

ACCURACY DEFINED THROUGH DESIGN

**Carter**  
Enterprises



2020 PRODUCT GUIDE

April & Jerry Carter



## **CARTER ENTERPRISES**

The Carter Enterprises team continues to strive for the best releases on the market. We stick to the drawing board with a creative approach to design and a steadfast standard for accuracy.

*Jerry Carter*

# **NEW FOR 2020, CARTER ENTERPRISES INTRODUCES THE NEW NV HINGE!**

The NV Hinge is the next evolution in the adjustable clicker hinge style releases. The NV Hinge features a new Cradle Rotation System. This new technology allows the archer to adjust the distance of the click to firing from 0 (no click) to .050, or anywhere in between. The speed angle moon cradles the clicker moon in itself, allowing for completely separate speed angle adjustment from the clicker adjustment. Both adjustments are as simple as loosening a lockdown screw, turning the adjustment screws, and then locking down the moons again for the ultimate in consistency.

The new NV Hinge comes in a comfortable universal fit 3 finger handle, featuring a 3 position pulling post to assist with drawing the release.



Forrest Carter



*Go to [www.carterenterprises.com](http://www.carterenterprises.com) or your local dealer to see the NV Hinge today.  
We promise all of your competition will be green with "NV."*

# HAND HELD THUMB TRIGGER RELEASES



## WISE CHOICE

Many people seemed to enjoy the features of the 1st choice, so we thought it would only be wise to offer a version with an index finger hole as well. Carter Enterprises is excited to offer the Wise Choice release. The Wise Choice is a thumb trigger release that adds an index finger hole to assist with consistent index finger placement and adds the security of an enclosed placement for your peace of mind. The Wise Choice features the same popular auto-closing jaw for a quick and easy attachment to your D-loop, and the very popular Set Screw Tension System for the most precise and simple trigger tension customization. We have added a new feature of a removable lanyard system to give the bowhunter an option of clipping it on the loop or keeping the Wise Choice on your wrist. The handle is the same universal fit of the popular 1st Choice and Too Simple, with a hole that accommodates a light glove for hunting scenarios. We think that giving this release a try would be... a wise choice. (Available in 3, and 4 finger models)



## 1ST CHOICE

Carter Enterprises is excited to offer the 1st Choice featuring the same comfortable and extremely universal fit handle as its predecessor the Too Simple but incorporates a longer neck. The length of the neck and release head matches the length of our standard target models. Add in the self-closing jaw and the new Set Screw Tension System for more precise and easy trigger tension adjustment of the Too Simple and the result is a target quality thumb trigger release which is very simple to use and hunting scenario friendly. No matter your target of choice, we recommend this release as your 1st Choice. (Available in 3, and 4 finger models)



Layla Annison

## TARGET 4+

The Target 4 is one of our most popular releases. It is a closed reversed jaw, four-finger, thumb-trigger release. Updated with the new Set Screw Tension System for more precise and easy trigger tension adjustment. The four finger design is very comfortable for medium hands and the rounded corners give you the feeling it is custom made for your grip.



## TARGET 3+

The three-finger design of the Target 3 allows you to drop your little finger off the release while still giving you all of the preferred features of the Target 4. Updated with the new Set Screw Tension System for more precise and easy trigger tension adjustment. We are sure it will be one of your favorites. It's one of our's.





## TOO SIMPLE

An amazing release that is just "Too Simple". Based on the hugely successful Simple 1 release, the Too Simple features Carter Enterprises' unique "double sear" trigger system which makes for the finest trigger travel adjustment on the market. Updated with the Set Screw Tension System for more precise and easy trigger tension adjustment. In addition, an improved

self-closing jaw allows for a cleaner release and trouble free loading onto a D-loop with just one push of a button. Like the Simple 1, the Too Simple, has an extremely comfortable handle and an auto locking jaw with an ultra short head to help increase speed. (Available in 3, and 4 finger models)

## PLAIN 1

The Plain 1 is engineered to be self-loading and self-closing with one simple push of a button. There is no more flip, cock and close. It features a shorter head design to give you added draw length to boost precious speed and also increase accuracy by bringing the loop closer to the fingers. The new head also has a fitted loop slot that consistently positions the loop in a

repeatable position every shot, making it dead accurate.

