

“If you don’t risk, you don’t get the reward,” said Tom Vehr, owner of Velocity Triggers, regarding the \$186,000 machine he bought in the early days of his business.

Velocity Triggers is a trigger manufacturing business located in North Phoenix that takes pride in quality triggers that help produce a more precise shot.

An AR-15 has a trigger included. However, “the problem with the trigger is it is creepy and heavy. Those two things affect accuracy. People don’t want a crappy shooting gun, they want an accurate gun,” said Vehr.

Vehr designed a trigger so “when you apply 3 pounds of pressure, it fires,” said Vehr, “When you have a trigger that you are squeezing and squeezing and squeezing, and you are trying to keep the sight on the target, but because of the heavy pull and the grip, it’s going nuts.”

Vehr worked 14 years at Timney Triggers designing, tooling, and testing triggers. In 1995, Vehr worked at Knight Rifles where he set up a manufacturing facility.

Vehr knew he could produce a more accurate and affordable product than what was on the market. So, in 2008, Vehr started Vehr Manufacturing, the parent company to Velocity Triggers. “Of course that was when the economy took a bigger dump than it has right now. That was a very tough time to start a business,” said Vehr.

Vehr did not want to name his business after himself because Vehr is easily mispronounced. “I was driving to go pick up some parts and Velocity popped into my head,” said Vehr, “that’s when I actually created Velocity Triggers.”

“I gave out samples and gave out samples and gave out samples. Then the strangest thing happened: about six months after that, I get an email from a company I never dealt with, but they wanted 100 of the Vehr Trigger.

“I took the money that I made from those 100 triggers, that was a big order for us when we were just getting going, and started Velocity Triggers online,” said Vehr.

Vehr sells his product to mom-and-pop dealers around the country. “They were actually making more money and having less trouble with our product than they had with the other people’s triggers, they would actually quit selling stuff and only sell Velocity,” said Vehr.

“You don’t get that by just wishing, you have to give somebody a quality product people can afford,” said Vehr.

Vehr developed a work environment that keeps people happy and positive. “My business philosophy is to treat people the way I want to be treated,” said Vehr.

Jarrod McKay who has been working at Velocity Triggers for about seven years, tests triggers for production. “I ensure all products that are going out, trigger wise, are tested to the parameters that we want,” said McKay, who had no experience in testing triggers prior to Velocity.

Another employee had no experience in manufacturing at all. Judah Holmes began working at Velocity about two years ago, during COVID-19. He went from playing video games to running machines. “It definitely was a learning experience,” said Holmes.

Holmes works on a different aspect of production “depending on what parts need to be sent out,” said Holmes.

Lori Dalaly has worked at Velocity for about four years and has several responsibilities: “I ship, I package stuff, I do some quick book work, I try to organize as much as I can,” said Dalaly.

Dalaly enjoys working with Vehr, “he just makes things really enjoyable. He treats people fairly, said Dalaly, “he’s just a great person to work for.”

For more information about Velocity Triggers, visit [velocitytriggers.com](http://velocitytriggers.com).