and enhancing Henry’s solid reputation for quality,” said Anthony Imperato, Founder and CEO of Henry Repeating Arms. “With about 400,000 square feet of cutting-edge manufacturing operations in four facilities within minutes of each other, Henry Repeating Arms is well positioned for its next chapter.”

“This transition allows us to double down on what we do best—making world-class rifles, shotguns, and revolvers right here in the heart of America,” said Andrew Wickstrom, President of Henry Repeating Arms. “Our Wisconsin operations have been essential to our success for a long time, and now it is the cornerstone of our bright future.”

Henry Repeating Arms has played a principal role in the increased consumer demand for American-made lever action rifles, a platform the company has been committed to since its founding. As the company introduces new, innovative lever-action rifles and expands into other segments, its increased capacity in Wisconsin accelerates speed to market, streamlines distribution, and enhances quality control to effectively meet the needs of today’s and tomorrow’s firearm enthusiasts, competitors, hunters, and collectors.

For more information about Henry Repeating Arms and its lineup of rifles, shotguns, and revolvers, visit www.henryusa.com.

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ABOUT HENRY REPEATING ARMS

Henry Repeating Arms is one of the leading firearm manufacturers in the United States and a world leader in the lever action category. The company's motto is "*Made in America, Or Not Made At All.*" Every Henry firearm comes with a Lifetime Warranty and a 100% Satisfaction Guarantee backed by award-winning customer service. Henry Repeating Arms employs over 800 people and has 400,000 sq. ft. of manufacturing space in Rice Lake and Ladysmith, Wisconsin. The company is also known for its Guns for Great Causes charitable program, which focuses on assisting the families of sick children, children's hospitals, military veteran organizations, law enforcement, first responder groups, Second Amendment advocacy groups, and wildlife conservation organizations. The company is named in honor of Benjamin Tyler Henry, who invented and patented the Henry lever action rifle in 1860 – the first practical repeating rifle and America's unique contribution to the international stage of firearms design. Visit Henry Repeating Arms online at henryusa.com, on [Facebook](#), [X](#), and [Instagram](#).

PRESS CONTACT

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PHOTO CAPTION(S)

Henry-RiceLake.jpg:

Henry Repeating Arms' newly expanded headquarters in Rice Lake, Wisconsin. (Henry Repeating Arms)

Henry-Robot.jpg:

Significant investments in automation increase Henry Repeating Arms' production capacity to meet increased demand for the company's firearms. (Henry Repeating Arms)

Henry-Assembly.jpg:

A Henry Repeating Arms employee assembles one of the company's revolvers at the company's Rice Lake, Wisconsin, headquarters. (Henry Repeating Arms)

Henry-GoldenBoy.jpg

The company's entire catalog of more than 200 different rifles, shotguns, and revolvers, including the flagship Golden Boy rifle, will now have a "Made in Rice Lake, WI" barrel roll mark. (Henry Repeating Arms)