



We Dare To Do It Different

# Case Study

## ADVANCED TREE STANDS

### Product Developers

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## About Product:

The Advanced Treestand is a mechanical device designed for bow hunters in America. Compared to traditional and conventional treestands available in the market, the Smackdown series of the Advanced Treestand is far superior in terms of technology, comfort, and portability. Highly developed in terms of technology, Advanced Treestand has changed the rules on how one hangs a stand. Revolutionary modular 3-piece takedown design makes hanging your treestand far easier than ever before!

A completely camouflaged Advanced Treestand has the industry's first integrated dual ratcheting system, which offers the ultimate concept in safety seen thus far in the treestand industry. Some more interesting features aid in optimum safety involve dual ratchet locks to keep your stand safe once installed and the "Claw" support arm for rock solid setups that won't slip or kick out.

**Background:** Professional as well as amateur Bow Hunters across the United States are constantly looking for ways that can give them a better vantage point while hunting animals, especially the whitetail deer. Tree stands are mechanical devices with a platform and a seat mounted high up in a tree.

**Problem:** Tree stands that are already available on the market are too bulky and heavy to be carried long distances over difficult terrain to the game reserve, and they are too complex as well as time consuming to set up. These limitations restrict the mobility of the hunters and affect their hunting success. A hunter must feel secure when perched on a tree 20 to 30 feet above ground. Further, they are too uncomfortable for a hunter's long stay on a tree.

**Solution:** Understanding the limitations of the traditional tree stands available in the market, an avid enthusiast, who also happens to be a missile defense engineer, approached us with his idea for an Advanced Tree Stand that would be light-weight, extremely rugged, compact, comfortable, safe and easy to set up. Our experienced design team took to the many challenges presented from these unique requirements to meet our client's goals for a technically advanced design. Resulting from the endeavor for a successful design were the revolutionary modular pieces that would allow the Advanced Tree Stand to be set up in a quick and hassle-free way.



These modular pieces would have to connect together easily to form a full-fledged tree stand that is capable to firmly secure to a tree with the industry’s first dual ratcheting system for the ultimate concept in safety withstanding the weight of the hunter. Also, these snap in place modular pieces have been cleverly designed as a “Stow and Go” system so that, hunters can carry them easily on their back. This tree stand just sets the bar for innovation, technology, and most of all, safety.

Specifications	Features
<ul style="list-style-type: none"> <li>● Overall Dimensions: 32”x22”</li> </ul>	<ul style="list-style-type: none"> <li>● Modular 3-piece Take-Down design</li> </ul>
<ul style="list-style-type: none"> <li>● Seat Height: 20”</li> </ul>	<ul style="list-style-type: none"> <li>● Custom-designed “Sound Killers” to connect pieces silently</li> </ul>
<ul style="list-style-type: none"> <li>● Weight: 16.5 lbs &amp; 18.5 lbs</li> </ul>	<ul style="list-style-type: none"> <li>● Inverse leaf-pattern that renders excellent camouflage</li> </ul>
<ul style="list-style-type: none"> <li>● Load Capacity: 300 lbs</li> </ul>	<ul style="list-style-type: none"> <li>● Cast aluminum “Claw” support arm that ensures a solid, no-slip grip to the tree</li> </ul>
<ul style="list-style-type: none"> <li>● Fits Trees up to 22” in Diameter</li> </ul>	<ul style="list-style-type: none"> <li>● Quick connect snap-in closures that allow quick and secure snap in place of modular pieces to form a tree stand</li> </ul>
<ul style="list-style-type: none"> <li>● Camo and Non-camo Finish</li> </ul>	<ul style="list-style-type: none"> <li>● Heavy-duty “hook-on” stainless steel cables that fit over oval-shaped hubs for easy, secure attachment and support</li> </ul>



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● Removable Seat Cushion	● Adjustable platform and seat
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## Product Features:

Moreover, to simplify the process of mounting a treestand, the Smackdown comprises yet another industry first with the “Stow and Go” system, which allows you to completely remove the snap-in-place seat and platform while installing the tree bracket and then quickly snap them back into position for game time. To support the “Stow and Go” system in the Advanced Tree Stand, there are two heavy-duty stainless steel quick connect cables that allow easy installation of the treestand in the field. A fully adjustable platform and seat allow a hunter to take advantage of even a crooked tree. A dual ribbed spreader bar facilitates the use of the complete platform.

Top it all off with a fall foliage camo finish and an inverse leaf design that not only looks incredible, but helps you disappear into the woods, and you’ve got a game-changing stand packed with more technology than anything on the market. This stand just sets the bar for innovation, technology, and most of all, safety.

Advanced Treestand is Designed to Take Hunting to The Next Level.