

# Stun Gun FAQs

## Frequently Asked Questions: Stun Guns

### What makes Streetwise the leading brand of stun guns?

- Product Liability Insurance
- Largest Selection
- Over 20 Years in Business
- Industry-Leading Customer Service
- No Fake Voltage Claims
- Lifetime Warranty
- Low Wholesale Prices
- The Most Features
- Brand Recognition
- Innovation
- Drop Shipping
- Wholesale Only
- Our Honest, Straight-Forward Business Approach

### Why has the word voltage been removed from Streetwise stun guns?

If you are familiar with the stun gun market then you will know that the voltage claims made by many brands have risen almost as fast as our national debt. We wanted to share with the progression of stun gun voltage amounts and let you know what we have done to maintain our integrity while at the same time allowing you to compete in this unregulated market where any voltage number can (and has been!) printed on a label.

We have been selling stun guns since the early 1990's. At that time, the highest voltage was 300,000. The voltage began to rise slowly and appeared to "top out" at 1 million. Things started to change drastically about 5 years ago when new brands entered the market claiming these same units were 4 million, 6 million, even 10 million volts! From all the testimonies we have received from people using our stun guns we know they are an extremely effective means of self -defense, but our dealers were concerned that they were losing sales to these new brands claiming higher volts than ours. We contacted electrical engineers in the US and stun gun factories in China and learned that the real voltage amount produced by a stun gun was very difficult to measure and verify. But they all agreed that it was not possible for a stun gun to produce over a million volts.

Our Mission Statement is “to become the most trusted provider of products for Self Defense, Security, and Peace of Mind.” We knew that we could not participate in this voltage exaggeration if we wanted to fulfill this mission and continue our honest, straight-forward business approach. At the same time, we did not want our dealers to be at a disadvantage when competing with these high-voltage claims that were creating confusion in the market place. We knew we needed to have big numbers on our models but we wanted our advertising to be accurate (not to mention the possible legal ramifications of false advertising!). We decided to use high model numbers to show that our models are just as strong (in most cases, stronger) than our competitors' models that making these high voltage claims. This strategy has been very effective in helping our dealers sell these units. A good example of how this has helped our dealers compete is our Immobilizer cell phone stun gun. For several years, many different brands (including Streetwise) marketed this model at 900,000 volts. Then one company changed their packaging to state that it was 4.5 million volts! Although it was the same model as before, many retail customers believed this claim and sales on our 900,000 volt model dropped off. We recently changed the name of our model to The Immobilizer 5 Million and sales took off. Just as a point of clarification, our goal is not to fool the end user into thinking that it is actually 5 million volts. In fact, we state clearly on our web site and on the packaging that “Actual voltage is difficult to measure and verify, but this unit compares to other brands that claim to be 5,000,000 or more volts.” The good news is that we are starting to see some other brands follow us in removing “volts” from their packaging. Hopefully, this will help to restore credibility to how stun guns are marketed.

## **What is the Streetwise Top Gun Series?**

Our Top Gun Series include the following models: ICP5000, SF5000RB, SF5000RH, SWT7500R, SWSG6000R, and SWB6000R We understand that offering such a large variety of stun guns can be a little overwhelming, so to help the end user identify the best quality model in each style, we came up with a seal called “Top Gun Certification” which identifies the most elite model in each stun gun category. These models are designed for those who want the best protection money can buy. To help identify these “best in class” models the Top Gun logo is clearly visible on the front of each product packaging.

## **What is the Streetwise Value Series?**

Our Value Series include the following models: SF2000R, SF7500RB, SF7500RP, and ICP3500R, . We call these models our Value Series because they cater to the buyer who wants a good quality stun gun at the lowest possible price.

Streetwise has built a reputation for having the best quality units and low wholesale prices. In the last several years many new companies have entered the market, offering very low priced stun guns. Although these new models offered no lifetime warranty, were not covered by any product liability insurance and were clearly inferior to our “Streetwise quality”, our dealers still began to request some models that could compete

with these low price points. We were hesitant at first because we did not want to sacrifice quality just to lower the cost of a product that could be used to save someone's life. Our buyers traveled to China and found many factories producing these low cost models. In fact, one reason the price was so low was that these are considered "common molds" in China, meaning that any factory producing stun guns offered these models. As is true with any product, excess supply lowers the price. Each factory wanted to offer the lowest price and began using increasingly cheaper components. Although the prices were great, the quality was well below our standard.

We decided the best way to keep our price down was to use these common outer shells but use superior components on the inside to make them "Streetwise Quality." This allows us to include it in our lifetime warranty. Although ours are better than other units that look similar, if price is not your biggest concern and you want the best possible protection you can buy, then we recommend our Top Gun Series

## **Why is the Streetwise Small Fry 7.5 Million cheaper than the Streetwise Blackout and Streetwise Hottie 5 Million?**

The quality of our Small Fry 7.5 Million is better than similar looking units on the market (ones that use this same outer shell). It is covered under our lifetime warranty and product liability insurance; however the quality and effectiveness of this unit is not as good as our Blackout and Hottie 5 Million which use the best components available. One example of these components is the rechargeable batteries. The Small Fry 7.5 Million uses nickel cadmium batteries. The Blackout and Hottie 5 Million use nickel-metal hydride batteries which hold a charge longer and ensure that they will be fully charged when needed.

