

TANYA AND RICHARD FAULDS.



GUERINI'S GLOBAL AMBASSADOR

A REPORT BY DON BRUNT

The Caesar Guerini brand has enjoyed something of a meteoric rise in the premium shotgun market in recent years. As a bona fide global brand within the sporting shotgun arena, it seemed inevitable that they would eventually find a 'Brand Ambassador' that would complement their increasingly strong market position. Their current sponsorship deal with Richard Faulds achieves just that.

There are few sporting and FITASC shooters who haven't heard of Richard Faulds, the five-time Olympian and Double Trap Gold medalist based in the UK. He is, as yet, the only shooter to succeed on the world stage in both Olympic and Sporting Clays disciplines having also won the World English Sporting four times and the World FITASC five times (including a record score of 198ex200 at the 2008 Championships in Cyprus). His effortless shooting technique has won once him fans around the world – including Steve Schultz of Target Line who once described him as “The smoothest mover of the gun I've ever seen”.

Family Business

Giorgio Guerini always refers to the company that he started with his brother as being a family – consequently on signing the four year deal, Richard and Tanya Faulds were both invited to visit the 'family' home – the factory that sits next to the thundering Mella river which winds its way down through the Val Trompia (Italy) like an artery linking all of the great gunmakers of the area.



MASTER STOCKER VALERIANO.

First stop at 9.30am was a visit to the World famous stockmakers Essevierre, who immediately set about creating custom stocks for the husband and wife team. For Richard this was a new experience. "This is the first time I've ever had a custom sporting stock made for me." The two brothers who run Essevierre supply stocks to shooters around the world. The 'Wall of Fame' in the factory shows the plethora of Olympic and International Champions they have worked with and that reputation ensures they are always busy. Stocks are available from just \$700 upwards – depending on your choice of walnut.

Chisels, belt sanders and the well-trained eye of Master Stocker Valeriano quickly had the sawdust flying and by 2.15pm both of the stocks were ready for final fitting.

A couple of tiny adjustments later they were complete and ready to go off for finishing.

Factory Visit

Next on the itinerary was a tour of the Guerini factory, where Giorgio was keen to show the company's latest investment in the form of yet another fully automated production machine with a seven-figure price tag. Although machined components obviously play a vital part in ensuring that the price of modern competition guns are affordable, the ethos at the factory is still very much of blending the efforts of man and machine into a seamless finished

product of the highest quality. Their rise to prominence within the market suggests that they have got that balance just about right – and the hand finishing and assembly area mirrors that with the clinical efficiency of modern machinery combining with techniques that would be familiar to a gunmaker from a century ago.

Upstairs in the showroom, Richard got acquainted with his new gun – an Ellipse Evolution Sporting – fitted with a new narrow tapered rib. "I chose this primarily as there is a little more weight in the action which I think improves the balance. Add to that the fact that it's a very good looking gun and it was an easy choice to make."

sometime that Guerini are a very forward thinking, innovative brand, who are keen to keep pushing the market along in terms of new designs and ideas. They're obviously quick to respond to the changing needs of competition shooters which makes them an ideal partner for me," said Richard. "It's an honor to have been chosen to head up what is already an impressive team of International shooters – and from what I've seen so far, I am confident it will become a winning combination.

"I have spent the last three years focusing more on the Olympic disciplines than on Sporting and FITASC," continued Richard, "but 2013 is the year that



RICHARD AND TANYA WITH GIORGIO GUERINI.

Tanya has opted for a Summit Ascent. "I've already shot an off the shelf version and I loved the added visibility of the target I get with the higher rib."

Why the change?

With the factory visit over it was time for dinner where Richard and Giorgio explained more about what made this alliance work for them. "It's been apparent for

all that changes. Tanya and I will both be mounting a full campaign on the Sporting and FITASC circuits this year, starting off with the World English in San Antonio which is always a fantastic event – I have fond memories of winning there in 2007."

Giorgio had plenty to say about his new signing. "For me it's the end of our first step of development as a company. It's a

perfect combination of the right person at the right time for us, we are very proud to have Richard and Tanya on board and we are sure they will help us reach a higher level – both in terms of new product design and in showcasing our products. We like to think of Guerini as a family and we are very happy that they are now part of that and look forward to a long and successful future together.”

ability to motivate himself and focus on a goal as well as being schooled in how an athlete should behave. There are some very talented shooters out there who perhaps don't have the people skills to make what we would consider a perfect member of the Guerini family, but with Richard we feel he is the complete package and that's why we are so excited about having him on board.

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US Perspective

Wes Lang of Caesar Guerini USA was also quick to welcome Richard on board. “It's obvious that he's a very competent shooter and a great ambassador for the brand, being well presented and a perfect representative for our company and what we stand for. He's more than a shooter, he's a sports celebrity in his own right and being an Olympic Gold medal winner takes him a step above most shooters in terms of his

“Because he has been away on Olympic duties there is no doubt that his profile here in the States hasn't been as high as in the past,” continued Lang, “but we are looking forward to seeing more of him over here and there's no doubt that he has the fire and determination to go out and win at the very highest level.

“As far as future products are concerned I'm sure we will be involving him in testing and we are very fortunate that we are out at events all through the year talking to owners and getting their feedback on our products and what they want to see in future designs. By understanding what people want, designing the product to fit that and getting feedback from the likes of Richard on what does and doesn't work, we intend to stay at the front of the pack.”

It looks as though 2013 will prove to be an interesting year for what could prove to be a very successful pairing. ■

US Clinic

Richard will be staying on in San Antonio after the World English and both he and Tanya, who is a successful shooter in her own right, will be available for coaching at the National Shooting Center from the 29th April through to the 3rd of May.

For more information contact Caesar Guerini USA (Tel. 410-901-1131).

www.gueriniusa.com