

THE NEW GENERATION OF ALL-PURPOSE RETICLES



The first generation of APR or “All-Purpose Reticles” were introduced to all our early riflescope models in both ‘C’ and ‘D’ (clean & dirty) variants, giving the shooter options to cater to his/her needs. This generation (APR-1) was offered in MRAD only, and crossed the boundaries of price tiers, being available across our range from least to most expensive.

The introduction of the 2nd Generation comes as a result of valuable feedback from various experts & professionals from a vast array of shooting disciplines. We have kept the core elements the same, while making fine adjustments to better suit precision-shooting disciplines such as NRL, PRS & Long-Range. Our focus with the APR-2D is to provide a worthy partner for the highly capable new HELIX FFP, a riflescope that we believe will make waves in the Precision Rifle scene as a refined & reliable option with a very reasonable price tag. You shouldn't have to pay big money for 'high-end' reticles!

Due to the popularity of the APR-1D, we are now offering the APR-2D in both MRAD and MOA, providing an option for shooters wanting the fine centre dot & 1-click scale in MOA. The EHR (Expedited Hold Reticle) will remain as the MOA option on our Second Focal Plane Helix, being a popular choice amongst shooters wanting a less cluttered design.

*For more information on subtensions, see riflescope-specific Reticle Guides

