

# SABRE®



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In 1975, at the young age of 27, Larry Nance took a leap of faith and invested his entire savings of \$228 into starting a company that sold defensive spray called Security Equipment Corporation.

**IT ALL STARTED  
WITH \$228**

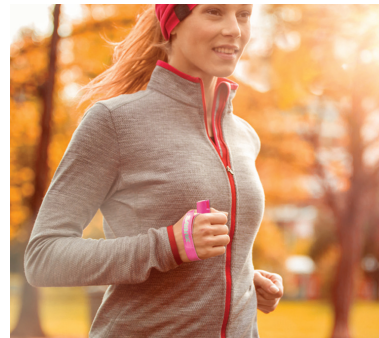
Every week for three years, Larry would fly into a city, go to every sporting goods store he could find in the phone book, drive back to the airport, fly home, and do it all again the next week. Each time, he knew that he needed to sell enough to pay for food, gas, and hotels, while his wife Jane worked the phones trying to close the deals that Larry had worked so hard to make.

Thanks to Larry's hard work, the company, now known as SABRE, has transformed into the #1 personal safety company in the world. Now run by Larry's 4 children, SABRE continues his mission to keep the world safe by providing best-in-class defensive sprays while expanding offerings into personal alarms, home security, animal deterrents, and other personal safety devices.



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# CONSUMERS OVERWHELMINGLY THINK OF SABRE WHEN CONSIDERING PERSONAL SAFETY PRODUCTS



An average of **88,000 unique users** monthly to SabreRed.com.



A dominant social media presence with over **3.5x the audience** of the closest competitor.



SABRE consistency ranks **#1** for top pepper spray search. SABRE is the clear search leader of personal and outdoor safety, capturing more new customers than any competitor brand.

## WHY CONSUMERS TRUST SABRE



Proven expertise and credibility in personal safety for 45 years



#1 Brand used by police worldwide



**Made in USA**

83% of All SABRE products are proudly made in the USA by our hardworking factory team in Fenton, MO!

## WHY PEPPER SPRAY

- » **75%** of consumers believe that Pepper Spray offers the best way to prevent an assault.
- » **43%** of consumers use pepper spray as a safety solution for home protection.

Source: Kaleidoscope 2018 Personal Safety Consumer A&U Study

## WHY SABRE PEPPER SPRAY AND GELS

### » **87% WANT RELIABILITY |**

#1 Brand Trusted by Police Worldwide; 1.5 million law enforcement and corrections officers in the U.S.

The only manufacturer with an exclusive on-site HPLC (High Performance Liquid Chromatography Lab) eliminating the 30% heat failure rate experienced with other brands.

### Exclusive HPLC Guarantee

Almost all pepper sprays brand have been proven to experience a 30% heat failure rate, according to a study by the University of Utah. The only way to guarantee that the pepper spray you use will not incur such failures and will consistently perform at the highest level each time by delivering maximum stopping power is to purchase from SABRE. With an industry exclusive in-house HPLC laboratory, SABRE guarantees its maximum formula strength on every one of its products ensuring you will never have a product failure due to a bad batch to give you that peace of mind of certainty, reliability, and safety when you need it most.

### » **82% WANT MAXIMUM STRENGTH |**

Maximum Strength = Maximum Stopping Power

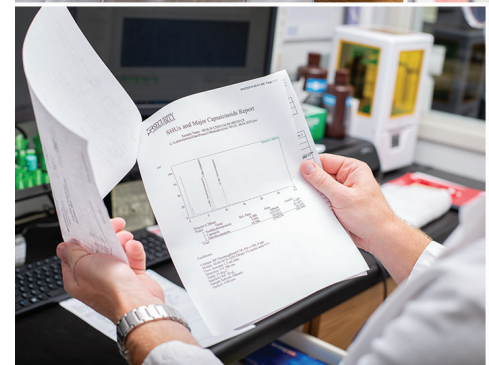
SABRE is 2x stronger than other brands; As hot as what the police use for those under the influence of drugs and alcohol; 67x hotter than hot sauce.

### Protection Against Multiple Threats

SABRE has up to 5x more bursts per canister; 42% of all robberies involve more than one criminal; 25% of all violent crimes involve more than one assailant; Up to 20% of all sexual assaults involve more than one assailant.<sup>1</sup>

### » **86% WANT PROTECTION AT A DISTANCE |**

SABRE pepper sprays have an impressive 10-foot range, while pepper gels have a range of up to 25-feet.



<sup>1</sup> Source: (1) 2008 Bureau of Justice Statistics Crime Study; (2) 2013 Handbook on the Study of Multiple Perpetrator Rape

## PEPPER SPRAY 101

### » MAJOR CAPSAICINOIDS | THE ONLY ACCURATE HEAT INDICATOR

The pain-producing components that measure the pepper spray formulation's strength, which identifies exact heat and are the only accurate measure of pepper spray potency.

### » OC PERCENTAGES | NOT A HEAT INDICATOR

OC Percentage only measures the amount of pepper in the formulation, not the heat strength or effectiveness.

### » SCOVILLE HEAT UNITS (SHUs) | NOT A HEAT INDICATOR

SHUs measure the strength of raw OC, but they do not indicate pepper spray strength. Raw OC is diluted based on the other liquid ingredients which make up pepper spray and this makes the true SHU of your spray much less than what is typically advertised.

