

Top manufacturer uses UK for showcase

Leica Sport Optics, J P Sauer & Sohn and Hornady Ammunition joined forces to showcase their latest products at an exclusive international press event in Scotland.

Journalists from across the globe journeyed to Glenborrodale Castle on the remote Ardnamurchan Estate in the Scottish Highlands for a unique event run by specialist UK-based PR agency Tweed Media.

The four-day event welcomed press from Spain, Italy, the US, the Netherlands, the UK, Germany and Sweden to see Hornady's reloading kits, Sauer's 101 rifle and Leica's ERi scope and Geovid HD-R binoculars.

Sporting chance

Under the guidance of Jens Tigges of Outdoor Marketing International (the European representative for Hornady) and Neil Davies, Hornady's Nebraska-based marketing director, each journalist received an introduction to explain just how simple,

quick and cost effective reloading can be.

Reloading ammunition among European hunters is fairly uncommon, so Hornady wanted to give them the opportunity to reload their own .308 Win rifle ammunition and then shoot a red stag on the hill with West Highland Hunting, who manages the sport on the 25,000 acre estate.

Jens explained: "To achieve the optimum

accuracy, each Sauer rifle was measured using Hornady gauges to identify the best matching overall cartridge length for each rifle.

"Every handload was then tested for accuracy and speed using a chronograph. After the hunt, the rounds were shot into ballistic soap to measure and compare the different performances of bullet types. Every journalist loved the experience and they were excited to share their newfound knowledge with their readers."



Put to the test

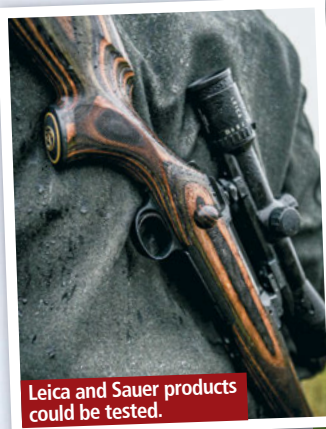
J P Sauer & Sohn, Germany's oldest rifle manufacturer, showcased four new versions of its hugely popular 101 bolt-action rifle in a variety of stocks and finishes: the compact Forest XT, the versatile Scandic, the hardwearing Alaska and, finally, the top-of-the-range Select.

Product manager Julian Wengenmayr said: "Signing up to this press event was a no-brainer. The style of hunting on offer was very appealing. The weather can be highly changeable in the Highlands so it offered us the opportunity to put our rifles through their paces and prove their huntability."

Leica Sport Optics' Michael Agel added that the world-famous topography at Ardnamurchan presented the chance to demonstrate the capability of the optics.

"We've now taken part in several press events run by Tweed Media. Every last detail was catered for and the event ran smoothly, with all the manufacturers unanimously feeling that it was a real success."

"The changeable weather at Ardnamurchan Estate was ideal for the binoculars and the lightweight ERi scope. The Televid spotting scope was also superb when testing the handloaded ammunition on the range."



Leica and Sauer products could be tested.



The press contingent outside the impressive venue... Glenborrodale Castle.

Neil Davies added: "Only a small fraction of hunters in Europe load their own ammunition, so here at Hornady we were driven to showcase the advantages of loading your own. Our European business is starting to increase and we want to expose our products to consumers via the hunting magazines."

"This event has given me the opportunity to meet more journalists from all over the world and explain the products in detail to some of the most influential writers around."

Meet the press

Danish writer Jen Ulrick Høgh is based in Sweden and is one of the most prolific writers in Europe.

He said: "I'm lucky enough to be invited on many press trips each year, but this angle was a first for

me. Having the opportunity to reload ammo before hill stalking was truly unique and original."

"In fact, I'd never hunted stags in Scotland before so was thrilled with the 13-point stag that I culled. I was already very familiar with the 101 rifle – I've shot with it many times before. The Leica optics were crystal clear; I enjoyed using the full functionality of the rangefinders."

