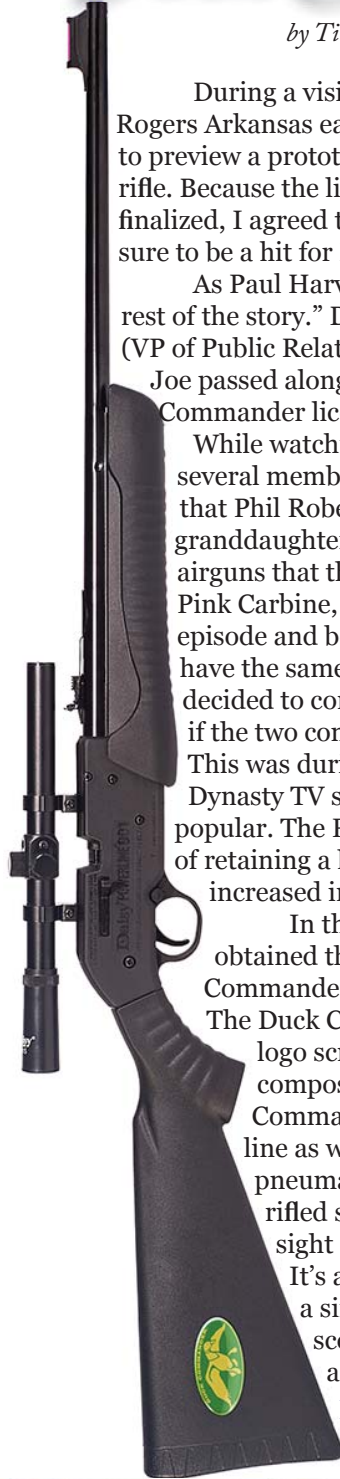


Duck Commander

by Tim Smith - *Airgun Hobbyist Magazine*



During a visit at the Daisy headquarters in Rogers Arkansas earlier this year, I had the chance to preview a prototype of the Duck Commander air rifle. Because the licensing agreement had not been finalized, I agreed to keep under wraps what was sure to be a hit for Daisy.

As Paul Harvey would say “And now the rest of the story.” During lunch with Joe C. Murfin (VP of Public Relations at Daisy) at a local diner, Joe passed along how the Daisy Duck Commander licensed airgun was conceived.

While watching an episode of Duck Dynasty, several members of the Daisy team noticed that Phil Robertson was teaching his granddaughters how to shoot. And one of the airguns that they were using was a Daisy’s Pink Carbine, Model 1998. After viewing the episode and believing that the Robertson clan have the same ethics as Daisy, the company decided to contact the Robertson’s to see if the two companies could work together. This was during the time when the Duck Dynasty TV show was starting to become very popular. The Robertson’s were in the process of retaining a licensing agent to handle the increased interest in their brand.

In the end, this summer Daisy obtained the exclusive license for a Duck Commander pellet rifle.

The Duck Commander gun will feature a logo screen printed on a black composite stock, and there will be Duck Commander BBs and pellets in the line as well. The airgun is a multi-pump pneumatic dual-ammo rifle, it has a rifled steel barrel with fiber optic front sight and adjustable rear open sight.

It’s a 50-shot BB repeater and a single shot pellet rifle. Air rifle scope is included. The rifle and ammo is available at

pyramydair.com