## SABRE'S FORMULA

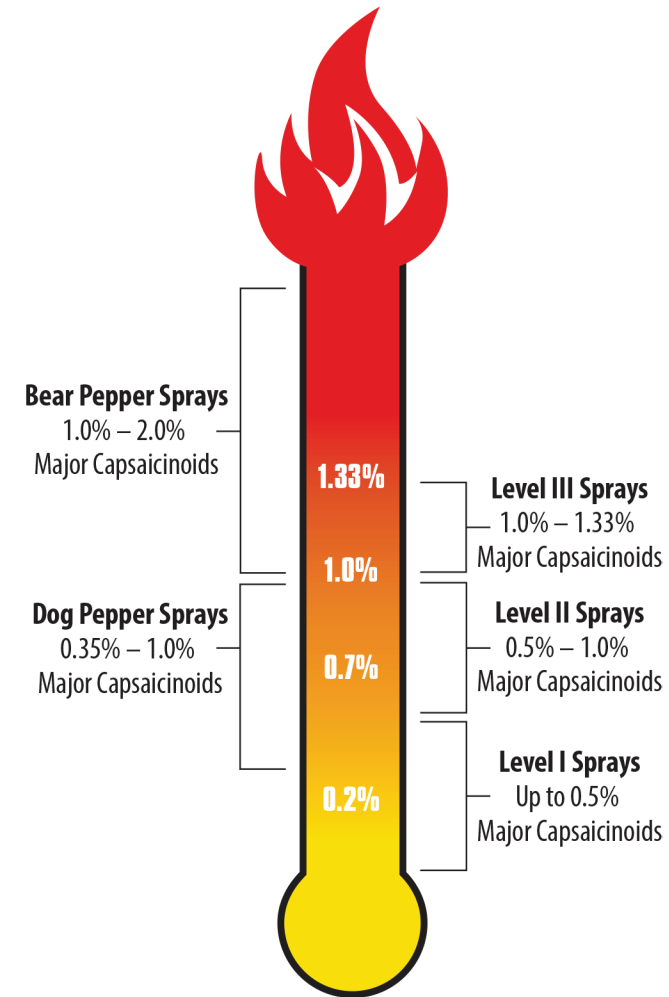
» **SABRE ADVANCED 3-IN-1** | Pepper spray, CS military tear gas and UV marking dye. Maximum stopping power! *Can't be sold in MI, NY, or WI.*

» **SABRE RED PEPPER GEL** | Virtually eliminates wind blowback with no airborne particles – only affects the target/person it directly contacts! 1.33% major capsaicinoids. *Can't be sold in NY.*

» **SABRE RED** | 1.33% major capsaicinoids! Strongest available single ingredient pepper spray. Contains UV marking dye. *Can't be sold in NY.*

» **SABRE RED NEW YORK** | 0.7% major capsaicinoids, the strongest formulation legal in New York.

## Forget OC% & SHUs, Major Capsaicinoids Are the True Measure of Heat



INGREDIENT	PRIMARY EFFECT
Red Pepper	Inflammation causes the capillaries of the eyes to swell and eyes to slam shut. It can also cause the mucous membranes within the nasal passageway to swell resulting in shortness of breath.
CS Tear Gas	Irritation causes a severe burning sensation to the facial area and tightness of the chest.
Pepper Gel	Virtually eliminates wind blowback with no airborne particles and only affects the target/person it directly contacts! Also safer to use indoors and is easy to clean up. Pepper gel's primary effects are similar to red pepper.

» **60%** of consumers feel unsafe in large crowds, parking garages or unfamiliar neighborhoods.

» **75%** believe that Pepper Spray offers the best way to prevent assault, however just **34%** of women carry it, and only **12%** carry an alarm, proving there is a market growth opportunity for these products.

SABRE's wide range of on-the-go products were designed for those with active lifestyles in mind seeking personal safety solutions. Designed for concealment and immediate accessibility, each product is the perfect complement from navigating "life's firsts" to everyday routines empowering the user to be safe and go confidently.

# ON-THE-GO

Source: Kaleidoscope 2018 Personal Safety Consumer A&U Study

# ON-THE-GO

# KEY CASE PEPPER SPRAY

Quick release key ring provides immediate access to spray when opening locks, doors or driving your car.

Finger grip enhances aim, retention, and ensures you are pointing the spray in the right direction.



HC-NBCF-01

- 1) Available in New York Formulation, model HC-14-BK-NY
- 2) Available in New York Formulation, model HC-NBCF-NY
- 3) Practice canister is filled with water - no pepper irritant included. DO NOT USE FOR SELF DEFENSE.



**Model:** Key Case with Quick Release  
**Item Number:** HC-14-XX-US

color: BK<sup>1</sup> PK DP LG MT

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** NBCF Key Case with Quick Release  
**Item Number:** HC-NBCF-XX

color: PK-01 PK-04 (Double)

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** Key Case with Quick Release  
**Item Number:** HC-14-XX

color: BK PK LG

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE 3-IN-1



**Model:** Key Case with Flip Top  
**Item Number:** F15-XOC

color: BK PK PR LG MT

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Flip Top
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** Key Case with Practice Canister  
**Item Number:** STUHC-14-XX

color: BK<sup>3</sup>

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE 3-IN-1



**Model:** Key Case with Practice Canister  
**Item Number:** STUHC-14-BK-OC

color: BK<sup>3</sup>

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



# ON-THE-GO KEY RING PEPPER SPRAY

- » Easily accessible
- » Key ring makes pepper spray easy to take on the go
- » Locking top safety helps prevent accidental discharge



