

HAND CHECKERING IS JUST ONE PART OF THE PAINSTAKING FINISHING PROCESS.

...the
home of
Perazzi

Botticino Mattina

DON BRUNT VISITS PERAZZI IN ITALY

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Founded in 1952 by Daniele Perazzi, the company which bears his name has come a long way from its humble beginnings. It may employ the latest technologies, but by today's manufacturing standards the company is not what you might describe as a volume producer. On average, only 12 guns per day leave through the red gates. It is a level of production that ensures that every shotgun is special, imbued with the passion for perfection that has been Daniele's *raison d'être* since his formative years in the trade.

Based in Botticino Mattina, the factory is only a hundred mile drive

from the home of Ferrari – another Italian institution. Red may be the shared color of the two marques, but the similarities do not end there. Many fans of the 'prancing horse' travel from around Europe to visit the factory to stand by its gates and imagine what might be – to look on in awe. At Perazzi the gates are open to all, whether you have a Perazzi or not. You are welcome to enter and to take your place in the unique viewing gallery that affords a view of the production floor. There is nothing to hide here. No shortcuts in production – only a dedicated team, all proud to be part of something special.

The architecture of the factory mirrors the company philosophy. The building is located away from many of the other gunmakers in the region (*"We are different, we stand apart from the crowd"*). The lines of the building are clean and efficient, yet the scarlet paint and confident branding assures the visitor that here is a company proud of its place in the market and its obvious passion.

Sceptics would say that no gun which has CNC machined parts could ever claim to be 'handmade'. Well, at Perazzi, they balance the cost effectiveness of machining and combine it with the uniqueness that



THE TRUENESS OF THE BARRELS IS STILL CHECKED BY EYE.

only hand working can provide. Hand finishing is a word that some people pay only lip service to, but at Perazzi it starts well before the gun is finished. The trueness of each barrel is checked by eye, not by laser, a skill that takes years to perfect. The accuracy of workmanship means that less than one percent of barrels fail to live up to expectations, while those that do pass are able to withstand more than 17 times the pressure exerted on the barrels when firing a standard cartridge.

Each stock is hand crafted, sized to fit and hand checkered. Actions and barrels are also hand finished to ensure that they fit together perfectly.

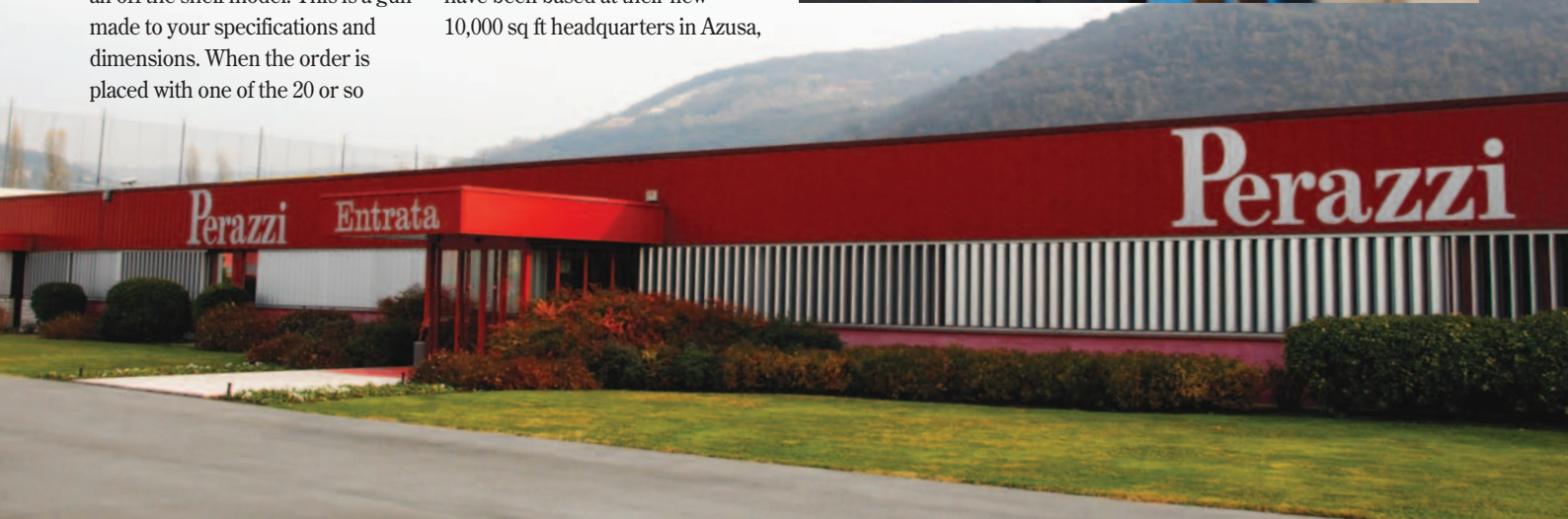
For those in the US ordering a new gun, the process is not quick – taking usually 3-6 months – but remember that you are not buying an off the shelf model. This is a gun made to your specifications and dimensions. When the order is placed with one of the 20 or so

“boutique” gunshops that carry the brand, the work begins back in Italy on the metalwork. When this is complete, the customer can either visit the USA showroom to be ‘fitted’ or can take a break to Italy to be fitted at the main factory (with Lake Garda nearby the second option is highly recommended).

Back in the factory, once the stock has been fitted, the buyer gets to fire it in the indoor pattern range to gauge POI and identify any changes required to the fit. Once satisfied that it is a perfect fit, the gun is then taken away to have the hand checkering completed before varnishing and oiling finishing.

Perazzi have been operating in the US since 1981, initially from offices in upstate New York, though for the last 4 years they have been based at their new 10,000 sq ft headquarters in Azusa,

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California. Equipped with facilities for gun fit and maintenance, the showroom is almost a carbon copy of that found back in Italy. US Vice President, Lucio Sosta, is keen to make the Perazzi experience on this side of the pond just as fulfilling as that in the brands homeland. "I took the job because of the quality I saw in Perazzi. Having made guns myself, I could recognize that this was a great gun – one of the best that money can buy."

Having worked in the gun trade for his whole life, and having been based in the US since 1978, Lucio really does understand what domestic shooters look for. The US market takes nearly 40 percent of all factory production. The top selling MX8 and 2000 models have long been the staple for the marque with strong sales in trap especially. However, the increased interest in sporting clays has seen the sporting guns nearly overtake trap as the highest volume line in the form of the MX12 and the 2000S.

Competition guns are where the majority of sales come from,

the split of 80%/20% (Competition vs Game) mirroring that of European sales. So, if you fancy joining the ranks of successful competition shooters that include the likes of George Digweed, Wendell Cherry and Andy Duffy, then take a close look at the brand that has proved to be a winner in every discipline it has ever been associated with. As Lucio says, "This is a custom gun made for you. No other company does things the way we do." ■

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TOP: THE SHOWROOM IS IMPRESSIVE TO SAY THE LEAST. ABOVE: THE WALNUT USED BY PERAZZI IS HAND PICKED. BELOW: MAURO PERAZZI (RIGHT) MAINTAINS A VERY HANDS ON ROLE.

