

[Mueller Rifle Scopes – The Top Rifle Scope Value on the Market Today?](#)

So far as scope producers, Mueller Optics is pretty new to this marketplace. Built in 2003 by Richard Schlamp, Mueller has rather quickly developed a good reputation for good quality rifle scopes at realistic costs. It's been established through a few unique practices.

To begin with, the majority of the Mueller goods are created another country. Although, this is certainly not new inside the optics market. About the only optics business that still manufactures some of its rifle scopes in the U.S is Burris Optics. What seems to set Mueller apart from the most their competitors is how they work with these materials. Instead of outsourcing everything to a single country, like Brazil; Mueller took a different tactic. They searched long and hard for different suppliers through the world that made particular optical materials and selected the very best that they could find. Each supplier that they employ builds a specific item or product that is then shipped to an overseas plant and painstakingly constructed. The end result is a high quality product built with exacting tolerances. So much so, that Mueller Optics boasts a life time warranty on virtually every rifle scope they build.

The second unique technique that Mueller utilizes is done through their promotion (or should I say lack of). In simple terms, Mueller pays very little money on advertising in comparison to most sports based optical companies. The next time you visit your doctor or dentist, set aside a second to flip through any hunting or shooting magazines that they may have in their waiting room. I'm willing to bet that you'll see several various advertisements from various riflescope makers, but you probably won't see any ads from Mueller. They choose to rely on their network of dealers, and word of mouth marketing to effectively promote their line. In doing so, they have been able to keep the retail costs of their products at a very attractive level.

From a scope product viewpoint, Mueller has a scope product for nearly everyone (even bowhunters). Mueller has riflescopes that are manufactured for archery, big game, illuminated models, turkey, tactical applications, varmint shooting, rimfires, blackpowder, and nearly any other type of shooting imaginable. Their best selling models seem to be the APV 4.5 X 14 and the Mueller Eradicator 8.5 X 25. These two have acquired quite a following among varmint hunters and big game hunters.

In case you are interested in a new [rifle scope](#), you are probably overwhelmed with the many types and manufacturers. Here is yet another brand to take into account as it just may be the best kept value in the rifle scope business. That manufacturer is Mueller Optics and they produce an exceptional scope for the money. If you would like to learn more. Visit www.Muelleroptics.com