**Model:** Designer Label Key Ring  
**Item Number:** KR-DL-XX-200-02

color: BK MT DP

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** Realtree Camo Key Ring  
**Item Number:** KR-14-XXCAMO-02

color: CM PK

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** Patriotic Key Ring  
**Item Number:** KR-14-PAT-02

color: PAT

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** NBCF Key Ring  
**Item Number:** KR-NBCF-02

color: PK

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



KR-14-PKCAMO-02



**Model:** Key Ring  
**Item Number:** KR-14-US-02

color: BK

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



KR-DL-MT-200-02

# ON-THE-GO COMPACT MODELS

- » Easy to conceal and carry
- » Ideal for non-keychain users
- » Fits comfortably into a purse, small bag, or on your person
- » Preferred by those opting for a compact and discrete design



**Model:** Compact Unit with Clip  
**Item Number:** P-22-XX-OC

color: BK PK CM 

<b>Weight</b>	0.75 oz / 22 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	35	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** Compact Unit with Clip  
**Item Number:** P-22

color: BK

<b>Weight</b>	0.75 oz / 22 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	35	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE 3-IN-1



**Model:** Lipstick  
**Item Number:** LS-22-US

color: PK

<b>Weight</b>	0.75 oz / 22 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	12	<b>Safety</b>	Cap
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** Compact Pepper Spray  
**Item Number:** SPKCR-14-US

color: BK

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** Mighty Discreet with Snap Clip  
**Item Number:** MD-XX-02

color: BK MT

<b>Weight</b>	0.19 oz / 5.5 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	16	<b>Safety</b>	Twist Top
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



**Model:** Pen  
**Item Number:** PEN-14-OC

color: BK

<b>Weight</b>	0.36 oz / 10.2 gr	<b>Spray Pattern</b>	Cone Delivery
<b>Bursts</b>	15	<b>Safety</b>	Cap
<b>Distance</b>	8 Feet (2 m)	<b>Formula</b>	SABRE Red

# PEPPER GEL

A range of up to 20% further than traditional pepper spray.

Dispensed as a sticky substance, pepper gel virtually eliminates wind blow-back and sticks to an attacker's skin, because it is thicker than liquid pepper sprays.

Some fear if they need to use their pepper spray, they may impair themselves with the spray as well. This is also a concern for those if they were to use when with their children. The solution is pepper gel! Pepper Gel does not atomize like traditional pepper spray which increases the safety of the user and those in the immediate area which is does not directly contact.



**RAINN**  
RAISING THE NATIONAL AWARENESS TO STOP RAINN

**Model:** Flip Top with Snap Clip  
**Item Number:** F15-XUSG / F15-RAINN-G

color: BK PK PR LG RAINN

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	25	<b>Safety</b>	Flip Top
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



F15-BUSG-W2



**Model:** Flip Top with Quick Release Whistle  
**Item Number:** F15-XUSG-W2

color: BK PK MT

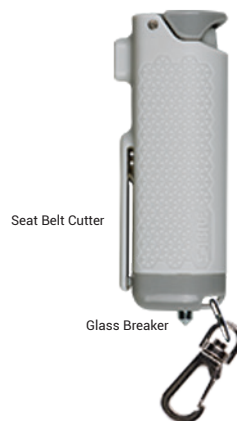
<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	25	<b>Safety</b>	Flip Top
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



**Model:** Campus Safety with Quick Release  
**Item Number:** HC-14-CPG-XX-US

color: BK PK

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



Seat Belt Cutter

Glass Breaker

**Model:** Safe Escape 3-in-1 Automotive Tool  
**Item Number:** SE-XX-01

color: BK MT LG

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	25	<b>Safety</b>	Flip Top
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



**Model:** Compact Unit with Clip  
**Item Number:** P-22G-XX

color: BK PAT

<b>Weight</b>	0.67 oz / 19 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	35	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



SE-MT-01

# ON-THE-GO

# PERSONAL SAFETY KIT

Deters and calls for help, the SABRE Personal Safety Kit provides multiple ways to keep you safe. Includes a 120 dB personal alarm with key ring that has a range of up to 1280 (390 m) as well as a 25 burst, 10 foot distance pepper spray.



**Model:** Key Case with Personal Alarm  
**Item Number:** HCPA-BKOC

color: BK

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



**Model:** Key Case with Personal Alarm  
**Item Number:** HCPA-PKOC

color: PK

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE Red



Activating HCPA-BKOC alarm

# DEFENSE I.D.

Containing no pepper irritant, Defence I.D. helps users deter, escape and identify the attacker. If the assailant does not wash their face immediately, the purple dye and ultraviolet (UV) dye, which you cannot see with the naked eye, can last up to 48 hours to help authorities identify the suspect.



**Model:** Tactical Defense I.D.  
**Item Number:** SDID-75

color: PR

<b>Weight</b>	2.2 oz / 62 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	14	<b>Safety</b>	Flip Top
<b>Distance</b>	15 Feet (5 m)	<b>Formula</b>	Purple & UV Dye



**Model:** Compact Defense I.D. with Clip  
**Item Number:** SDID-22

color: PR

<b>Weight</b>	0.67 oz / 19 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	20	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	Purple & UV Dye



SDID-22

# PRACTICE SAFETY SPRAY & GEL



Target Included



**Model:** Pepper Gel Starter Pack

**Item Number:** PGSP-01

color: BK

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	25	<b>Safety</b>	Flip Top
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red & Water



PGSP-01 Practice Spray (water)



**Model:** Practice Canister

**Item Number:** STU-R-00

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	Water

Maximize familiarity and confidence with inert practice gel. Features the same deployment style and firing mechanism as its live pepper gel counterpart to help you gain muscle memory and confidence.



