

Riton Optics Announces New Website, #WeAreRiton Contest

Riton Optics, the only law enforcement and military veteran-owned optics manufacturer in the United States, announces their new web design and customer contest.

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Riton Optics, an up-and-coming optics company that designs and builds optics for hunters, shooters, and tactical uses, announces the launch of their new website hosted at www.ritonoptics.com.

The new website is built around Riton's new slogan- "See the Difference," a testament to not only the competitive pricing Riton has put into every level, but also showcasing their unwavering commitment to customer service and quality.

"When I joined Riton earlier this year, I was amazed by the company's commitment to their customers. It's not something you see very often anymore. That feeling of knowing who you are buying from and having the security to know we will never let you down is something that was missing in the previous website. With a best in class user interface, this new site is all about helping our customers." said Riton's Director of Marketing, Calley Carpenter.

Visitors can now easily view and even share detailed information on all of the company's optics products, utilize the buying guide to sort optics by applications, view the product in the 360-degree photos and find local dealers.

"Riton was built out of the belief that a person's hard-earned dollar should buy quality optics and the best service at every price point. We're glad to be showcasing that now in a way that helps the customers gain trust in us as their optics partner." said Brady Speth, founder.

With the launch of the new website, Riton also is announcing the Riton "We Are Riton" contest.



Riton Optics Announces the #WeAreRiton Contest. Contestants can win \$1000 worth of optics.



Riton Optics builds rifle scopes and binoculars to the highest standards for hunting, shooting, tactical and law enforcement

The contest asks hunters, shooters and outdoorsmen/women to “tell their story” on how they discovered the Riton Product, why they chose or will be choosing Riton as their next optic, an adventure, competition or event when they used the Riton product, or what their next Riton product will be and why.

The winner of the “We Are Riton” contest will receive a gift certificate good for \$1000 in Riton Optics products and the chance to become the newest member of the Riton Optics Pro Staff Team.

To enter the contest, visit <https://www.ritonoptics.com/we-are-riton-contest/> and submit your story to Riton as a written piece or a photo or video. ☐To earn extra entries, contestants may post their story to social media with the tag @ritonoptics and the hashtag #WeAreRiton. Winners of the contest must be located within the 50 United States.

For full details, please visit www.RitonOptics.com/we-are-riton-contest.

If you or your publication would like to test/evaluate any Riton optic, please contact
ALuciano@ritonusa.com

As the industry’s only Law Enforcement and Military Veteran owned optics company, Riton Optics takes their commitment to quality and service seriously. From their Unlimited Lifetime Warranty on every product, to their extensive quality control and their dedicated service staff, Riton puts the customer first. Give them a call, send them an email or find them at one of their nationwide dealers. ☐For more information on Riton Optics, visit www.ritonoptics.com.

AS A THANKS FOR THEIR SERVICE, RITON OFFERS DISCOUNTS TO ALL FIRST RESPONDERS, LAW ENFORCEMENT AND CURRENT AND FORMER MILITARY.

Ace Luciano
Ace Public Relations
602-730-2412
[email us here](#)

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