



Not surprisingly for a gun merchant, security was key. But not at the expense of the customer experience in seeing and handling these quality, crafted pieces. Whilst handling was definitely to be encouraged, expensive knocks and scrapes were not. On the racks, the gun butt and stocks were cushioned against a protective high density foam, when being demonstrated, a wheeled table with a cushioned surface provided protection when setting down the gun.

The heavy weight slotted upright system also did the trick – completely flexible so the retailer could feature whichever gun he was promoting at the time. The understated backdrop, brought out the detailing of the guns craftsmanship and complemented the whole range of products, from decoy ducks to the camouflage and tweed clothing whilst, at the same time, providing that vital protection.