STU-HC-00



**Model:** Eye Wash Adapter

**Item Number:** EWD-01

Yellow top with siphon can be attached to the top of a water bottle to control the flow of water to the contaminated eye.



**Model:** Practice Canister with Key Case

**Item Number:** STU-HC-00

<b>Weight</b>	0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	25	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	Water



STU-R-00

# ON-THE-GO

# PERSONAL ALARMS

- » ATTENTION-GRABBING – 120 dB dual siren alarm has a range up to 1280 feet (390 m) to help call for assistance in an emergency and helps deter attacker
- » VERSATILE AND USER FRIENDLY – These sleek, compact modern design keychains attach to backpacks, purses or keys for convenient, instant access
- » SIMPLE TO USE – Pull metal chain from device to sound alarm
- » REUSABLE – Push pin back in to stop sound and use again
- » BROAD CONSUMER APPEAL – Safe for children & a great personal safety option for any age



**Model:** Personal Alarm  
**Item Number:** PA-01

color: BK PK - NBCF

<b>Decibel</b>	120 dB
<b>Range</b>	1280 Feet (390 m)
<b>Batteries</b>	Requires 4 x LR41 (included)



**Model:** Personal Alarm with LED Light  
**Item Number:** PA-LEDBK-02

color: BK

<b>Decibel</b>	130 dB
<b>Range</b>	1250 Feet (381 m)
<b>Batteries</b>	Requires 4 x LR44 (included)



**Model:** Sport & Safety Horn  
**Item Number:** SSH-01

<b>Decibel</b>	115 dB
<b>Range</b>	1/2 Mile (805 m)
<b>Blasts</b>	Up to 50 - 1/4 Seconds or Up to 25 - 1/2 Seconds



**Model:** Mini Personal Alarm LED Light  
**Item Number:** PA-MPALL

color: BK

<b>Decibel</b>	120 dB
<b>Range</b>	1240 Feet (378 m)
<b>Batteries</b>	Requires 3 x LR44 (included)



**Model:** Patriotic Personal Alarm  
**Item Number:** PA-USA-02

color: USA

<b>Decibel</b>	130 dB
<b>Range</b>	1250 Feet (381 m)
<b>Batteries</b>	Requires 1 x 12V battery (included)



**Model:** 2-in-1 Personal Alarm & Motion Detector  
**Item Number:** PA-MDM-XX

color: BK TQ

<b>Decibel</b>	120 dB
<b>Range</b>	1150 Feet (351 m)
<b>Batteries</b>	Requires 3 x LR44 (included)



PA-LEDBK-02

# ON-THE-GO TACTICAL SERIES



**Model:** Magnum 60  
**Item Number:** M-60L-OC

color: BK

<b>Weight</b>	1.6 oz / 45 gr	<b>Spray Pattern</b>	Heavy Cone
<b>Bursts</b>	15	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



Holster Model

**Model:** Flip Top Gel with Holster or Clip  
**Item Number:** MK-3-GEL-X-US

color: BK - Holster    BK-Clip

<b>Weight</b>	1.8 oz / 50 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	18	<b>Safety</b>	Flip Top
<b>Distance</b>	18 Feet (5.5 m)	<b>Formula</b>	SABRE Red



Clip Model



Deployable at every angle with the Crossfire



**Model:** Flip Top Crossfire Gel with Clip  
**Item Number:** MK3-CFTG-BC

color: BK

<b>Weight</b>	1.5 oz / 43 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	18	<b>Safety</b>	Flip Top
<b>Distance</b>	18 Feet (5.5 m)	<b>Formula</b>	SABRE Red



**Model:** Magnum 120 with Flip Top  
**Item Number:** M-120FT-OC

color: BK

<b>Weight</b>	4.4 oz / 122 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	40	<b>Safety</b>	Flip Top
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



**Model:** Magnum 120 with Locking Top  
**Item Number:** M-120L-OC

color: BK

<b>Weight</b>	4.4 oz / 122 gr	<b>Spray Pattern</b>	Heavy Cone
<b>Bursts</b>	35	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



**Model:** Magnum 120 with Locking Top  
**Item Number:** M-120L

color: BK

<b>Weight</b>	4.4 oz / 122 gr	<b>Spray Pattern</b>	Heavy Cone
<b>Bursts</b>	35	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE 3-IN-1

» BEST-SELLING BRAND – #1 pepper spray trusted by police (e.g., New York, Chicago, Los Angeles County) and consumers worldwide – Made in the U.S.A.

» SUPERIOR RANGE AND PROTECTION AGAINST MULTIPLE THREATS – Up to 18 foot range (5.5 m) with up to 40 bursts in a powerful cone delivery or powerful stream

» MULTIPLE SPRAY PATTERNS – Comes with either a cone delivery for greater facial coverage (M-120L-OC and M-120L) or a powerful stream for reduced wind blowback (M-120FT-OC)



MK3-CFTG-BC

# INMOTION



- » More than **50%** of runners prefer to run alone.
- » **43%** of women have experienced harassment during runs.
- » **30%** of women have been followed while running.
- » Only **34%** take the added precaution of portable safety items like pepper spray, proving there is a market growth opportunity for these products.

