



CUSTOMIZED ART

CUSTOM PAINTED SHOTGUNS HAS THE POTENTIAL TO BE BIG BUSINESS – AND IS CERTAINLY AN ADDED ATTRACTION WHEN IT COMES TO MEDIA COVERAGE. WITH THIS IN MIND, OUR ASSISTANT PUBLISHER, BEN BRUNTON, DECIDED TO OFFER GAME ACCESSORIES THE CHANCE FOR INDOCIL ART & DESIGN TO SHOW US JUST WHAT THEY COULD DO!

Indocil's owner, Ryan Young, has been custom painting anything that paint would stick to since he was 15 years old! His company perfected its custom painting techniques in motor sports – customizing helmets for competitors in NASCAR, NHRA and IHRA. They have also painted racecars, hotrods and motorcycles – considered by many to be the areas best suited to the process.

Back in September 2001, Bradley Hogan of Game Accessories approached Ryan for some lettering on his company's trailer. "He noticed some of my custom painted helmets and asked me if I would be interested in painting an American Flag on a sporting gun," explains Ryan. "I didn't hesitate because that's something that I had not tried – it was to be an interesting change of pace."

With the overwhelming response to the flag theme gun, Bradley then approached Indocil Art & Design about letting Game Accessories become an official vendor for their custom painted gunstocks. "Bradley thought that the combination of Pure Gold chokes and Indocil Art & Designs custom paint jobs would be beneficial to both parties – and he was right," said Ryan.

Since then, Ryan has submerged himself in the sporting clays market with help from Rick Hemingway, Captain of Team Pure Gold and owner of Backwoods Quail Club. "The work excites me more than you know," said Ryan. "I love to watch other shooter's jaws drop when one of my customers pulls out some wild flamed shot gun! They've never seen anything like this on a range – it's an image they never forget!"

"I hope in the future that people will associate my paint jobs with high end custom guns. I want to change the current thinking that if a gun is painted it could lose value. We even have some guns that are reproduced on a Limited Edition basis just like fine art. These

are popular designs that many people have expressed an interest in like the American Flag gun or our US Marines gun. Each gun is designed with a preset number established – and each gun of that design is dated and numbered until the maximum is reached and then no more will be produced."

Art and technology are combined in this process to produce the unconventional – and with it has come market success. Within the last year Indocil Art & Design has made great strides by introducing state-of-the-art techniques which now include chrome plating wood stocks and applying transparent paint over chrome. "We have also introduced half wood and half paint techniques on high end stocks and forearms which to this date has not been seen in the custom painted gun market," says Ryan.



SO – WHAT DOES CUSTOM PAINTING INVOLVE? LET’S TAKE YOU, STEP BY STEP, THROUGH THE

1 WHEN THE CUSTOMER CALLS, WE TALK ABOUT HIS OR HER NEEDS. WE VERBALLY TRY TO DECIDE IF THE CUSTOMER IS LOOKING FOR SOMETHING WILD WITH LOTS OF LOUD COLORS, OR ARE THEY LOOKING FOR SOMETHING MORE CONSERVATIVE. WE TALK ABOUT THE CUSTOMER’S BUDGET AND GIVE THEM AN ESTIMATED PRICE.



2 The customer sends in their gun. We then do an inspection and clean the parts to make sure that the wood is not damaged so as not to cause problems with the paint. If there is 'fixable' damage, it's added to the quote.

3 We then draw up a sketch of our customer's gun and the final colors are chosen. We design paint jobs that projects the customer's personality or a company's image. We then give the customer a drawing so that they can approve the design or make changes so that there are no surprises!



4 After the design is completed, we calculate the guaranteed cost of the job and email or mail the art and quote to the customer. The customer will then approve the art and the cost and only then do we start work on the stock. If the customer is unhappy with the design, or the cost, we send the gun back and the customer is only charged for shipping (this has never happened)!



6 The stock and forearm are then taped off and shot with a high build two part epoxy primer and sealer. This fills most of the remaining voids and pits. The stock is then sanded with 400 grit fine sandpaper to an extremely smooth finish.

PHOTO CREDITS: ALL ILLUSTRATIONS ON THIS SPREAD WERE PROVIDED BY PENNY YOUNG OF PHOTOGRAPHIC DESIGNS



5 After the customer approves the art, we sand and remove the checkering from the stock and the forearm. We do this because stocks are rarely single color and the graphics need to go over the area of checkering. We hand-strip and shadow most graphics – and you can only do that on smooth surfaces. If the gun must have some sort of grip, we sell transparent grip pads, but most of our professional shooters prefer the checkering removed. For the lower priced single color or marbled paint jobs we do not remove the checkering unless it is requested.

PROCESS, DESCRIBED IN DETAIL BY RYAN, THAT BRUNTON'S GUN WAS PUT THROUGH.



7 In the case of the Clayshooting USA gun, the stock was then shot with a pearlescent silver called snow-white pearl. The silver is part of the design and is the base for our 'Majik blue pearl'. This gives the paint a very deep luster. We only use House of Kolor brand paints, because of their unbelievable custom

color selections. This is the same paint used in custom motorcycle paint jobs, show cars and racing helmets. This allows our jobs to look three-dimensional and appear as if you could reach into the paint job. The blue is then painted and the logos and shadows are airbrushed.

8 After the logos and shadows are applied the gun is sprayed with two coats and then sanded with 600 grit sandpaper. This helps smooth out the graphics so they are harder to the feel on the finished product.



9 The gun is then pinstriped where the two colors meet using a sword stripping brush. We hand pinstripe all guns where two or more colors meet with the same tools and techniques as used in the early 1900s on buggies and custom coaches. Details like these are some of the reasons that these guns stand out as collectable artwork and not just mass-produced plain paint jobs.



10 After the artwork is complete, Ryan Young dates and signs every gun. You will not see an Indocil gun without their logo and his signature.

11 The gun is then cleared with four coats of automotive clear. The clear is the same as that used on motorcycles and helmets, which means that the guns are not damaged and are very durable.



FINALLY THE GUN IS RETURNED TO ITS OWNER. THIS IS A PIECE OF ARTWORK THAT IS ENJOYED. IT WILL ALWAYS BE COMMENTED ON WHEREVER YOU SHOOT!

