



# How collaboration with InVeris Training Solutions helped Parma Armory Shooting Center create one of the best and most unique ranges in the world



By thinking outside the box, the metro Cleveland area facility is ready for increased use by new and experienced shooters.

Gun range design begins and ends with the needs of specific customers. InVeris Training Solutions recognizes when it is necessary to take a step back and re-envision a range from the bottom up – or even two stories up. That is how Parma Armory Shooting Center changed the dimensions of live-fire practice.

In 2016, president and owner Rob Euerle opened his new firearms store and gun range in a former U.S. Army Reserve and National Guard armory in Parma, Ohio. Located in Cuyahoga County on the southwest edge of the Greater Cleveland metropolitan area, the 35,000-square-foot armory would seem to afford ample space. Yet Euerle

quickly found that the five shooting lanes were far from adequate in keeping up with demand. The range was stacking up to 10 people deep on a Saturday. There simply were not enough shooting stalls to keep pace.

At this juncture, however, Euerle did not merely aim at expansion. He had a vision to make the Parma Armory Shooting Center one of the best ranges in the country. Toward that end, he designed and added the unique 21 Gun Salute Range®, a two-story range with 21 stalls and no dividing floor beyond the firing line. Today, Parma is known for sporting the world's largest indoor double-deck gun range.



Now as many as 500 customers on a Saturday can take advantage of these 21 40-foot shooting lanes with digital target control and a wide range of target variation (the lower level reserved for rifle practice) as well as the original, more intimate range with its five 30-yard lanes. Moreover, as Euerle points out, they often can do so without waiting. Not surprisingly, the Center is a magnet, drawing customers from throughout the 2 million-plus-resident metro area.

In February 2021, the National Shooting Sports Foundation (NSSF), the firearm industry trade association, affirmed Euerle's vision. They awarded Parma Armory Shooting Center its highest designation for range excellence: a Five-Star ranking, distinguishing it not only in metropolitan Cleveland, but the entire nation.

Euerle achieved this dream through a unique collaboration that literally dared to think "outside the box."

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## The story behind Parma's premier range

When Euerle decided to expand his range, he saw that InVeris Training Solutions offered the most modern and effective equipment for the cost. Equally important, the company's design engineers could help Parma accomplish its unique two-story design, from requirements intake to installation and beyond.

To streamline construction, several InVeris engineers worked onsite with consultant James Sherman, a firearms expert and NRA-certified Range Safety Officer (RSO). The team sought a range that would be state-of-the-art in every aspect, from honing marksmanship skills and classroom firearm education to safety and environmental concerns. In doing so, Parma took advantage of InVeris's knowledge of best practices, based on the company's legacy of more than 15,500 installed ranges around the world.

InVeris engineers took in the facility's unique requirements and proposed solutions to Sherman. As a result, Parma installed the most advanced technology in shooting stalls, range controls, XWT wireless target carriers and GranTrap® granulated rubber traps. For individual shooter control, each shooting stall was outfitted with wireless tablets for a personalized range experience. With the range controller,



users can manage static paper targets, as well as dynamic paper targets, to automatically turn 360 degrees during friend and foe scenarios.

Yet, with his perspective as a veteran range officer, Sherman knew that shooting challenges were only part of total customer satisfaction. He wanted the Center's customers to feel safe and healthy. This customer acceptance was critical not just for the range, but for new shooters.

"Repeat visits are essential for someone new to firearms," says Sherman, who has been an NRA-certified RSO and instructor for many years. He explains that if a person plans to be prepared to use a firearm in self-defense, they need hours of practice. It helps if they become comfortable with the range setting and procedures, so they not only can concentrate on improving marksmanship, but also are willing to put in the time to acquire skills.

Toward that end, InVeris installed the most modern air filtration, shooting stalls, bullet traps and acoustic baffles available. Every 66 seconds, 100% of the air within the shooting range is replaced. Eight-foot walls separating shooting stalls are designed to contain a direct hit from any firearm allowed on the range. They also provide noise abatement to minimize sound between shooting stalls.

"It's the cleanest range I have ever seen," says Sherman. "Rob Euerle continues to invest in the Center. He has recently recarpeted the entire facility. In terms of safety, although the range is continually monitored by closed-circuit cameras, we also have in-person RSOs carefully watching all live-fire activity. If a novice shooter is on the lane, the RSO will give the person special attention."



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These qualities of the range have been instrumental in hiring and retaining a dedicated attentive staff. Sherman comments that compared with other ranges with which he is familiar, there is little turnover of personnel. This consistency reflects on how well Euerle’s organization treats its employees and how they treat customers. There is a point of pride in where they work.

### Ready for an increase in interest

According to NSSF, 2020 saw nearly 5 million Americans purchase a firearm for the first time, representing 40 percent of sales. Notably, women comprised 40 percent of first-time gun purchasers. This dramatic increase in gun purchases found range owners struggling to keep up with firearms, ammunition and available range time. For Parma, which draws people throughout a major metro area, this rise in range use would seem to pose a challenge.

Parma Armory, however, has met this situation with scale and efficiency. The store and facility never had an ammunition shortage that would deter customers. Electronic check-ins and clearances, while thorough, expedite shooters to ranges in minutes. A public shooting curriculum, along with private classes and practice sessions, moves students toward greater adeptness. In short, the Armory continues to serve a broadening customer base without the difficult stretch that many facilities have undergone.

In addition to the NSSF five-star ranking, the Center has received local and national accolades. Parma community dignitaries honor the Shooting Center as one of the town’s top features. Weapons magazines have featured the new range and Euerle has been invited to speak about his journey to create a showplace in the shooting world.

Summing up his journey, Rob Euerle says, “When ten or more of our customers were stacked up in our hospitality lounge, willing to wait for up to an hour to get into one of

our original five shooting lanes rather than going elsewhere, I knew the best way to thank them for their loyalty was to build the best equipped, biggest and most modern indoor shooting range imaginable. We built it to thank our loyal customers, but we named it to thank the military and law enforcement heroes who have given their lives to protect our country, and our Second Amendment rights. They deserve a 21-gun salute every day, which is why we named our new range the 21 Gun Salute Range®.”

Thinking outside the box with InVeris has set an example for building gun ranges everywhere.

“The customer service has always been very proactive and supportive,” Euerle said. “We would recommend – and we do recommend – InVeris to many other range builders throughout the country.”

He added, “There are so many Monday morning quarterbacks who will scrutinize decisions of law enforcement officers or what training they had or did not have that may have contributed to good or bad decisions made in split seconds or were made hours or days at a time; we, as sheriffs and chiefs, have to train our officers better than ever before.”

Sheriff Tregre also spoke about the projected community impact of the new facility: Reduction of urban blight. Increased interaction between citizens and law enforcement. Boosting police presence. The ability to offer women’s self-defense classes, crime prevention programs, hunter education, public range dates and concealed carry classes. It also can benefit the local economy as instructors and officers nationwide can travel to the River Parishes for training.

Notably on the outside of the building, a memorial for fallen law enforcement officers will be erected. But perhaps it is the Training Center itself that furnishes a daily testimony to a sheriff’s deputy that responded to tragedy, by creating a facility worthy of the dedicated law enforcement officer.

**InVeris Training Solutions is the global leader in integrated live-fire and virtual weapons training solutions. With its legacy companies, FATS® and Caswell, InVeris Training Solutions has fielded over 15,500 live-fire ranges and 7,500 virtual systems globally during its 95-year history. The company is headquartered in Suwanee, Georgia and partners with clients in the U.S. and around the world from facilities on five continents.**