The Plain 1 is also equipped with a new Dead Jaw trigger silencer to eliminate the snap upon firing which is perfect to suit any repetitive target archer or stealthy hunter.



interchangeable tension system



## JUST CUZ+

Designed by Jerry Carter and World Champion Dave Cousins, the Just Cuz is one of the most accurate releases in the world. It has been modified to be shot with an attached rope or off a D-loop. In 2015, we have replaced the ITS tension system with the new Set Screw Tension adjustment system for more precise and easy trigger tension adjustment.

## JUST B-CUZ

We may not need a reason, but couldn't resist the temptation to keep making something great even better. Updated with the Set Screw Tension System for more precise and easy trigger tension adjustment. The slight curvature to this three-finger hole provides for amazing comfort and high accuracy with every shot. Great for any size hands.



Dave Cousins

# HAND HELD THUMB TRIGGER RELEASES

## CHOCOLATE ADDICTION

The Chocolate Addiction is one of our most adjustable releases. At the base of the trigger lever are three holes. The first one adjusts trigger tension while the other two are spring-loaded to affect trigger travel. The tension and travel setting options are endless. That's not all folks. The cocking lever on the back closes the hook with one motion.

Place hook on release rope or D-loop, and push cocking lever, simple as that. (Available in 3 and 4 finger models)

## CHOCOLATE LITE

The Chocolate Lite is a revolutionary release that takes the best of the Carter releases and molds them into one masterful package. Like the Chocolate Addiction, it offers an Auto-Closing Jaw perfect for hunters, and is designed for medium to large hands. Discover how sweet your shooting can be with the Chocolate Lite. (Available in 3 and 4 finger models)

## CONVERTIBLE

Designed to give you the keys to multiple trigger fingers with one trigger release. This unique shape lets you shoot with either a 2 or a 3 finger handle thumb activation or with a simple 180 degree flip of the release and flip of the thumb knob it can be shot with a third finger activation. Shooting the **Convertible** as a third finger trigger release can help when you get "Punchy" with the thumb trigger. The **Convertible** has an innovative auto closing jaw with the easy press of the cocking lever. The **Convertible** has a removable variable position Adjustable Trigger that doubles as either a pulling peg or a thumb trigger.



## EMBER 1

Designed for the target shooter or hunter. The modular designed handle allows it to be shot as a two-finger, three-finger, or a four-finger thumb trigger and as a reversible RING-finger TRIGGER release. The Ember 1 features a reverse pivoting hook when being shot as a ring-finger trigger. The thumb trigger shoe doubles as the ring-finger trigger when in the reversed position.



Drawing shows reversed third-finger trigger position

## SENSATION

Experience sensational shots with the Sensation trigger release from Carter Enterprises. This sleek release offers an ergonomically shaped handle that is based off the #1 selling series of Evolution releases. The open hook design is perfect for fast and quiet cocking and loading to string. The Sensation is engineered to be a thumb trigger release and will assure the same impact point as any model of Evolution. The Sensation also incorporates the revolutionary Interchangeable Tension System (I.T.S) for micro adjustment of trigger pressure to suit your preference. Practice with the Evolution and shoot tournaments with the Sensation for your shooting sensation of a lifetime.



Andrea Marcos



## INSATIABLE+

The Insatiable is a simple, no-nonsense release that many pros rely on when the shots count. The Insatiable offers the latest design in comfort and control. Smooth, round edges disperse pressure evenly across the fingers. The arched handle helps place the elbow at a more natural position for better control. The Insatiable + also has the new Set Screw Tension System for more precise and easy trigger tension adjustment.

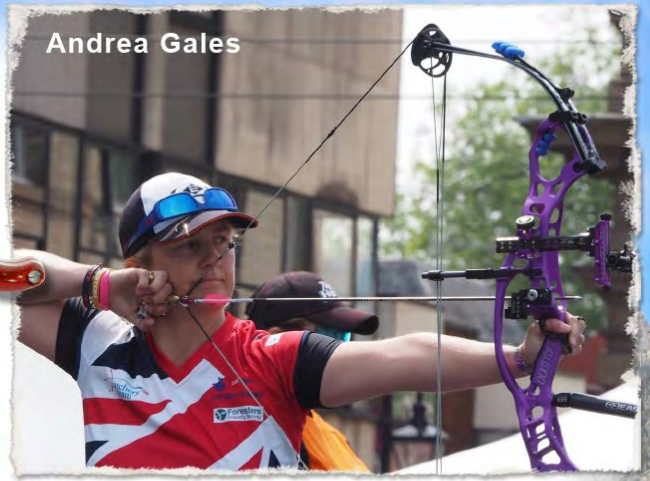


## INSATIABLE 2+

Another spin-off the Insatiable, the Insatiable 2 + has a little straighter handle design yet still allowing the hand to arch in a comfortable position. The finger hole is an added attraction. This release can accommodate a little larger hand than the Insatiable. The Insatiable 2 + also has the new Set Screw Tension adjustment system for more precise and easy trigger tension adjustment.