SABRE's line of athletic personal safety products perfectly fit the lifestyles of those looking to pursue their passions. Our maximum strength pepper sprays and gels and easily accessible personal alarms are specifically designed for outdoor athletes helping them achieve overall wellness making it safe wherever they go giving them the power to be safe and run confidently.

Source: 2018 Women's Running Study



# ON-THE-GO ATHLETIC GEL & SPRAYS

- » IMMEDIATELY ACCESSIBLE – Durable, adjustable hand strap provides protection right at your fingertips that won't encumber your run.
- » LONG LASTING AND EASY TO CARRY – Comfortable, light weight, and built to last for even the most avid runners.



**Model:** Runner Defense Spray with Adjustable Hand Strap

**Item Number:** P-22J

color: BK<sup>1</sup>

<b>Weight</b>	0.75 oz / 22 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	35	<b>Safety</b>	Twist Lock
<b>Distance</b>	10 Feet (3 m)	<b>Formula</b>	SABRE 3-IN-1



**Model:** Runner Pepper Gel with Adjustable Hand Strap

**Item Number:** P-22J-XX-US

color: BK PK

<b>Weight</b>	0.67 oz / 19 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	35	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red

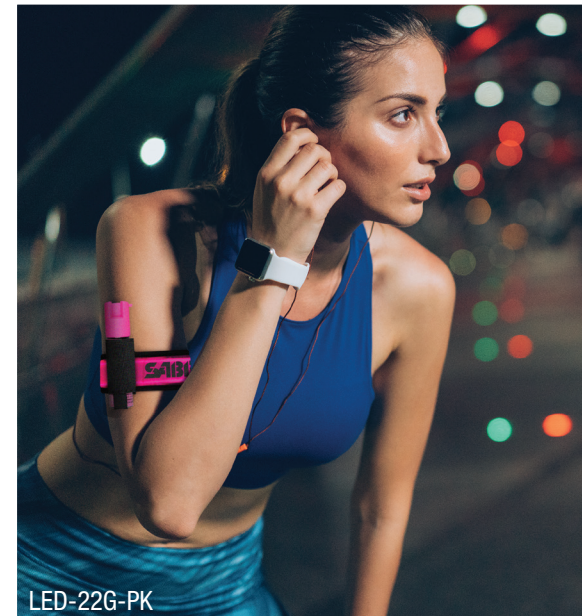


**Model:** 2-in-1 Runner Pepper Gel with LED Armband

**Item Number:** LED-22G-XX

color: PK YW

<b>Weight</b>	0.67 oz / 19 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	35	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



LED-22G-PK

<sup>1</sup>) Available in New York Formulation, model P-22J-NY

## ON-THE-GO

# ATHLETIC PERSONAL ALARM

This innovative 120 dB personal alarm is audible up to 1300 feet (396 m) away and features a flashing light with 3 modes (on, slow flashing, fast flashing) to maximize visibility and a clip that easily attaches to clothes, bags or backpacks. To activate this attention grabbing alarm, simply press the button.

## LED ARM BAND

The SABRE Safety LED Armband provides an extra level of security, without hampering the runner. The powerful LED light with both a steady and flashing mode has a 100,000-hour life and its visibility range of up to 1,000 feet (300 m) away will help ensure a safe run. The reflective SABRE logo also maximizes visibility. The adjustable armband can fit an arm circumference from 6" to 17".



**Model:** Personal Alarm with Clip & LED Light

**Item Number:** PA-CLIP-XX

color: BK    PK  
          ■    ■

<b>Decibel</b>	120 dB
<b>Range</b>	1300 Feet (396 m)
<b>Batteries</b>	Requires 4 x LR44 (included)



**Model:** Safety LED Armband

**Item Number:** LED-ARM-XX

color: YW    PK  
          ■    ■

<b>Visibility</b>	High LED Visibility from 1,000 Feet (300 m) Away
<b>Setting</b>	2-Mode LED Light Options
<b>Batteries</b>	Requires 1 x CR2032 (included)

» Over the last 40 years, the bear population has soared in the United States; Estimates for grizzly bears in the lower 48 are about 1,500 and black bears are roughly 450,000.

» As the bear population increases, so does the risk for fatal bear attacks.

SABRE encourages outdoor enthusiasts to venture confidently with FRONTIERSMAN® Bear Spray no matter where the path takes them. Providing the strongest formula permitted by the EPA with maximum range and fastest deployment, users can experience a sense of freedom, safely outdoors.

The FRONTIERSMAN® line of accessories, including bear safes, bells, and horns will help protect explorers and their gear from bears.

Source National Park Service 2019



# IN THE WILD

# IN THE WILD

# FRONTIERSMAN® BEAR SPRAY

- » MAXIMUM STOPPING POWER – Strongest formula (2.0% major capsaicinoids) allowed by the EPA – Guaranteed via in-house lab
- » GREATER PROTECTION– Maximum 35-foot (10.6 m) range allows for greatest distance between you and a bear
- » PROVEN – Field tested and proven effective by the Elmendorf Air Force Base (Elmendorf, AK) and Brown Bear Resources (Missoula, MT)
- » BIGGEST BARRIER – High emission system releases the maximum product (up to 52 grams per second) to provide optimal protection
- » IMMEDIATELY ACCESSIBLE – Hip & chest holster do not have cumbersome straps to restrict immediate access to your canister
- » EASY TO LOCATE – Glow in the dark safety helps you locate your bear spray at night