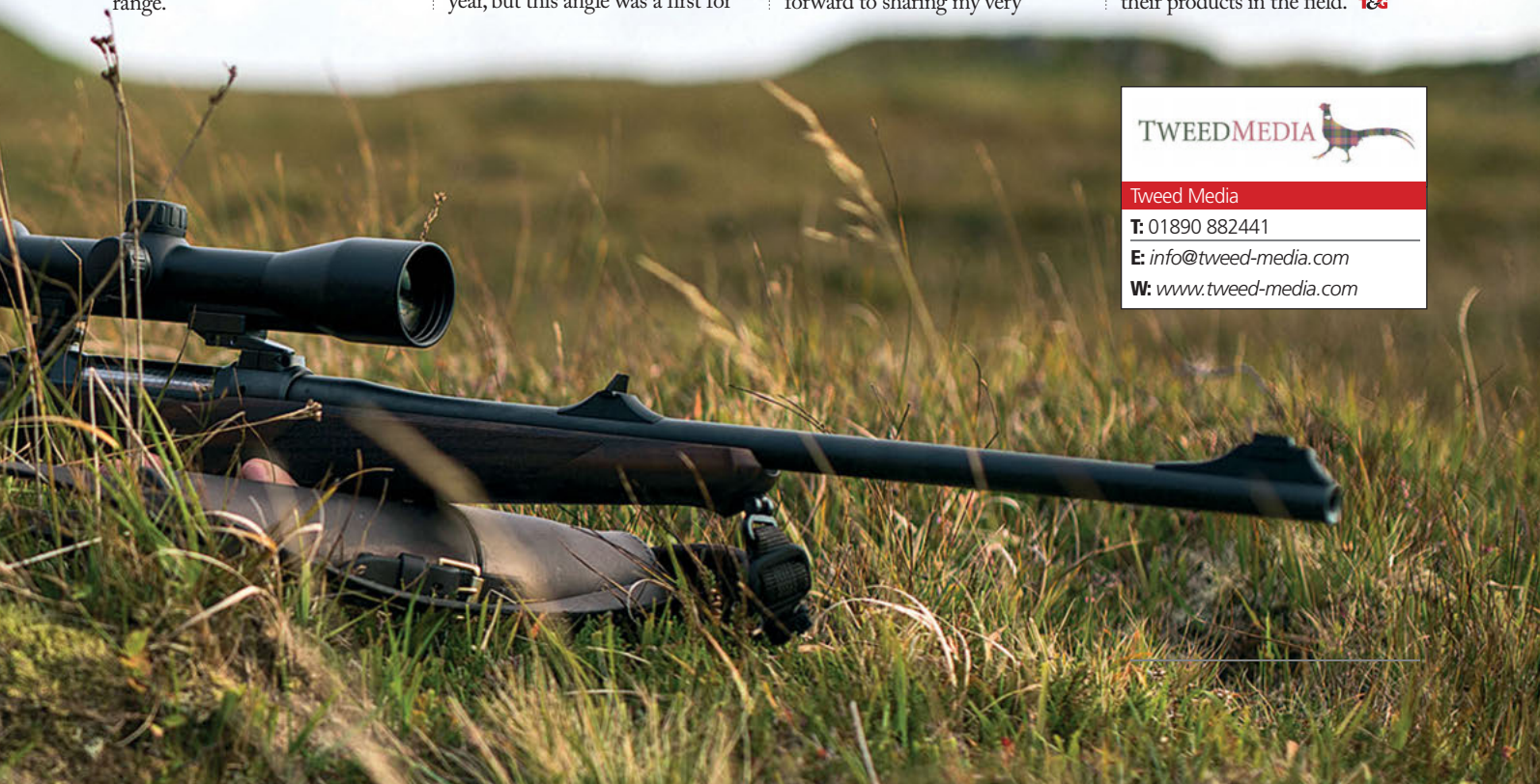
"I shot my stag at 226 metres – I would not have taken that shot without them. The way the handloading was presented made it easy to write a whole article on the subject and make the practice very accessible for hunters."

Dutch writer Reinier Broeks added: "Handloading is not a popular pastime in the Netherlands, so I'm really looking forward to sharing my very

positive experiences with my readers. It adds another step to the hunting process. I think there's a growing appetite for handloading in my country so this press trip was well timed."

Simon K Barr, Tweed Media's managing director, concluded: "From the manufacturers' point of view, all of the organisation and stress was dealt with by us in advance of and during the event, leaving time for them to concentrate solely on interacting with the journalists and building relationships."

"Everyone is so busy at trade shows that it's impossible to have any meaningful conversations with writers – our press trips offer a unique solution whereby manufacturers can explain and showcase the true applications of their products in the field." **T&G**



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