



Tactical or Tacticool?

BY JOSHUA SWANAGON

THE word of the day is “tactical.” You hear it everywhere now, sometimes good and sometimes bad.

When I look around at the state of the industry today, and everywhere I look is enveloped by a sea of tactical toothbrushes, tactical underwear, tactical tactics for the tactical minded tactician, it seems difficult to really know what an actual good, tactical product is anymore. It has gotten to the point where I find myself really scrutinizing anything labeled “tactical” and expecting far more from it than any other item in the same category.

“YOUR KNIFE SELECTION SHOULD BE THE CULMINATION OF CAREFULLY EVALUATED OPTIONS AND FEATURES.”

Unfortunately, the knife industry is not immune to tactical marketing and many people are falling prey to cheap, made in China, “tactical” junk.

The Right Path

As with any other product, and perhaps even more so, your knife selection should be the culmination of carefully evaluated options and features.

Make sure that you do your homework and research what others are saying about a knife you are interested in, find out what kind of experience others have had with it. Check to see if the maker is a reputable company and what kind of warranty they offer.

Finally, check out the materials and process they use in the construction of

their knives and whether or not they used proper, differential heat treating for edge longevity and blade strength and flexibility.

Investment Property

A knife purchase can be an investment if done right, and at times an expensive one.

It pays to make sure that you don't let creative marketing pull your focus away from what really matters in knife selection. With “tacticool” being all the rage today, it can sometimes be hard to find the diamonds in the rough, but they exist when you are looking in the right places.

When you know what you are looking for and what you are looking at, it becomes easier to see past the riff raff and claptrap and see each knife for what it really is.

Stay sharp and keep it real. **KI**