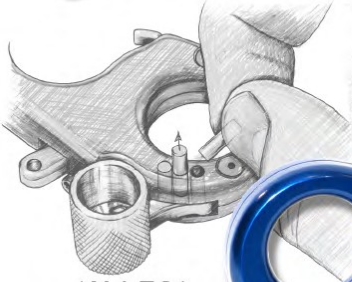


Andrea Gales



## WHISPER

The Whisper has a very short distance between the fingers and the hook allowing the shooter to shoot a 1/2" longer draw while maintaining their normal anchor point. The Whisper also features a Magnetic Adjustment Tension System. Simply add or remove magnets to adjust trigger tension.



(M.A.T.S.)  
magnetic adjustment  
tension system



with removable  
pinky extension

## INSATIABLE 3+

Long anticipated by Insatiable fans, at last there's a three-finger version of this perennial favorite. Try it once, and you'll find this accommodating design irresistible. The Insatiable 3 + also has the new Set Screw Tension adjustment system for more precise and easy trigger tension adjustment.



# RESISTANCE ACTIVATED RELEASES



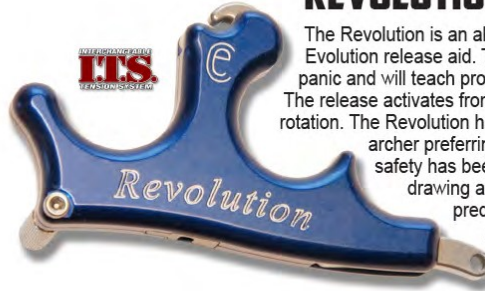
## ATTRACTION LARGE & SMALL

The Attraction gives the shooter the option for shooting either a pull tension activated release or a thumb trigger activated release all in one comfortable unit. By simply adjusting one allen head screw, you can change the release from being pull tension activation to the thumb trigger activation release. The Attraction is a perfectly harmonized combination of the top selling Evolution Series and the most popular Target Series of release aids from historical Carter Enterprises. The Attraction has a very unique trigger and safety mechanism that allows the archer to execute the exact same shot regardless of the preferred activation method. In the past, most pull tension releases require the archer to depress the trigger to activate the safety while drawing the bow, which is opposite to what is done to shoot a typical thumb activation release. With the Attraction design the archer can draw the bow without depressing

the trigger and then press the trigger and hold it in while pulling through a perfect shot. One release, one shot feeling, but with two different execution shot options. Besides the unique trigger design, the Attraction also has slick new options including removable pin set up for trigger tension customization, removable ITS magnet system, safety re-cocking lever for ease on let down and features an open jaw hook for quick and easy loading to a D-loop. Whether you prefer to pull, squeeze or BOTH, the Attraction is the release for you! (4 finger release available in large or small models)



## REVOLUTION



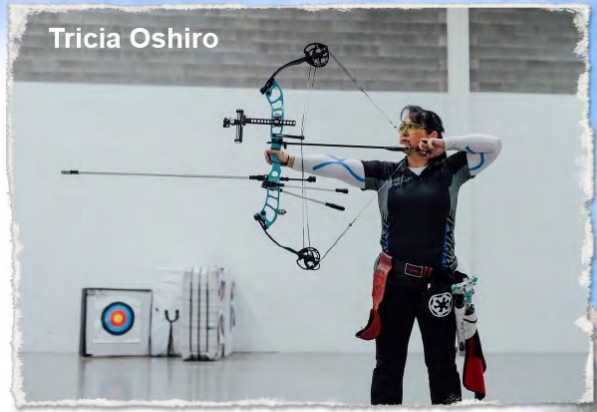
The Revolution is an alternative to Carter's top selling Evolution release aid. This release is a sure cure for target panic and will teach proper shot execution and back tension. The release activates from increasing resistance and not from rotation. The Revolution has a casing designed perfect for the archer preferring vertical handle without a hole. The safety has been relocated to the pinky for trouble-free drawing and letting-down of the bow. Like its predecessor, the Revolution utilizes an open jaw for easy loading and unloading of the release on a loop. Join the revolution against target panic and shoot Carter's Revolution!



