

**September 17, 2012**

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**Press Release:**

**Big Oak Products™ announces official launch of business operations, trail camera photography, and unique products using wildlife images.**

Big Oak Products has established business operations via [www.bigoakproducts.com](http://www.bigoakproducts.com). We believe that Big Oak Products is the first company to exclusively utilize trail camera technology to capture Wisconsin wildlife images that are used for gifts and other products. These exceptional images have been acquired solely by Big Oak Products' owner, Jim Schoenike, and are not licensed products of any camera manufacturer or other vendor. Trail camera photography has become increasingly popular, but few have honed their skills into a craft that results in beautiful art.

Big Oak Products was established to provide products that utilize trail camera photos of Wisconsin wildlife. "Through trial and error, Schoenike developed advanced trail cam tactics and has accumulated an extensive library of stunning wildlife images." [Paul Smith, Milwaukee Journal Sentinel]

Trail Cameras or Trail "Cams" have been growing in popularity and were initially intended as scouting tools for outdoorsmen, researchers, and hunters. Big Oak Products has taken this technology to a new level. Trail cams are quiet sentinels in the wild of nature, capturing images of wildlife without a human presence. Strategies vary, but there are key components to success. Consistently capturing high quality images for commercial venture is something unique to Big Oak Products.

"We have been able to capture Wisconsin wildlife images that are seldom seen by humans. What initially started as a hobby has grown to a business where others enjoy experiencing wildlife photos imprinted on calendars and note cards. An advantage for Big Oak Products is our content. We believe that Big Oak Products is the first commercial enterprise to capitalize on this new art form." [Jim Schoenike, Big Oak Products]

Big Oak Products will initially offer note cards, calendars, and T-shirts bearing the images of trail camera photography. The feature product is the 2013 Wildlife Calendar. The company also offers individual photographic prints and image licensing. Products are available on-line at [www.bigoakproducts.com](http://www.bigoakproducts.com) and also offered in select Wisconsin galleries and retail locations.

**Recent media attention**

Milwaukee Journal Sentinel  
<http://www.jsonline.com/sports/outdoors/trail-cams-no-flash-in-pan-0d6hat1-166656956.html>

Associated Press  
<http://abcnews.go.com/Health/wireStory/remote-cameras-great-tools-gardeners-17210337>

Visit [www.bigoakproducts.com](http://www.bigoakproducts.com) to learn more about the company and to view product selections.