

# Arrow Trade January 2009

manufacturing process and only the highest grades of carbon fiber for each shaft," Graham continued.

To insure straightness, each Carbon Express Aramid KV arrow is laser checked to a remarkable .0025 of an inch to make sure it meets what Graham calls the strictest straightness tolerances in the industry. Customers should know these straightness tolerances are maximum measurements, not merely averages. To take consistent performance to an even higher level, Easton Outdoors utilizes a fully automated, electronic sorting system to precisely match the weight of each Aramid KV arrow in a boxed set to +/- 1.0 grain. The Aramid shafts are available in two weights: the Aramid 245 weighs 8.9 grains per inch while the Aramid 350 shaft weighs 9.8 grains per inch. The Aramid KV shafts come with exclusive Bulldog Nock Collars, point inserts, Buff Tuff technology, and a Mossy Oak Break-Up finish. Completed arrows are fletched with Bohning Blazer Vanes for added velocity.

For years, hunters and manufacturers alike have believed that shifting weight to the front of an arrow alone (front of center) was the way to increase down-range accuracy. Carbon Express literally turned this idea upside down with their innovative Built-in Weight Forward technology used on its Aramid, Maxima Hunter, and 3-D Maxima arrows. The key to superior down-range accuracy is reducing oscillation out of the bow i.e. faster recovery. Because a great deal of oscillation occurs upon release, Graham said the company developed BuffTuff Plus, an exclusive, highly advanced carbon fiber that makes the arrow stiffer and lighter in the back to dramatically improve recovery. Graham said, the real secret to this concept is that the back of the arrow is stiffer and lighter than the front; this straightens the arrow faster and quickly reduces oscillation.

"Shifting weight forward and strengthening the front of the arrow

*The CX Maxima Hunter Arrow Shaft has built-in "Front of Center" design, giving hunters an arrow with good down-range accuracy and tighter, more accurate groups at longer range.*



*This combination of BuffTuff and BuffTuff Plus results in gradual weight-forward distribution along the shaft, which significantly reduces spine torque while adding to strength.*

is critical to reducing torque, creating a flatter trajectory, and increasing velocity," said Graham. "It's why we've engineered each Built-in Weight Forward arrow with our patented camo BuffTuff weave." Graham went on to say the unique combination of BuffTuff Plus at the back of the shaft and BuffTuff at the front gives hunters accuracy that's superior to any front of center technology on the market. Plus, it delivers strength that ensures these arrows will last for a very long time.

For those not wanting or needing the Kevlar technology built into the Aramid line, Carbon Express offers its Maxima series premium hunting shafts. The Maxima Hunter is a strong, lightweight, 100 percent carbon hunting arrow engineered like the Aramid with built-in weight forward technology for superior down range accuracy. Broadhead tipped arrows are better controlled at long range with the weight forward technology because it ensures better balance and faster recovery after the shot. Dealers and customers should know the front two thirds of the Maxima Hunter shaft is constructed using heavier and stronger BuffTuff material in the Illuzion camouflage

pattern while the rear third consists of newly designed BuffTuff Plus. The Maxima Hunter shafts have a straightness tolerance of +/- .0025 inch and a matched weight tolerance of +/- 1 grain. The 250 shaft weighs 8.0 grains per inch while the 350 shaft is slightly heavier at 8.9 grains per inch.

The precision designed Maxima arrow is stronger, faster and offers tighter tolerances than traditional carbon arrows. Like the Maxima Hunter arrows, the Maxima arrows are spine selected for consistency and straighter shooting. In addition, the Maxima features a Bulldog Nock Collar for added strength and protection and Bohning Blazer vanes to increase velocity. The Maxima does not incorporate the weight forward technology of the Maxima Hunter but does measure up to the weight and straightness tolerance of the Maxima Hunter shafts.

In 2008, Carbon Express teamed up with Mathews to offer a line of arrows sold exclusively through Mathews dealers. The Maxima line includes the Mathews Maxima Hunter and Mathews Terminator Lite Hunter arrow which is designed especially for broadheads. Both offer

*Mathews retailers are able to order their own version of the Maxima Hunter from Carbon Express, finished in the Lost Camo pattern Matt McPherson helped design after photographing a blown-over tree in the woods near his Wisconsin home.*

