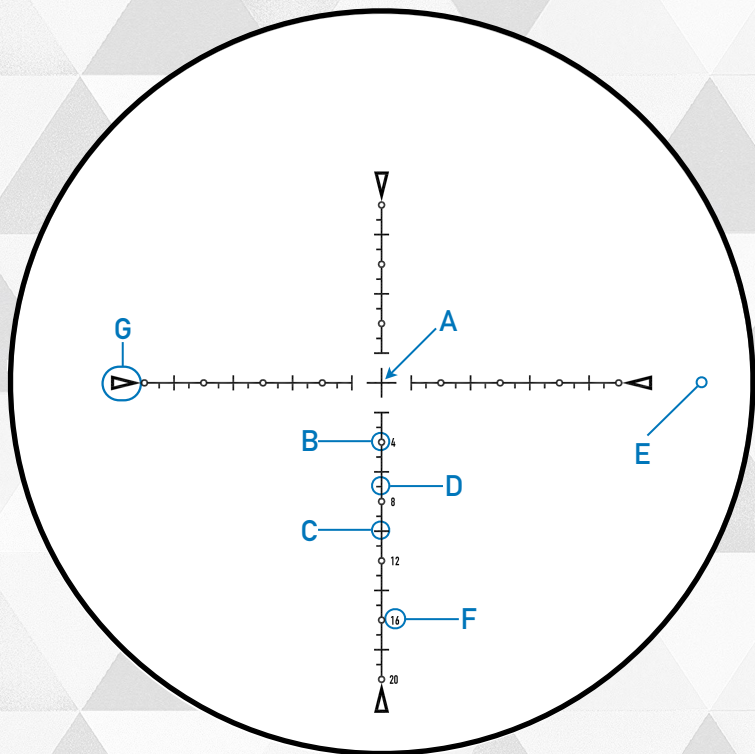


RETICLE GUIDE

EHR-1C (6-24 SFP)



A	FLOATING CENTER CROSS	E	FLOATING DESIGN
B	4 MOA: HOLLOW CIRCLE	F	HOLDOVER INDICATION #
C	2 MOA: LARGE HASH	G	CENTER GUIDES
D	1 MOA: SMALL HASH	●	Non-Illuminated

DESIGN FEATURES

EHR stands for “Expedited Hold Reticle”, and is designed to be intuitive on the eye and brain, without losing functionality. The EHR-1C is the “clean” or simplified version, with no holdover dots off the vertical axis.

INTUITIVE MARKINGS AT 1, 2 and 4 MOA:

Lost count of where you're holding? We've all been there. The EHR reticles feature three different shapes within the crosshair axes to help you overcome this common problem and quickly locate your desired hold point.

DE-CLUTTERED DESIGN:

The EHR-1C has plenty of open space, with no unnecessary dots. You can focus on your shooting without any distractions.

CALIBRATED AT 24x:

The reticle subtends at 24x magnification, allowing you to use it (with some math) at 12x and 6x.

About the Designer:

EHR reticle designer Ted Bier grew up on a farm in rural Wisconsin, spending nearly every free minute shooting his 1939 Marlin Model 100 .22 rimfire. . . when he wasn't bailing hay or tending to livestock, that is. Mentored by his grandfather,



Ted learned to shoot with speed and instinct – a style now rendered into his reticle designs. In 2010, Ted gained international recognition with the success of his Youtube channel, Ted's HoldOver. Following his social media success, he began competing in air rifle and rimfire competitions, and has managed to claw his way onto the national podium several times. Although he loves the camaraderie and thrill of competing, his heart remains that of a carefree farm kid; wandering the fields, hedges, and ravines in search of his dinner.