**Why You Can Only Take a Beach Towel So Far**

As an industry professional, how often have others come to you and asked for your firearm advice? From how to handle a situation, take care of a firearm, and even fieldstrip & clean it? Cory Newman, the founder of Cerus Gear, shares how he came up with a unique way to help answer these questions.

“I’ve always been passionate about firearms. I started in the firearm industry about 15 years ago, working for companies such as Sig Sauer and Desert Tech. I have a great passion for designing firearms with form and function,” Newman said.

After Newman left Sig Sauer to moved back Utah, he was looking for a way to stay in the industry and take his passion for form and function in a new direction.

“I came across some gun cleaning mats. While I thought they were great, I also knew I could take my passion and turn it into something better. I wanted to create something not only to protect your firearm finishes & work surface, but something that answered the questions I had been receiving for years. If I could provide a mat with instructions, people won’t need to search YouTube for a video that may or may not be there in the future.”

Cerus Gear was born. Cory created his first ProMat, the AR-15 Instructional. “I took the ProMat home right after we made it,” Newman said. “At the time I had a 13 & 15-year-old daughters. They had always gone shooting with me but never had to clean their firearms themselves.”

He took each daughter individually (one with a friend), laid out the ProMat, got an AR15, and told them to fieldstrip the firearm using the instructions on the mat. Both sat down and asked what to do, and he told them to just look at the mat.

“I sat back and observed. When my daughters took apart an AR15 like professionals, cleaned it up, and put it back together from the instructions on the mat. I knew we had gold right there.”

In one year, Cerus Gear has created over 77 different ProMat designs in a variety of sizes and colors. The company has an assortment of ProMats from their signature instructional, classic schematic, patriotic, and even hunting/wildlife mats. All made in the USA.

The quality and imagery of Cerus Gear ProMats cannot be beat. From full color photo images, to crisp part details, every firearm component is to scale and accurate. The natural rubber will withstand any chemical you can throw at it and chemicals won’t seep through and ruin your kitchen table or workbench.

Newman says, “You can only take a beach towel so far.”

Cerus Gear ProMats are a great accessory for your business and provide answers to many of the questions you receive. With high margins, quick turnaround, and even the ability to create custom ProMats for your business, Cerus Gear is a company you want to see at SHOT. Check them out in the Next Exhibits, Booth N360.

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At Cerus Gear, we have a no B.S. policy. We believe in delivering a quality, functional product that both you and your customers will love. Based out of Logan Utah, our team is dedicated to your success. Come check us out at our Booth N360.