



MAD[®]

BE A MAD MAN

Check out the New
MAD[®] X-Blind!
see page 3 for details

Flambeau
OUTDOORS
A FLAMBEAU[®] OUTDOORS BRAND



DEER CALLS / HUNTING ACCESSORIES

Integrated Marketing

Print



Television



Product Training DVDs

While it is all about great products...it is also about teaching and training you on how to get the most out of our advanced features. An instructional DVD with bonus hunting footage is included with many products.



Integrated Packaging/Shelf Presence

MAD products are easily recognized and create a dominant shelf presence.



Product Development

While there are many MAD men that contribute to our innovative products, this Dream Team leads the way.



Mark Drury



Terry Drury



Tad Brown

TEAM MAD[®]

BE A MAD MAN



Joe Shultz and Steve "Coondog" Coon

Joe and Coondog are long time Drury Outdoor Team members as well as part of the MAD family from the beginning. These two are true professionals in every sense of the word. From arrowing giant white-tails across the Midwest, to pounding wild gobblers, these guys are as comfortable in front of the camera as well as behind it. So it only seems fitting to have chosen these two as our Team MAD. Flambeau is proud to partner with and sponsor these two outstanding individuals in their ongoing quest for that next big buck or trophy longbeard. The best of luck to them, Catch them if you can!



MAD[®] X-Blind

MD-480 Mossy Oak[®] Camo

Size 10" L x 10" W x 33" H
Packed 4/ctn.
Ship. Wt. 6.4 lbs.

- Lightweight and fully collapsible, the X-Blind is built for the run-and-gun style hunter
- Provides a sturdy gun rest
- Weighs less than 2 lbs



MAD[®] BE A MAD MAN



A FLAMBEAU[®] OUTDOORS BRAND



Hyper Growl

MD-515H Patent Pending

For the past 5 years, one deer call has defined hunting success—MAD's Buck Growl.™ Mark Drury discovered this new deer vocalization in 2006 and MAD turned this discovery into the hottest and most successful deer call in 20 years. While others have copied it—they have done just that—copy the ORIGINAL.

MAD's new patent pending Hyper Growl makes the next new step in deer call innovation by emulating the actual way that deer produce sound. The addition of a "Hyper Ventilator" Tube to the air passage way creates the most realistic deer sounds ever recorded and a reed system that cannot be locked up with as much air flow as you can give it. The integrated system even allows you to place your hand over the end of the main air flow and create perfect snort-wheezes thru the Hyper-Ventilator (Nostril) Tube without removing air supply from the call. This deadly combination allows you to reach out and grab that monster buck with the loudest, most realistic calling sequences ever achieved.

Includes a detailed instructional DVD with bonus hunting footage



Exactly simulates how a real deer produces sound!
Hyper Ventilator Tube
simulates a deer's nostrils



View through end of call



How Deer Make Sound

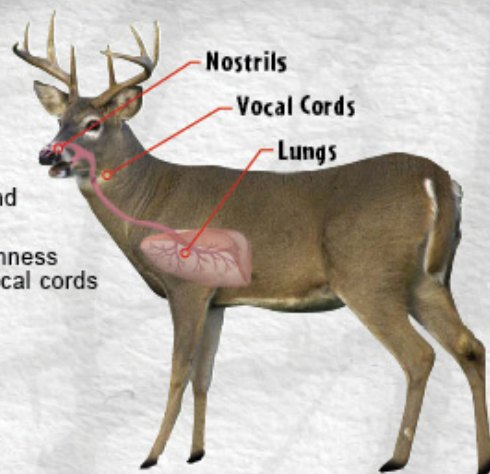
Lungs - Air Supply

Vocal Cords

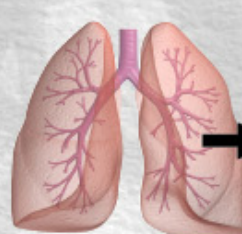
- Vibrates to Create Sound

Nostril/Nasal Chamber

- Exhaust air, creates richness and pressure relief for vocal cords

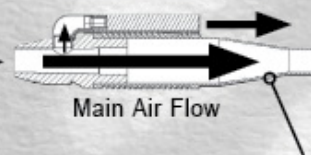


How Patent Pending Hyper Growl Makes Sound

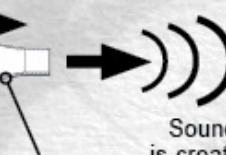


Hunter's lungs provide air supply much like deer lungs

Diverted air through Hyper Ventilator Tube simulates deer nasal cavity/nostrils



Reed in call vibrates and imitates deer vocal cords



Rubber cone simulates deer's throat upstream of vocal cords

Sound is created

Advantages:

1. The Hyper Growl patent pending sound system is more realistic and representative of the true anatomy of a deer than any call ever invented...with the anatomy correct, the sound is correct. Perfect deep grunts, growls, pops and snort-wheezes become easy.
2. The Hyper Ventilator Tube simulates the deer's "nasal cavity." The HV Tube relieves pressure/reduces air flow to the reed and thus the call cannot be "overblown" or "locked-up." This feature allows the caller to supply more air (simulating the lungs of a much larger deer) and thus make a significantly louder call that travels longer distance and punches the wind more than any other call on the market.
3. The HV Tube simulates the deer's nasal cavity. The caller can put his hand over the end of the call and force all of the air through the HV Tube perfectly simulating the true snort-wheeze sound of a deer. The snort-wheeze sound can be quickly and easily added to a calling sequence without removing air supply from the call.
4. Both HV Tube and rubber sound cone can be manipulated with the caller's hand to change the back pressure and alter the sound much like the inflections in the natural deer's tones. Additionally, either or both passages of the HV Tube (nasal cavity) can be plugged with the caller's hand to add tonal inflections by altering the air flow.

FALL 2011: EARLY SUCCESS



Mark Drury's 148" Missouri Whitetail harvested November 8th, 2011 using the Hyper Growl.



Mark Drury's 166" Iowa Whitetail harvested October 31st, 2011 using the Hyper Growl.



Mark Drury's 136" Velvet Whitetail taken September 2nd, 2011 in Wyoming.

DEER CALLS

Buck Growl®

MD-515S Patented



WITH BONUS



Dual-Tube System



One call has defined success for the past 5 deer hunting seasons—MAD's Buck Growl. The Buck Growl is the ORIGINAL CALL designed to duplicate a new deer vocalization discovered by MAD's Mark Drury. MAD is including a Snort-Wheeze Call and Double Lanyard with each Buck Growl.

The unique sound:

Whitetail bucks sometimes get so emotional and so intense their grunts turn to a rapid succession of deep vocalizations. The sound is made when a buck is in the presence of a "hot" doe. Use of the Buck Growl® has proven deadly in and around the rut cycle as other troling or cruising bucks approach the sound to investigate the potential presence of an estrus doe.

Bonus Snort-Wheeze with Double Lanyard!



Includes a detailed instructional DVD with bonus hunting footage



Heat Bleat®

MD-516 Patented

- Easy to blow and exactly reproduces the sounds of an estrus doe
- Rubber cone can be manipulated to create rich tones and inflections
- Heat Bleat is more convenient to carry than a "can" with the lanyard included in the package
- Includes an instructional DVD produced by Mark Drury unique to the Heat Bleat with exciting footage of the Heat Bleat in action



Includes a detailed instructional DVD with bonus hunting footage





Inhale/Exhale™

MD-517 Patented

- Can produce an infinite number of grunts and bleats...Inhale to bleat, exhale to grunt...turn over to yield new tones-Inhale to grunt, exhale to bleat
- Center tuning hole allows user to alter grunts and bleats on the fly
- Produces amazingly realistic calling sequences
- Includes an instructional DVD produced by Mark Drury unique to the Inhale/Exhale with exciting footage of the Inhale/Exhale in action



Includes a detailed instructional DVD with bonus hunting footage



Grunt-Snort-Wheeze

MD-518 Patented

- Exactly produces the low, tending grunt, the short dominant snort and the challenging wheeze
- Grunt can be easily separated from snort/wheeze with our dovetail design and used separately
- Includes instructional DVD produced by Mark Drury unique to the Grunt/Snort/Wheeze with exciting footage of the Grunt/Snort/Wheeze in action



Includes a detailed instructional DVD with bonus hunting footage



Snort-Wheeze

MD-521

- The challenging snort-wheeze sound has gained significant popularity among deer hunters
- Can be used to ward off unwanted deer or to get the attention of deer in the area
- Includes instructional DVD produced by Mark Drury unique to the Snort-Wheeze call with exciting footage of the snort-wheeze technique in action



Includes a detailed instructional DVD with bonus hunting footage

DEER CALLS

Deer Grunt

MD-501

- Duplicates the deep grunt and a low tending grunt
- Produces extremely realistic vocalizations
- Adjustable tube allows grunt tone variation
- Very easy to use
- Assembled using field proven tone system



Doe Bleat

MD-502

- Easily produces the bleats of an estrus doe
- Easy to use and more convenient than your typical "can call"
- Assembled using field proven tone system



Compact Grunt-Snort-Wheeze

MD-520

- Produces all of the vocalizations of a Whitetail buck
- Duplicates the deep grunt, tending grunt, and the short dominant snort of big bucks
- The endpiece can be removed and used to reproduce the sound of a challenging snort-wheeze



Bang Bag

MD-43

- Internal injection molded plastic sticks produce more volume than standard wooden sticks
- Easy to use
- Great for pre-rut, rut and post-rut



MAD® Man Kit

MD-69

- Includes:
MD-515H Hyper Growl (pg. 4)
MD-502 Doe Bleat (above) and
MD-88 MAD® Beanie (pg.12)





Medium Blind Bag

MD-945BU Break-up®

MD-945DB Duck Blind®

Packed 6/ctn.
Ship. Wt. 12.2 lbs.