**Model:** 7.9 oz Bear Spray

**Item Number:** FBAD-03  
FBAD-03-03 (Double Pack)  
FBAD-03-00 (Practice Pack)

<b>Capsaicinoids</b>	2.00% - Max Strength
<b>Grams per Bursts</b>	45 Grams
<b>Distance</b>	30 Feet (9 m)



**Model:** 7.9 oz Bear Spray with Belt Holster

**Item Number:** FBAD-04  
FBAD-04-04 (Double Pack)

<b>Capsaicinoids</b>	2.00% - Max Strength
<b>Grams per Bursts</b>	45 Grams
<b>Distance</b>	30 Feet (9 m)



**Model:** 7.9 oz Bear Spray with Chest Holster

**Item Number:** FBAD-05

<b>Capsaicinoids</b>	2.00% - Max Strength
<b>Grams per Bursts</b>	45 Grams
<b>Distance</b>	30 Feet (9 m)



**Model:** 9.2 oz Bear Spray

**Item Number:** FBAD-06  
FBAD-06-06 (Double Pack)  
FBAD-06-00 (Practice Pack)

<b>Capsaicinoids</b>	2.00% - Max Strength
<b>Grams per Bursts</b>	52 Grams
<b>Distance</b>	35 Feet (10.6 m)



**Model:** 9.2 oz Bear Spray with Belt Holster

**Item Number:** FBAD-07  
FBAD-07-07 (Double Pack)

<b>Capsaicinoids</b>	2.00% - Max Strength
<b>Grams per Bursts</b>	52 Grams
<b>Distance</b>	35 Feet (10.6 m)



**Model:** 9.2 oz Bear Spray with Chest Holster

**Item Number:** FBAD-08

<b>Capsaicinoids</b>	2.00% - Max Strength
<b>Grams per Bursts</b>	52 Grams
<b>Distance</b>	35 Feet (10.6 m)

# PRACTICE SPRAYS & ACCESORIES

NEW



**Model:** 7.9 oz Bear Spray with 3-in-1 Chest Holster  
-Chest, belt, & clip attachment  
**Item Number:** FBAD-09

NEW



**Model:** 9.2 oz Bear Spray with 3-in-1 Chest Holster  
-Chest, belt, & clip attachment  
**Item Number:** FBAD-10



**Model:** 7.9 oz Practice Spray  
**Item Number:** FBAD-00

Capsaicinoids	2.00% - Max Strength
Grams per Bursts	45 Grams
Distance	30 Feet (9 m)

Capsaicinoids	2.00% - Max Strength
Grams per Bursts	52 Grams
Distance	35 Feet (10.6 m)

Formula	Water
Grams per Bursts	45 Grams
Distance	30 Feet (9 m)

Meeting U.S. Forest Service specifications for use in national parks and areas requiring food storage, the Frontiersman Bear Safe helps prevent drawing bears to the campsite with food odors.

Noise-making devices—such as bear bells or bear horns—help make bears well aware that there's a human in their midst, and gives them a chance to leave the area before stumbling upon an encounter that could trigger defensive behavior.

The practice canister deploys with the exact same firing mechanism and spray pattern as FRONTIERSMAN® bear spray and is designed to help users become familiar with the spray, maximizing safety, confidence and peace of mind.



**Model:** Bear Horn with Locking Feature  
**Item Number:** F-LH-01



**Model:** Bear Bell with Magnetic Silencer  
**Item Number:** BB-01-XX

color: BL RD YW BK GR



**Model:** Bear Safe  
**Item Number:** FBS-100

Decibel	115 dB
Range	1/2 Mile (805 m)
Blasts	Up to 50 1/4 second or up to 25 1/2 second blasts

Weight	3 Lbs
Size	6 x 9.2 x 18.9 Inches
Storage Capacity	11.86 L / 734.64 Cubic Inches

# IN THE WILD

## PROTECTOR

### DOG SPRAY

- » The number of dogs owned in U.S households has increased alongside resident population growth resulting in a penetration rate for dog-ownership reaching almost 50% percent in recent years.
- » One of the most common reasons for emergency veterinarian appointments is bite wounds to dogs.
  - 4.7M Dog Bites in the U.S. Each Year
  - A Dog Bites 1 out of Every 69 People
  - Hospitalization has increased 2X in the Last 15 Years

SABRE Protector® Dog Spray protects you and your pet without harming the attacking animal. This safety solution is short-term, convenient, and above all, humane, which is what all pet owners and animal lovers want when dealing with a dog attack.

Protector is all-natural, safe, effective, and will not cause lasting effects to the animal. Protector Dog Deterrent is also very reliable. Using the maximum strength allowed, Protector is EPA registered and approved, and is more effective than citronella on all dogs, including those highly aggressive.

Bursts\* - 1 Second Bursts  
 Source: Center for Disease Control (CDC)  
 Source: Statista 2020



**Model:** Dog Spray with Belt Clip  
**Item Number:** SRP-MK3

<b>Weight</b>	1.8 oz / 50 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts*</b>	7	<b>Safety</b>	Flip Top
<b>Distance</b>	15 Feet (4.6 m)	<b>Capsaicinoids</b>	1.0%



**Model:** Dog Spray with Key Chain  
**Item Number:** SRP-KR-02

<b>Weight</b>	0.75 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts*</b>	14	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Capsaicinoids</b>	1.0%



**Model:** NBCF Dog Spray with Key Chain  
**Item Number:** SRP-NBCF-KR-02

<b>Weight</b>	0.75 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts*</b>	14	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Capsaicinoids</b>	1.0%



**Model:** Dog Spray with Adjustable Runner Strap  
**Item Number:** SRP-22J

<b>Weight</b>	0.75 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts*</b>	14	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Capsaicinoids</b>	1.0%



SRP-KR-02

» Only about **17%** of homes are protected by a professionally installed home security system

» **33%** of consumers say they haven't bought a home security option because they can't afford it

» **58%** of burglaries happen to homes making below the average household income

» **62%** don't own any kind of security device whatsoever

More and more residents are looking for affordable home security and home defense solutions. DIY products currently represent 28% of the total global home security market and is expected to comprise over 60% of it by 2035. SABRE's DIY wireless in-home security products and stand-alone alarms are highly effective and keep the home secure. Our systems install in seconds, are one of the loudest on the market, and deliver the greatest value to the home owner.

