

Challenge Accepted.



A NEXT  
GENERATION  
SMALL-FRAME  
PISTOL WITH  
BIG PERSONALITY



» CASE STUDY: OUTDOOR HIGH PERFORMANCE SOLUTIONS





# TAURUS<sup>®</sup> USA IMPROVES USER EXPERIENCE WITH NEW PISTOL DESIGN AND NEXT-GENERATION ERGONOMICS, COMFORT AND STYLE

## THE CHALLENGE

Regarded as an innovator with a rich history in the shooting industry, Taurus USA continues to develop new products that make for an incredible user experience. The company noticed increased demand coming from the concealed carry market. They believed that a fresh design with added functionality would be their ticket to increased market share. Data showed that a new design would need to appeal to the ever-changing demographics of the shooting industry by addressing the needs of female shooters and millennials. Taurus USA first approached Avient with the idea for a new concealed carry pistol that would not only offer color options but would address various ergonomic challenges as well.

Development began after Taurus USA met with Avient Design. With the goal of reaching several fast-growing demographics in the space, Taurus USA knew they needed to avoid common industry missteps that historically proved limiting in scope. For example, when marketing to female customers, it was commonplace for a manufacturer to simply add a pink accent to an existing gun, while features such as ergonomics were left unaddressed. Taurus USA was ready to change all that by enlisting Avient's help.

## THE SOLUTION

Avient's team got involved early in the development process of the new Taurus SPECTRUM™, and proposed these steps:

- Develop a new frame based on ergonomic principles, taking hand size into account to reduce muscle fatigue and improve shooter comfort
- Incorporate soft-touch TPEs (thermoplastic elastomers), overmolded onto both the gun's grip and slide, for an all-new feature that adds soft touch, textured feel, excellent coloring capabilities, and greater comfort
- Incorporate the Taurus<sup>®</sup> logo into the pistol handle's soft-touch grip and design the slide to mimic the shape of the Taurus<sup>®</sup> bullhorn to establish branding and reflect the company's signature icon
- Work collaboratively with Taurus USA's supply chain to both ensure design integrity and meet the timeline objectives for a successful launch

## THE IMPACT

Taurus USA needed to do much more than offer a pink version of an existing pistol to call the effort successful. Avient was able to help them develop an entirely new design, taking all considerations into account—varying hand sizes, comfort, ease of use, color and aesthetics, tactile feel, and manufacturing and tooling costs—to ultimately delight a growing base of new customers. The end result? A compact concealed-carry firearm that can make a big difference in profitability and innovation.