- Roomy cargo compartment w/removable, washable liner
- 3 zippered outside compartments
- Padded adjustable shoulder strap and carry handle
- Bungee strap system on top



Large Blind Bag

MD-950BU Break-up®

MD-950DB Duck Blind®

Packed 6/ctn.
Ship. Wt. 14.3 lbs.

- Large roomy cargo compartment w/removable, washable liner
- 3 zippered outside compartments
- Padded adjustable shoulder strap and carry handle
- Bungee strap system on top



12 Pack Cooler

MD-915BU Break-up®

Packed 6/ctn.
Ship. Wt. 8.5 lbs.

- Constructed from rugged polyester
- Insulated cooler features waterproof PVC lining
- Zippered top and front storage pocket



24 Pack Cooler

MD-920BU Break-up®

Packed 4/ctn.
Ship. Wt. 10 lbs.

- Constructed from rugged polyester
- Insulated cooler features waterproof PVC lining
- Zippered top and front storage pocket



Single Fanny

MD-930BU Break-up®

Packed 6/ctn.
Ship. Wt. 3 lbs.

- Quiet, soft Tricot material
- Adjustable waist belt
- Zippered main cargo compartment



7 Pocket Fanny

MD-935BU Break-up®

Packed 6/ctn.
Ship. Wt. 6.4 lbs.

- Quiet, soft Tricot material
- Adjustable waist belt
- Large main pocket w/top zippered entry
- Elastic water bottle pocket
- 2 side cargo pockets w/top zippered entry; each with a small zippered front compartment

Silent Backpack

MD-940BU Break-up®

Packed 6/ctn.
Ship. Wt. 8.5 lbs.

- Quiet, soft Tricot material
- Large compartment w/zippered closure for security
- Zippered piggyback front pocket w/bungee cord system
- Mesh side pockets



Great for sheds, beards and hooks!
Hang vertical or horizontal.



Trophy Rope

MD-405 2' w/20 loops

MD-400 3.5' w/30 loops

- Displays your most prized possessions— sheds, beards, and hooks!



Make every rack a prized display!
Easy to follow instructions!

Antler Mounting Kits

MD-905R Red Velvet

MD-905G Green Velvet

MD-905T Tan Velvet

MD-905M Brass

Packed 6/ctn.
 Ship. Wt. 8.7 lbs.

- Felt cover with wood plaque
- Easy to follow instructions



Taxidermy Quality Mount!

Premium Antler Mounting Kit

MD-910M

Packed 6/ctn.
 Ship. Wt. 15.6 lbs.

- Taxidermist Quality Mount with do-it-yourself ease
- Antiqued, engraved brass skull plate
- Solid wood plaque with high quality finish
- Decorative rope wraps around base of each antler






MAD® Waterfowl Chokes

Designed in partnership with Indian Creek Shooting Systems (winner of multiple World Championships and World Records). MAD's Fowl Max combines a patented port design, the technology of Indian Creek and the experts at MAD. These chokes deliver pattern density able to win shooting championships but more importantly these chokes do what they are supposed to do—put the smack down on waterfowl. Visit our website to follow the MAD shooting team and to learn about our complete line of choke tubes.

Lead, steel and high density shot compatible
Patented port design

<div>Waterfowl Choke Tubes</div> <div><div>Detail Close-up</div></div>		PART #	FIREARM	GAUGE	CONSTRUCTION
		MD-1251	Browning Invector, Winchester, Mossberg 500 & 9200, H&R, Weatherby, SKB, Thompson Center	12	.710
		MD-1256	Remington	12	.710
		MD-1261	Mossberg 835 Ulti-Mag, 935 Ulti-Mag	12	.725
		MD-1266	Berretta, Benelli Mobile	12	.710
		MD-1271	Winchester Super X2, Super X3, Browning Maxus, Browning Invector Plus	12	.710
		MD-1276	Benelli Super Black Eagle II, Benelli Cryo, Berretta Extrema, Optima Plus	12	.710



MAD® Beanie

MD-88 Black

Size 1 size fits most
 Packed 12/ctn.
 Ship. Wt. 1 lb.



- Extremely warm fleece construction
- One size fits most



#FlambeauOut