

Hello and Welcome to Lock 'n Load Publishing

by LOCK 'N LOAD PUBLISHING



Lock 'N Load Publishing (LnLP) has been in the hobby gaming industry since 2006, producing over 70 titles across multiple, recurring product lines. In July 2014, *Lock 'N Load Publishing* began a new chapter when *David Heath* became the new principle owner and business manager of the company, headquartered in Pueblo, Colorado. *David* was no stranger to the gaming market, having been founder and CEO of *Matrix Games*, *The Wargamer*, and *The Gamer's Network* for over ten years prior to acquiring *Lock 'N Load*. He is a strong customer advocate, with the goal of providing the best entertainment value for the customer's dollar, along with a highly responsive customer service experience.

This also extends to *Lock 'N Load Publishing's* business partners, as *David* knows that building a strong business begins at the publisher level but extends all the way through the supply chain. To this end, *LnLP* has partnered with *Second Chance Games* in the UK to be a sales and distribution point for customers in the EU. They are striving for other ways in which to get their games into more brick and mortar stores, either through distribution or direct sales to stores that are interested in carrying them.

The company has long enjoyed the perennial strong performer *Lock 'N Load Tactical* (LnLT), *Nations at War*, and *Tank on Tank* series of games through multiple printings and editions. These games make up more than half of the company's board game catalog, which continues to expand every year. In order to bolster and maintain continued growth of the *LnLT* line, the company released a comprehensive Version 5.0 core Tactical rulebook in June. The rulebook was very well received, reinvigorating sales for existing titles in the line to both new and old customers alike.

In addition to historical, conflict simulation games, *LnLP* has broadened its reach by adding miniatures rules, card games, science fiction, and horror titles over the years, with titles such as *All Things Zombie*, *Space Infantry*, and *Nuklear Winter '68*, each equally popular with historical and fantasy gamers alike. At the *World Boardgaming Championships* (WBC) in July, *LnLP* released *Atlantic Storm: Admiral's Edition* by *Ben Knight*. This family-friendly trick taking game has garnered a strong following over the two decades since its initial release, and the reprint has been welcomed by very strong sales numbers. Designer *Ben Knight* also announced at WBC that he will be updating his follow-on game in the series, *Pacific Typhoon*, also for publication and release by *Lock 'N Load Publishing* for next summer.

Lock 'N Load Publishing also offers computer entertainment to customers, with a portfolio of 24 current games and many others in planned. A slew of digital implementations of existing board games are presently in development for release in the very near future, extending the reach and tapping into a whole new audience while also broadening the appeal for their analog counterparts.

Last year *LnLP* launched their *Battles on Demand* line, allowing them to explore unique historical subjects of interest to wider audiences. There are currently six games in the line, with new releases in the line coming every two months. The line's latest release, *Bloody Mohawk*, dealing with the French and Indian War, will also be available at historical sites and museums in the coming weeks. This is another market that *Lock 'N Load Publishing* plans to build upon, providing games that are both educational as well as entertaining.

Lock 'N Load Publishing continues to stay in close touch with its customer base by visiting multiple conventions every year. This personal touch allows the customer to not only see new products demonstrated at these shows but also builds a loyal rapport between the customer and staff of the company. The conventions also serve as another outlet in which *LnLP* continues to meet face-to-face with designers to discover new games for publication. These personal connections in all facets of the business are paramount to the company's success.

2018 is proving to be an exciting year for *Lock 'N Load Publishing*, with several new products already released and more slated over the coming months. Among these will be a new definitive edition treatment for *Space Infantry*, with *Space Infantry: Resurgence* coming to market later this year. Fans of the sci-fi themed game have been clamoring for a reprint for years and *LnLP* has decided to pull out all of the stops in answer. This new edition will be a compilation of every module and expansion ever designed for the system, along with a complete reworking of the art and components. *LnLP* has worked closely with designer *Gottardo Zancani* to ensure that everything is included in this edition and are proud at how the final product is shaping up.

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Aside from *Space Infantry: Resurgence*, *Trial of Strength Second Edition* is also expected by year's end. This reprint of the 1985 *David O'Connor* classic will feature an updated order of battle, freshly designed counters, map and updated rule book. *LnLP* will continue to penetrate the tactical gaming market with a new tactical line in their stable, *Contact Now: Red Eclipse*. This is the first game in this new line and models a Cold War gone hot between the US and the Soviet Union in the 1980s and is planned for release in the next few months. An expansion for *Red Eclipse* is already in the working stages for next year, and the next title is also tentatively planned for next year. Three more releases are in final development for the *Battles on Demand* line, to include *Wake Island*, *Raid* and *Riposte 3rd Edition* and *Red Devils at Arnhem*.

The long-awaited *World at War* series is relaunching as the new *World at War 85* series, with its first two of a planned eight titles. This ambitious project has seen a sizable development team comb through all of the existing material, expanding and modernizing it to build a plausible setting in 1985 where a hypothetical war engulfs the entire globe in conflict. The company is extremely pleased with the progress of the series and knows it will provide customers with a rich, strategic experience to be enjoyed for many years to come.

LnLP believes that the board game market can be best supported and grown through cross over sales of digital ports of board game properties. Development is well underway for the planned *LnLT* computer game base engine, which includes the *LnLT* Starter Kit, offered as a free download. Customers can then add to this base engine with separate purchases of different modules that encompass every game in the *LnLT* line. The *Nations at War* series is also being ported to digital format and plans for a *World at War 85* series are also being drawn up to follow suit.

Alongside game publication, *Lock 'N Load Publishing* provides publishing services for the quarterly wargaming journal *War Diary*, which concentrates on wargaming related variants, strategy, reviews, and interviews.

Lock 'N Load Series:



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