



With magwells available in big, bigger, and huge, Techwell is a presence among Single Stack shooters world. They were looking to expand their “sample” shop right at the time TechWear came into being, and it turned out to be a win-win situation for all involved, both companies learned something.

“Sewing is where everything falls apart,” Bob explained further. “Sewing is the most difficult thing, because it’s the most specialized, and typically it’s

performed offshore. In the last eight months we have moved our sewing to a pure sewing house in Philadelphia. All they do is sew. You know why 100 percent of our stuff is made in the United States? It’s because only in the United States do we have the kind of control over the quality of the product that we need.”

Okay, so they had a product. How to market it?

“I had a brainstorm while I was in the shower and called Mike Voigt,” Bob said. “I do all my best thinking in the shower, Joe’ll tell you. Wait, that sounds bad. Anyway, I called Mike and said I’m going to sponsor the U.S. National Team (going to the World Shoot in Ecuador). I’m going to give free shirts to every single top shooter going to Worlds. They’ll go nuts for them, and it’ll trickle down.”

Michael Voigt’s response? “Free shirts? For the entire U.S. team? As President of USPSA, I accept!”

On the very first day of the 2005 U.S. National Championships, the

promised TechWear World Shoot shirts were delivered to USPSA, which distributed them to the shooters. It was fateful timing.

“That was the hottest Nationals in history,” Bob remembers, “it was like 100 degrees in Barry that year. It was incredibly hot and humid. Mike Voigt was running around in the shirt we made for him saying this shirt is amazing, because I feel great, and I know how hot it is. People were taking off their regular shirts and putting their World shirts on and it was the best thing that could have ever happened to TechWear in the world. Nothing helped us sell our shirts better than that hot Nationals. The next thing I know the Army is calling us saying we’d like to order 30 of your shirts and try them out. Everything snowballed from there.” Now it’s easier naming the professional shooters who don’t wear TechWear shirts than do. By Bob’s estimation, 15 out of the Top 16 shooters at last year’s U.S. Nationals were wearing TechWear shirts.

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