Source: (1) 2018 FBI Crime Statistics  
(2) 2019 Safety.com Home Security Report  
(3) Source: Bureau of Justice Statistic 2010 National Crime Victimization Report

AT  
HOME

# AT HOME HOME PEPPER SPRAY & GEL

Pepper Spray scored among the top at-home personal safety strategies with 43% claiming they have pepper spray at home to ensure their personal safety. This finding indicates a consumer interest in utilizing Pepper Products for home protection.



**Model:** Home Defense Pepper Gel with Wall Mount Bracket  
**Item Number:** FHP-01

<b>Weight</b>	13 oz / 364 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	32	<b>Safety</b>	Pin
<b>Distance</b>	25 Feet (7.6 m)	<b>Formula</b>	SABRE Red



**Model:** Compact Home Defense Pepper Gel with Wall Mount Clip  
**Item Number:** HDMK3-G-01

<b>Weight</b>	1.69 oz / 48 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	12	<b>Safety</b>	Wedge
<b>Distance</b>	18 Feet (5.5 m)	<b>Formula</b>	SABRE Red



**Model:** Home Defense Pepper Gel with Wall Mount Clip  
**Item Number:** PFHM-80

<b>Weight</b>	2.17 oz / 61.5 gr	<b>Spray Pattern</b>	Gel Stream
<b>Bursts</b>	17	<b>Safety</b>	Twist Lock
<b>Distance</b>	12 Feet (4 m)	<b>Formula</b>	SABRE Red



**Model:** Home and Away Pepper Gel & Spray  
**Item Number:** SRU-HAPK

<b>Weight</b>	2.17 oz / 61.5 gr 0.54 oz / 15 gr	<b>Spray Pattern</b>	Powerful Stream
<b>Bursts</b>	17 25	<b>Safety</b>	Twist Lock
<b>Distance</b>	17 Feet (5 m) 10 Feet (3 m)	<b>Formula</b>	SABRE Red



FHP-01



# STANDALONE HOME SECURITY



**Model:** Door Stop Alarm  
**Item Number:** HS-DSA

<b>Decibel</b>	120 dB
<b>Range</b>	1500 Feet (457 m)
<b>Batteries</b>	Requires 1 x 9V (not included)



**Model:** Door / Window Alarm  
**Item Number:** HS-DWA  
HS-DWA2 (Double Pack)  
HS-DWA4 (Four Pack)

<b>Decibel</b>	120 dB
<b>Range</b>	1300 Feet (396 m)
<b>Batteries</b>	Requires 4 x LR44 (included)



**Model:** Elite Door Alarm  
**Item Number:** HS-EDA

<b>Decibel</b>	120 dB
<b>Range</b>	1580 Feet (482 m)
<b>Batteries</b>	Requires 3 x AAA (not included)

- » ATTENTION-GRABBING ALARMS – Range up to 1,580 feet (480 m) to alert homeowner and deter intruders
- » ADVANCED FEATURES AT A GREAT PRICE – Home, away and chime mode, low battery indicator, sensors mount on both left and right handed opening doors, no monitoring fees



**Model:** Motion Sensor Alarm  
**Item Number:** HS-MSA

<b>Decibel</b>	120 dB
<b>Range</b>	1500 Feet (457 m)
<b>Batteries</b>	Requires 3 x AAA (not included)



**Model:** Glass Break Alarm  
**Item Number:** HS-GA  
HS-GA2 (Double Pack)

<b>Decibel</b>	115 dB
<b>Range</b>	700 Feet (213 m)
<b>Batteries</b>	Requires 2 x CR2032 (included)



**Model:** Water Leakage Alarm  
**Item Number:** HS-WLA

<b>Decibel</b>	110 dB
<b>Range</b>	1500 Feet (457 m)
<b>Batteries</b>	Requires 2 x AAA (not included)



HS-DSA

# AT HOME STANDALONE HOME SECURITY continued

» USER-FRIENDLY OPERATION – Easy and quick setup, easy to use, no wiring needed

» AESTHETICALLY PLEASING LOOK – Premium white design, designed to fit virtually all home decor



**Model:** Driveway Alert  
**Item Number:** HS-DA

<b>Decibel</b>	115 dB
<b>Range</b>	20 Feet (6 m) Detection range
<b>Batteries</b>	Requires 3 x AAA and 3 x C (not included)



**Model:** Door / Window Alarm with Remote  
**Item Number:** HS-DWA-R

<b>Decibel</b>	120 dB
<b>Range</b>	1400 Feet (427 m)
<b>Batteries</b>	Requires 2 x AA (not included) and 1 x 12V (included)