We decided to offer both "better and best" options because we have found that there are two classes of these small stun guns already in the market, and two sets of buyers that gravitate toward each of them. The first group of mini stun guns claim very high voltage (normally between 5 and 7 million volts), has a lower price, but are also lower quality. We designed the Small Fry 7.5 Million to be the leader in this group. Because we wanted to show its superior power when compared to other models in this group claiming to be up to 7 million volts, we use 7.5 million in our model number. The second group claim lower voltage (normally between 3 and 4.5 million volts), have a higher price and higher quality. We use the name Blackout 5 Million because it is designed to compete in this second group and is superior in power to these models, so we gave it the highest number in this group.

We understand that offering such a large variety of stun guns can be a little overwhelming, so to help the end user identify the best quality model in each style, we came up with a seal called "Top Gun Certification" which identifies the most elite model in each stun gun category. In this category our "Top Gun" is the Blackout and Hottie 5 Million. As we have done on our website, we recommend that you offer a link from the

Small Fry 7.5 Million to the Blackout and Hottie 5 Million so a customer wanting to upgrade to the best possible model can do so easily. With the new additions, Streetwise Stun Guns now offers more models than any other brand. This gives your customers more options. By offering such a large variety, you will be a “one-stop stun gun shop” that will allow you to cater to all stun gun buyers.

## **Why did you use the 7.5 Million in the name of your lowest priced Streetwise Small Fry Stun Gun?**

Over the last 21 years, Streetwise has built a reputation for having the best quality stun guns at low wholesale prices. In the last few years many very low priced models have come to the market claiming to be 5, 6, or 7 million volts. Although they have exaggerated voltage claims and do not come with a lifetime warranty or product liability insurance, they still create some confusion in the market. Many of our dealers requested some low priced models to compete with these units. We wanted to fulfill these requests but not at the expense of sacrificing quality or effectiveness just to have a low price. We decided to take on the challenge and sent a team of buyers to China to meet with potential suppliers. They found that many factories made this model and sold them for a very low price but the quality was also very low. In order to keep the cost down we decided to use this same looking unit but use superior components on the inside in order to make this unit “Streetwise Quality” and allow us to offer a life time warranty.

Once we solved the quality problem, we needed to decide what to call it. We found that other brands were claiming that this same looking model was up to 7 million volts. We wanted to show the superiority of our model so we chose the number 7.5 Million but to be truthful in our marketing, we removed the word "volts." This allows you to compete with the high voltage numbers claimed by other companies while at the same time keeping your packaging accurate.

## **Why Are We Selling Generic Stun Guns?**

We realize that there are generally two types of stun gun buyers: The first being those looking for the best- a reputable brand, top quality, a lifetime warranty, and the peace of mind that comes from knowing they (or their loved one) are protected. For this type of customer, price is either not a concern or very low on the list of concerns as they make their buying decision. The second type of customer is driven by price; the cost of the unit is their top concern. Streetwise Stun Guns have long been the obvious choice for the first type of customer, but not the second. Our goal is to be your "one-stop shop" for all stun guns, so we are now offering generic stun guns in addition to our Streetwise brand. Now you can purchase all the stun guns you need from us for all types of customers that come to purchase from you.

## What Are the Differences Between Streetwise Stun Guns & Generics?

There are many differences between our Streetwise Stun Guns and the generics that we recommend you consider before placing your order. Two of the most important differences are:

- Streetwise Stun Guns come with our \$ 1,000,000 product liability insurance policy that protects you; the generics do not.
- Streetwise Stun Guns use top quality components and come with a lifetime warranty; the generics use good quality components and include only a 90-day warranty.

## General Stun Gun Information

Stun guns are an excellent means of self-defense; first as a deterrent and, if need be, they can disable an attacker temporarily by delivering a non-lethal, high-voltage electric shock. Just test firing one of them into the air is often enough to stop an attack or aggressive activity. As the bright electric current pulsates between the test prongs it creates an intimidating electrical sight and sound. An attacker with any sense at all will stop in his tracks. If the sight and sound doesn't stop him a jolt from the unit certainly will! Simply touching him with the device will deliver a high voltage shock causing loss of balance and muscle control, confusion, and disorientation- bringing him to his knees and making him incapable of further aggressive activity. Full recovery takes about five to ten minutes. There is no permanent harm. Here is an actual quote from Sgt. Robert Williams who had to use one of our stun guns while working for VPS Security Company in California, 'I would like to say what a well made product it is. It enabled me to take down 2 people safely and without any injury. This deterred the crowd that they were with until the police arrived.'