

Quicks

The Quicks Magnificent Seven Visit a Magnificent Place

During the past year, within the Quicks Archery empire, we have noticed an increase in the use and request of the Beiter range of products, so, as Sales Manager of Quicks Archery, I decided to organise a trip with some of our sales personnel to the Werner & Iris Center in Dauchingen, Southern Germany. This trip primarily was in an endeavour to improve our Beiter product awareness and knowledge, which in turn will assist you, the archer and our customer. Sales representatives from our main office in Waterlooville, Apps Court showroom and our Sapcote showroom all were present on this trip.

I could write several pages on the Beiter product range, but thought it would be of more value to introduce to you and inform you of the added dimension that Beiter has to offer, namely:

Werner & Iris Center Beiter Dauchingen

Early one Friday morning at the end of March seven of us set off for Germany via the Channel Tunnel, and nearly 12 hours later we arrived in Dauchingen. We were met by Werner Beiter and Andreas Lorenz and, after a deserved sleep on the Friday night, all of us were keen to absorb as much information as we could gather.

The facilities available are outstanding, with the Center offering everything



Werner Beiter (4th left) and Andreas Lorenz (2nd right) with the Quicks team.



that you could imagine or require (including a 70m indoor range) for archery training and product testing. The extensive use of video cameras and television monitoring, expertly co-ordinated to allow close screen viewing of shot execution, and where the arrows strike the target is a very valuable tool for the shooter.

During our stay we had unlimited use of the Beiter product range for trial and testing purposes, and in combination with the above camera facilities, it was very easy and quick to identify the effects that product changes made



Left & above: The "Master Technician" at work. Below: Transport method to retrieve the arrows. Right: An example of the "electronic wizardry."



to arrow grouping, at both short and long distances.

A tremendous amount of thought and ingenuity gleams from the Center and it is very obvious that it has been designed and built by an archery enthusiast for the



archer. After having spent a weekend in the company of Werner Beiter, a clever gentleman with a head that it is full of ideas on how to engineer products and methods to assist archers meet their goals but, more importantly, enjoy themselves and the sport of archery. Mr. Beiter's catchphrase during the weekend was: "I like to solve problems."

I observed during the weekend how my six colleagues, who are all avid shooters, were enjoying immensely the ability to tinker with their equipment, shooting technique and

By
Leslie Macpherson,
(Quicks Archery)

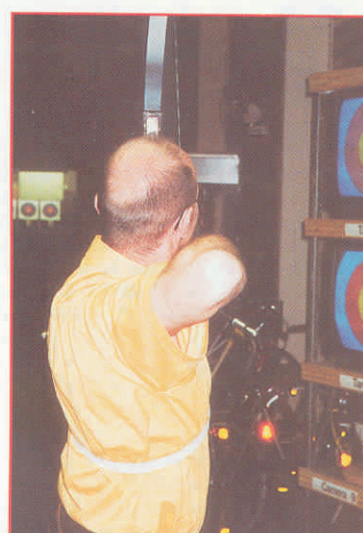
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immediately observe and monitor the results under the careful eye of Andreas Lorenz, the "Master Technician." It is clearly obvious that both Werner and Andreas have a great affinity and addiction for the sport and



Left, above & right:
Taking full advantage of the equipment.



nations who will be sending their Olympic Team to the Center for training and testing prior to the event.

To give you a taster, we covered: bow tuning, and arrow flight viewing, video work with the use of laser beams giving reference points for technique assessments, arrow spinning, arrow speed measurement over 70m distance, bow weight measurement with graphical representation of force draw curve plots.

The clever integration of computers in most of the technical and physical tests really portrays the full technological professionalism and electronic wizardry of the Center. We, of course, covered in depth the uses of the full Beiter product range, with several practical demonstrations including the use of the poplar Beiter Winder Serving Tool and the correct installation of the Beiter Nock Points.

During our short stay it was very evident that the emphasis was on enjoyment, as well as learning; with bikes available to allow cycling to the target to retrieve your arrows in the 70m indoor range. Table tennis, basketball, full conference facilities, the full set of archery pro shop tools and an indoor golf simulator together with a plentiful supply of refreshments, are just a few examples of the extra features that our hosts have incorporated into this truly "Magnificent Center."

After a full weekend of tiring muscles, worn out target faces and heads full to the brim of thoughts and ideas, we had to reluctantly return home, and without exception we shall all return some time. In addition to the excellent archery facilities offered, the Center is in a beautiful part of Germany, with picturesque settings, with a selection of hotels, offering first-class accommodation at very reasonable rates. During our short stay we sampled the excellent

Left: A happy face speaks volumes.

Right: The outside of the "Magnificent Place."

that their enthusiasm and energetic efforts to help has, and will, pay dividends to all who visit the Center. I believe that in preparation for the Olympics this year there are several

local cuisine, which in itself is an encouragement to return. Personally, I have been involved in the sport of archery

Competition for orders by e-mail only: During the month of June & July, 2000, only if you can name all seven of the Quicks staff featured in the photo with your e-mail order only, we will offer 5% discount on your order

Or

During the month of June & July, 2000, only, if you can name the seven above and the bows that they were shooting at the time they visited Beiter, we will offer 10% discount on your order.

Discounts offered strictly for correct answers received with e-mail orders from 01/06/00 to 31/07/00, and discounts applicable on full retail prices only, excluding any previous offer price.

e-mail: quicks@quicks.com



The impressive showroom at Beiter.

