

RETHINK

OEM



JAPAN OPTICS LTD

MAKE IT HAPPEN

GERMAN **ENGINEERING**

JAPANESE **CRAFTSMANSHIP**

AMERICAN **DESIGN**

COMPETITIVE **PRICING**



*Japan Optics aims to provide unbeatable value and quality in every rifle scope, red dot, and sport optic product we make. JOL stands as a trusted supplier to our OEM partners, providing innovative optics from our state-of-the-art Japanese factory, on time and on budget.*

JOL is an OEM manufacturer that combines German engineering with Japanese craftsmanship and American design, allowing companies to quickly and affordably add custom optics to their product line. All of this is accomplished while maintaining competitive pricing, smaller unit requirements, and unbeatable service.

Unlike other OEM sources, our team of experienced hunters and shooters understand the market and will facilitate a smooth OEM process.

## STATE-OF-THE-ART EQUIPMENT

*We have one of the most advanced riflescope production facilities in the world.*

At Japan Optics we excel in bringing new products to market quickly and efficiently. From our state-of-the-art CNC machining equipment to our high-tech lens-coating process, we have the capability to satisfy any quality requirement and to produce scopes that perform in any application.

## THE PERFECT COMBINATION

*We bring 50 years of state-of-the-art manufacturing experience.,*

We will guide and support you through the OEM experience. Our unique strategy gives you access to a full line of sports optics as well as the ability to tailor your riflescopes to your specific needs. We do this by offering two options: **Design-to-Build**, which allows you to design your scope from the ground up, or **Ready-to-Build**, which starts with your choice of our base models and then enhancing them via unique “menu” style customizations.

Whether you’re looking to quickly order custom scopes from our existing product line or consult with our experts to design a unique optic, Japan Optics provides the complete solution.



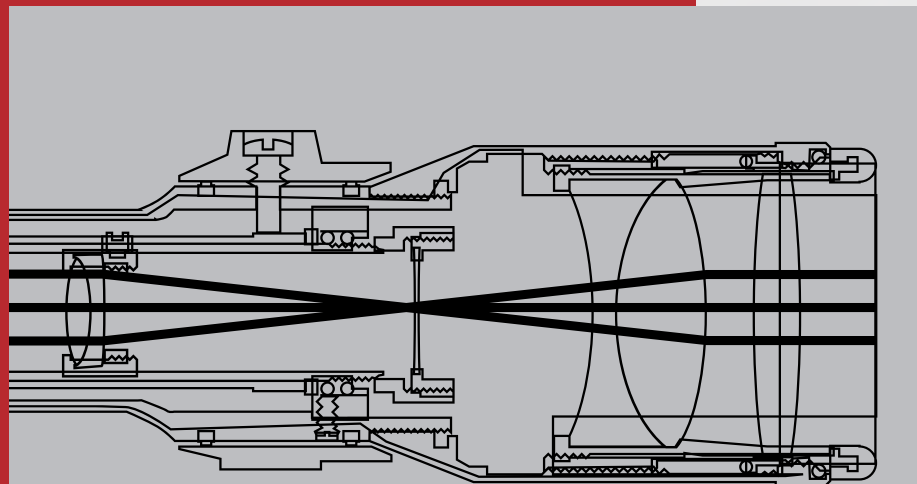


# DESIGN TO BUILD

## *You design it, we build it.*

Our fully custom solution can make your best ideas come to life. We will walk you through the custom build process which gives you the opportunity to create your own custom scope or an entire scope line. Power range, adjustments, reticle, finish/color, and your own enhancements are among the many options available to you. We're here to work with you to make your ideas become a reality.

[jolusa.com](http://jolusa.com)



### DISCOVERY

Your company provides a list of “wants” for your design. Specifications such as optical configuration, external cosmetics, features, colors, turrets, reticles, and packaging will all be discussed and noted.



### SOLUTIONS

Bring your own design, or leverage our design and engineering experts to make it happen.



### PROTOTYPE

JOL produces a fully functional prototype of your project so that you have a complete understanding of how your scope will function and how it will look.



### APPROVAL

You review the prototype and approve it or ask for modifications or refinements.



### PILOT RUN

JOL does a limited production or “Pilot Run” as needed. This is to confirm that the specifications for your project are fully met and that the final product meets or exceeds your expectations and quality standards.



