

QUALITY



■ By Mike Ware

Quality is cheap. Period... When was the last time you heard somebody make that statement? I would bet it has been pretty rare. I have come to this conclusion after repeatedly learning that being cheap on the front end only costs you more in the long run. Quality is actually less costly folks.

Consider this story. We recently built a customer a top end precision tactical weapon. It was a magazine fed semi automatic configuration rifle, with top of the line parts, optics, and accessories. This customer spared no expense whatsoever. By the time the dust settled he had invested a little over \$8,000.00 in his complete rig. We sighted the weapon in, proofed it, provided him a familiarization course at our range, and generally walked him through the entire weapon fit and function. This process included factory match ammunition so we could prove to him, in person at the range, that the weapon was capable of fantastic and consistent performance with quality ammo. We printed a series of rapid fire five shot groups that averaged .6 minute of angle while we provided him the tutorial. Not too shabby... All of this was done with one brand of commonly found 308 match grade ammunition right off the shelf. The customer spent big money and got big performance, and that's exactly the way both the customer and I like it.

My customer not only bought a first rate weapon package, but he also bought the ammunition that we tested and that my company recommended he consider. He enjoyed the weapon so much he enrolled in our Precision Rifle 1 course to learn how to better utilize his purchase and hone his skill. We flew in the nation's best from

Team Blaster and the elite from various government agencies as my customer purchased from CCA again in the form of training. You can tell I'm building this up to a climax, right? Here is where it all fell apart. My customer opted to buy cheap ammo instead of the good stuff since he could save \$4 a box on 300 rounds required for the class. Yup. He spent \$8K on a weapon, took a weekend away from his family, paid for a class with the very best instructors in the nation, and saved \$60 on ammo. What happened was exactly what you are all thinking. His performance was terrible. He chased his point of impact all over the entire weekend. He didn't get the full value of the weapon or the course due to lacking performance. How can one diagnose problems and hone skill when you can't quantify your shooting results? To add insult to injury, he knew all along that he had made a mistake when he bought the poor ammo and admitted it freely. 300 rounds of barrel wear on a hand lapped, one-of-a-kind, ultra premium barrel is a hard way to learn a lesson, not to mention a ton of money spent.

He's a darn sharp guy and he knew better, but he let a few bucks cloud his judgment. Don't let this happen to you. Every person reading this knows a time when we've done the same. It seems when it comes to firearms that we tend to shop all over the nation to save a few bucks. Granted, if you have one model you're looking for it can be easy to fall into this trap. The fact is, even when you buying a Glock 19, it is better to buy it from a source known for backing the customer. This is even more necessary when you're trying to decide between two different types of weapon and the cheap one is calling your name.

I understand all too well that a penny saved is a penny earned, but don't shortcut things as important as a weapon for self defense, the rifle you take on that long fantasized trophy hunt of a lifetime, the optics you choose to use in a field of prairie dogs on your first trip out west, or even the fishing line you use on your ultra light rig. Sell your plasma, pick up cans, or clean out that old closet and place an ad on craigslist, but don't go cheap. You'll regret it. Quality will cost you less in the long run. Count on it. 🐾



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