# EVOLUTION & MINI EVOLUTION



The Evolution is a resistance activated release and is the perfect release for teaching proper shot execution. The release will fire when you increase the resistance. To fire the release hold the safety down as you pull back. Then once you get into your valley and anchor in, let your thumb off the safety and begin pulling and building pressure on the back wall of the cam until the release fires. This is a perfect concept for struggling archers; learning to do nothing but push and pull until the shot fires. Evolve into the best shooter you can be with the new Evolution. The Mini Evolution is designed for smaller hands and has all the same features as the Evolution. (Both are available in 3 and 4 finger models.)



Tricia Oshiro



Paul Tedford



## EVOLUTION TOO

Carter Enterprises takes you to the next level of resistance activated releases. We are excited to offer the Evolution Too. The Evolution Too features revolutionary new "Piston Resistance" technology. This new technology gives you the ability to fine tune your tension adjustment range and offers a level of consistency unmatched by other resistance activated releases. The new safety design includes a feature that will not allow the safety to disengage if you are pulling harder than the release is set for. This year let the Evolution Too take you to the next level of ACCURACY. (Available in 2, 3 and 4 finger models.)

# BACK TENSION RELEASES

## TOTAL CONTROL

The TOTAL CONTROL from Carter Enterprises is a revolutionary release that gives the archer "Total Control" of the release adjustment. This hinge style release has two independent moon adjustments with infinite control of both the speed and clicker length adjustments. Simply by turning two screws, the archer has "Total Control" of both independent moons that can each be adjusted to the optimum position. This not only makes it the most user-friendly hinge style release but also the safest to draw. The compact head of the release has scribed index marks for precise position referencing. The newly designed head has great lines and a sleek internal hinge that incorporates dual magnets for auto loading of the hook and head. This amazing hinge has an open index hole and silky smooth handle for an extremely universal fit. If you are an archer looking for the ultimate hinge release that gives you Total Control of your shot then be sure to grab the Carter Total Control.



## HONEY 2

The Honey 2 has a new feature in its positive safety engagement system that allows you to manipulate how you choose to safely draw or let down your bow without the stress of a misfire. The Honey 2 gives the option of a safety that lets itself out when you release it or

whether you manually want to disengage it by pushing it off. One turn of a screw lets you choose! The Honey 2 also incorporates an improved internal floating hinge head design that allows you to anchor however you like before disengaging the safety and making your shot. This newly improved floating head assures consistent alignment and repeatable execution for nock crushing accuracy. The speed of the release is easily adjusted with the new adjustable sear engagement. The head has an integrated magnet to assist in the self-returning hook so you can easily be ready for the next shot. The Honey 2 has the most comfortably smooth, fingerless handle that makes drawing the bow a pleasure regardless of hand size. With all the safety, accuracy and comfort packed into the new Honey 2 you



## 2 MOONS

The Carter 2 Moons is a back tension release incorporating a revolutionary clicker system that has adjustment unlike anything on the market. The new one of a kind split moon provides separate and infinite adjustment of both speed and click. This is the first rotation style back tension release to offer such precise and custom micro adjustability. In addition to the new incremental adjustment system, the 2 Moons features a new clamp system that allows for multiple adjustments without forming a memory spot upon re-tightening after adjustment. The 2 Moons is sure to please by combining these features along with the sleekest and most relaxed fitting handle shape Carter Enterprises has ever made. The 2 Moons release is available in a large 3 and 4 finger model and a small 3 and 4 finger model.



## ATENSION HINGE

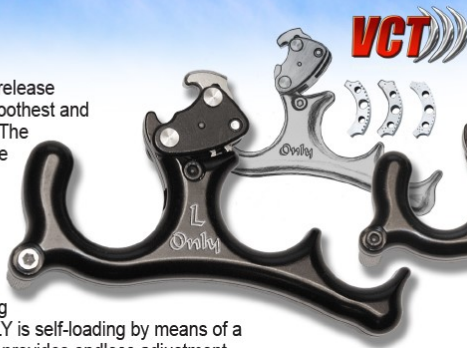
This back-tension release uses R.A.S. technology for precise adjustment. The ergonomic design provides maximum comfort and accuracy. It can be shot either with a D-loop or using the attached rope. Just wrap your fingers around it, settle on the X, relax your arm and tighten your back. Then listen to the crowd cheer after you NAIL IT! (Available in 3, and 4 finger models)