### PRODUCTION

Our factory goes into full production. Every product is backed with our full factory warranty.



### DELIVERY

Our goal is your 100% satisfaction with every finished product we deliver. We will work through all aspects of the project with you to ensure that we deliver on time and within budget!



# READY TO BUILD

***Our solution to give you product you need, when you need it.***

This unique method allows you to choose from our full line of base models which can be enhanced from our “menu” of features. We will then build a semi-custom product of your design. With smaller minimum order requirements and shorter lead times, there is no reason why you can't stand apart from your competitors and expand your market.

26°  
Field of View

**4-32 X 56**

**OTHER AVAILABLE BASE CONFIGURATIONS:**

1-4 X 24   3-12 X 50   4-16 X 56   8-32 X 56   10-40 X 56   1-5 X 24  
2-10 X 44   3-15 X 50   4-20 X 50   5-25 X 56   1-6 X 24   3-18 X 50  
1-8 X 28   3-24 X 56 ED   4-32 X 56 ED

**CONTACT US FOR MORE OPTIONS**

## STARTING POINTS

96% Light  
Transmission

**1-8 X 28**



## READY-TO-BUILD OPTIONS



### **TUBE:**

- Diameter = 1" 30mm, 34mm
- Finish black or custom color anodization

### **RETICLE OPTIONS:**

- 1st or 2nd Focal Plane
- Illumination
- MOA or MIL
- Many existing designs to choose from



### **TURRETS:**

- Adjustment Click Value
- Capped
- Open
- Tactical
- High or Low Profile
- 0-Stop & 0-Reset



**PARALLAX ADJUSTMENT:** Fixed - Side - AO

## YOUR SCOPE YOUR BRAND

Along with customized reticles and turrets, you can choose your **FINISH** and add **YOUR BRAND** and **LOGO** to any product.



*To see the full “menu” and to discuss quantities and costing, please visit our website or call one of our experts:*

**855-565-6787**

**info@jolusa.com**



# KNOWLEDGE, DEPENDABILITY, SUPPORT

*Your success is our success.*

Be it our riflescopes or other premium optic products, our goal is to provide unbeatable value and quality in every piece we produce. Trust is a critical component to any OEM solution, which is why JOL embodies a passion for excellence along with extensive industry experience. Not only are we active in the industry, but we are hunters and shooters. This gives us the ability to understand your needs so that we can help you drive your business to new heights.

Our U.S. based support team will make the OEM process simple and straightforward. As a leader in riflescope design and manufacturing, we anticipate market needs and provide companies with exceptional products that set them apart from the rest.



## **KENJI IWAHARA**

*President, Japan*

*As part of the founding team of HAKKO and Japan Optics, Mr. Kenji Iwahara has been working in the riflescope industry for more than 30 years and has produced more than 1 million scopes under his management.*



## **JAKE NOLLER**

*Chief Innovation Officer*

*Over the last 20 years, Jake Noller has worked for some of the biggest names in the sport optics industry, including Burris and Steiner Optics. Through a lifetime of hunting, competitive shooting, and military experience, he has acquired a wealth of product and design knowledge that he now uses to drive JOL's future innovations and product offerings.*



## **BECKY BERRY**

*Director of Business Development, USA*

*Becky comes to Japan Optics with over 21 years of experience in the sporting goods industry. Having worked for such iconic brands as Weatherby, Sigarms, and Leupold, in both international and US sales, her overall industry knowledge gives her a unique skill set that offers insight into both the firearms and optics platforms in foreign and domestic markets.*



## **MARK NAMATEVS**

*Director of Sales & Marketing, USA*

*During his career in optics, Mark has worked with Swarovski, Kahles, Elcan, Vanguard, and Celestron. Mark has experience with all levels of product and knows what it takes to succeed in this very competitive market.*

## **JAPAN OPTICS HEAD OFFICE**

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PORTLAND, OR    DETROIT, MI    BOSTON, MA  
VANCOUVER, BC    ATLANTA, GA

**TEAM OF EXPERTS**



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Are you **TIRED** of  
long lead times?

Are you **FED UP**  
with language and  
communication barriers?

Are you **OVERLOADED**  
with high minimum orders?

Are you **FRUSTRATED**  
by factories that don't  
understand shooting sports?

JAPAN OPTICS IS THE  
**SOLUTION**