**Model:** Door Handle Alarm  
**Item Number:** HS-DHA

<b>Decibel</b>	110 dB
<b>Range</b>	680 Feet (207 m)
<b>Batteries</b>	Requires 3 x AAA (not included)



**Model:** Wireless Alarm Kit  
**Item Number:** HS-WAK

<b>Decibel</b>	120 dB
<b>Range</b>	1580 Feet (482 m)
<b>Includes</b>	1 HS-EDA + 3 HS-DWA



**Model:** Home Security - Dorm and/or Apartment Kit  
**Item Number:** HS-DAK

<b>Decibel</b>	120 dB
<b>Range</b>	1500 Feet (457 m)
<b>Includes</b>	1 HS-DSA + 1 HS-DWA + 1 PA-MPALL



**Model:** Adjustable Door Security Bar  
**Item Number:** HS-DSB

<b>Size</b>	Adjustable from 28.5 in. (72.4 cm) to 45 in. (114 cm)
<b>Material</b>	Heavy duty, 20-gauge steel
<b>Tools</b>	N/A

# STANDALONE HOME SECURITY continued

NEW



**Model:** Adjustable Door Security Bar with Built in Alarm  
**Item Number:** HS-DSBAB

NEW



**Model:** Home Security System with Remote  
**Item Number:** WP-2020

NEW



**Model:** Campus Safety Kit with Door Stop Alarm & Pepper Gel  
**Item Number:** DSGK-BK

<b>Decibel</b>	115 dB
<b>Range</b>	1100 Feet (335 m)
<b>Batteries</b>	Requires 2 x CR2032 (included)

<b>Decibel</b>	125 dB
<b>Range</b>	850 Feet (259 m)
<b>Batteries</b>	Requires 3 x CR2032 (included) and 3 x AA (not included)

<b>Decibel</b>	120 dB
<b>Range</b>	1580 Feet (482 m)
<b>Batteries</b>	Requires 1 9V (not included)



**Model:** Fake Security Camera - White  
**Item Number:** HS-FSCR-W



Flashing red light

**Model:** Fake Security Camera - Dome Style  
**Item Number:** HS-FSCD

<b>Batteries</b>	Requires 3 x AA (not included)
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**Model:** Fake Security Camera - Black  
**Item Number:** HS-FSCR-B

<b>Batteries</b>	Requires 2 x AA (not included)
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# FAKE STANDALONE HOME SECURITY

Designed for residential or commercial use, the SABRE line of fake standalone home security products appear as part of an authentic professional system to deter and discourage burglars. Thieves prefer easy targets, and anything that makes a home look like it is protected by a security system will encourage them to move along and choose an easier target.

# ACCESSORIES

The various FRONTIERSMAN® Bear Spray holsters help ensure the spray is at the ready when needed most. Choose from a chest holster or belt holster.

The 3-in-1 Chest Holster with carabiner & belt clip attachments allow for positioning where most easily and immediately accessible. Other options shown include a belt loop attachment to secure to the explorer.



**Model:** 3-in-1 Chest Holster for FRONTIERSMAN® Bear Spray  
**Item Number:** H-3IN1-CH



**Model:** Belt Holster for FRONTIERSMAN® Bear Spray  
**Item Number:** 454-NH



**Model:** Chest Holster for FRONTIERSMAN® Bear Spray  
**Item Number:** H-454-CH



H-454-CH



**Model:** Belt Holster for Magnum 60 Pepper Spray  
**Item Number:** 60-NH



**Model:** Belt Holster for Magnum 120 Pepper Spray  
**Item Number:** 120-NH



**Model:** SABRE Signs and Decals  
**Item Number:** HS-SD  
HS-SYS

<b>Included</b>	
<b>HS-SD</b>	5 Decals
<b>HS-SYS</b>	1 Yard sign + 5 Decals

# RETAIL SUPPORT



**Model:** 45 Count Side Kick Display  
» Dimensions: 14.3"L x 4.6"W x 47"H



6 Piece Counter Display



\*12 Piece Counter Display

**Model:** Counter & Hanging Displays  
» 12 Piece 01 - Dimensions: 9.5"L x 10"W x 8"H  
» 12 Piece 02 - Dimensions: 9.5"L x 10"W x 8"H  
» 6 Piece - Dimensions: 3.8"L x 7.9"W x 7.8"H  
» Clip Strip - Dimensions: 14" L x 4.5" W x 56.125" H

\*12 piece counter display also comes in our 02 packaging

Clip Strip



\*48 Count Display with 01 packaging

**Model:** 48 Count Floor Display  
» 01 - Dimensions: 19"L x 13"W x 73"H (Height includes header)  
» 02 - Dimensions: 14"L x 12"W x 61"H (Height includes header)

\*Also available is our 36 count floor display for our 02 packaging

SABRE offers a wide range of product display options that fit any merchandising schematic and store floor plan. Whether the requirement is impulse, temporary, permanent, or customer point-of-sale structures, SABRE has a solution to meet those needs to drive both sell-thru and create incremental sales.

Additional in-store seasonal displays:

- » Mother's Day
- » Memorial - Independence Day
- » National Home Safety
- » Back-to-College
- » National Breast Cancer Awareness
- » National Running Safety
- » Holidays







Empowering Consumers for Over 45 Years.



Make It Safe™

SABRE – Security Equipment Corporation is the world's largest pepper spray manufacturer, providing police-strength protection to consumers and law enforcement worldwide. We provide best-in-class personal safety, home security, and law enforcement products to maximize the safety of SABRE customers.



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MAKE IT SAFE™