Heather Gore

## ONLY LARGE & SMALL

Discover the most significant improvement in hinge release technology in 50 years. The ONLY is simply the smoothest and fastest hinge release in the world. But it gets better. The angle can be adjusted up to 35 degrees, and with the revolutionary Variable Crescent Technology (V.C.T.), firing speed adjustments are limitless. Traditional hinge release firing speed is controlled by the hinge position on the half-moon. We've replaced that half-moon with our choice of three crescent cams that range from 0 to 5 degree of radius curvature. The magic is in the cams giving you total customizing of the release head angle and firing speed. The ONLY is self-loading by means of a magnetic-head-return and or small sizes. The ONLY provides endless adjustment options and is destined to be the ONLY hinge style release you will ever need. (Available in Small and Large 3, and 4 finger models)



## HONEY

Carter's sweetest shooting back tension hinge release ever developed. The "Honey" combines timeless features of

Carter's most popular releases along with innovations to give you the most accurate and safe hinged back tension release ever made. The Honey has a new positive safety engagement and disengagement allowing you to safely draw or let down your bow without the stress of a misfire. The Honey also incorporates a floating hinge head design that allows you to anchor however you like before disengaging the safety and making your shot. This floating head assures consistent alignment and repeatable execution for nock crushing accuracy. The speed of the release is easily adjusted with the new adjustable sear engagement. The head has an integrated magnet to assist in the self-returning hook so you can easily be ready for the next shot. The Honey has a comfortable handle that makes drawing the bow a pleasure compared to other hinge releases on the market. With all the safety, accuracy and comfort packed into the new Honey you can be assured to be the "Bee's Knees" on the target range this year. (Small Available in 3, and 4 finger models) (Large Available in 4 finger model)



## COLBY 2 HINGE

Get back to basics with the simple back-tension release. The comfortable contoured handle will fit any hand size. An improved version of the original Colby, this back-tension release is an excellent training aid. Utilizing Carter's R.A.S. Technology, this release is a must for every archer wanting to improve their form and raise their scores.

## SLIDER

The Slider is a spike head style triggerless release that features a new incremental hook adjustment system. The slider is unlike any other triggerless release because it has the hook positioned between the middle and ring finger which allows for easy draw and smooth friction free rotation. The Slider has an extremely comfortable and ergonomically contoured 3 finger handle that allows you to draw safely using the pulling post and requires virtually no hand repositioning upon anchoring. We believe it is the easiest back tension release to use and totally fool proof for any archer wanting to use a triggerless back tension release. Just draw, aim, pull and let the slider put your arrow right down the center of the plate. Experience the new slider today and see just how slick it really is.



# INDEX FINGER TRIGGER RELEASES

## LIKE MIKE

Carter Enterprises has had the pleasure of having countless numbers of World Class Professionals shooting their release aids. When it comes to Professionals using wrist strap releases, Michael Braden stands out as one of the most decorated index finger release shooters. This collaboration led Carter's design genius Jerry Carter to use Michael's experience to collectively create the perfect index finger release, the Like Mike. The Like Mike features an ultra reliable, double sear interior for increased accuracy and repeatability while maintaining the least amount of trigger travel of any release Carter ever made. The trigger also has minimal "over travel" to eliminate any spongy feeling when fired, leaving you with a perfectly crisp feel and instant response. The trigger has a 1.5 to 5 pound adjustment range with the simple turn of a screw so you can tailor the trigger to the exact feel you prefer. It also features the popular open jaw design that loads quickly and silently on a D-loop for fast clean shots that give no excessive wear to the loop. The long and sleek design of the Like Mike is very aesthetically pleasing and fits perfectly for any shooter that prefers a longer bodied index finger release aid. The Like Mike comes standard with the Scott Adjustable Leather Buckle Strap for superb comfort and repeatable fit. Whether you are in the field, in the woods or on a shooting line, the Like Mike is the next generation in a long line of record setting Carter release aids.

Michael Braden



Dr. Randy Ulmer & son Levi's bull

## RX 1

The Rx release is the prescription for any hard-core bowhunter or target archer. The Rx 1 was collectively inspired by World renowned Bowhunter Dr. Randy Ulmer, Champion target archer Michael Braden and were designed by Jerry Carter. Rx 1 is simply the fastest, quietest and most accurate wrist strap release sold. The Rx release features a magnetic hook return that closes with a simple squeeze of the finger. This unique self closing, open hook design is perfect for trouble-free shooting from a string loop. They come standard with a premium, fully adjustable leather buckle strap made by Scott. Dr. Ulmer has gone on record to say that he has finally found the ultimate hunting release in the Rx! The doctor's orders are to take one Rx in the evening and call the taxidermist in the morning!



## WHATEVER

Once again Carter Enterprises gives you "whatever" you ask for. The Whatever is the most versatile, yet simplistic index finger release ever created. The Whatever features a "one push" closed jaw system for the confidence of a completely enclosed loop. This jaw also has an innovated angled loop channel that self aligns the D-loop to the exact same position every time which guarantees accuracy. In addition, this release offers you an extremely versatile tension changing system as well as our famous trigger travel adjustment system. The Dowel Interchangeable Tension System (DITS) allows you to customize your trigger tension from approximately a one pound trigger all the way up to an amazing 10 pounds of trigger tension with the enclosed spring kit. You literally can have "whatever" trigger tension you desire without having unwanted trigger travel. Never before has there been a release that gives you "whatever" tension you need with such ease. This release comes standard with the top selling Scott leather buckle strap with easy slide length adjustment.



Gregg Ritz

## 2 SHOT

This index finger release introduces the first ever triple sear design allowing the pressure to be spread out over six points instead of the normal two. It features a beefed up casing and larger hasp opening. The Two Shot was designed especially for attaching directly to the bow string or D-loop. Beautiful to look at, beautiful to shoot.



Darren Collins



# INDEX FINGER TRIGGER RELEASES

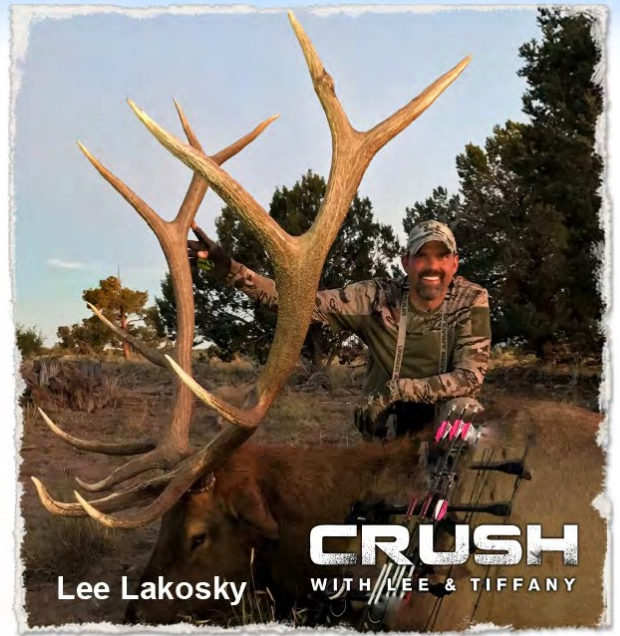


## QUICKIE & QUICKIE+

The open, self-closing hook quickly relocks following each shot, providing easier, faster loading on either a D-loop or serving. In addition, enjoy the benefit of silent loading and silent shooting without sacrificing accuracy. The Quickie Plus also features a new version of the popular Interchangeable Tension System for fast, easy spring changes.



Tiffany Lakosky



Lee Lakosky

## THE QD GIZMO

It's the world's fastest quick disconnect. Simply bolt the female end into the stabilizer bushing on your riser and attach the male end to any standard stabilizer screw (5/16 x 24). Then one 360 degree twist to connect or disconnect. Cool, huh?



## WRIST STRAPS

Greene Mountain  
Leather  
Buckle



A variety of wrist straps  
are available for Index  
Finger Trigger Releases

Greene Mountain  
Nylon  
Hook & Loop



Scott  
Leather  
Buckle



TruGlo Boa  
Wrist Strap



Cobra  
Leather  
Buckle



Jim Brennan

## CAPS & VISOR

You will be styling in these Carter cap and visor. Visit our web site at [www.carterenterprises.com](http://www.carterenterprises.com) for additional styles and colors. They may not make you shoot better but you will at least look good doing so.



Whitetail & Camo



Black Flat Bill



Kryptic Camo



White Visor



# Carter *Enterprises*

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