



Partnership Opportunity
January 2025



Partnership Opportunity



ELEY established in 1828, is globally recognised as the manufacturer of the most consistently accurate .22LR rimfire ammunition in the world.

ELEY ammunition is proudly manufactured in Great Britain and now resides at our highly technical production and testing facility in Birmingham, West Midlands.

Our team includes internationally recognised specialists with extensive knowledge in internal and external ballistics, powder dynamics and many Six Sigma qualified engineers.

Innovation and continuous product development separate ELEY from its competitors. ELEY have always been at the forefront of the ammunition industry, pushing technological boundaries which have resulted in patented new methodologies and techniques.

Our products, allow target shooters at Club, World and Olympic level to realise their potential and win. We produce technically superior ammunition, whilst providing an excellent service to target shooters throughout the world.

Dedication, commitment and innovation are at the heart of the ELEY philosophy. The result is demonstrated by the countless medal wins and World Records won with ELEY ammunition.



Choosing ELEY ammunition as a business partner offers several compelling benefits, especially if you're in the shooting sports, retail, or precision manufacturing industries. Here's why ELEY stands out:

1. Reputation for Excellence

- **Proven Performance:** ELEY is a world leader in ammunition manufacturing, renowned for its precision and quality. It is trusted by Olympians, world champions, and elite shooters.
- **Heritage:** With decades of expertise, ELEY has consistently set industry standards, reflecting its commitment to innovation and excellence.

2. Unparalleled Quality

- **Precision Engineering:** ELEY's products are known for their unmatched accuracy and consistency, making them a preferred choice in competitive shooting.
- **Innovative Technology:** From patented flat-nose bullet designs to bespoke algorithms (e.g., the ELEY x-shot for live scoring), ELEY integrates cutting-edge solutions into its offerings.

3. Diverse Product Range

- ELEY offers ammunition suitable for a variety of shooting disciplines, including elite, competitive, recreational, and hunting.
- Their range caters to different budgets and skill levels, ensuring broader market appeal.

4. Partnership Opportunities

- **Customized Solutions:** ELEY works closely with partners to tailor products or services that meet specific business needs.
- **Co-branding Potential:** With a strong global presence, partnering with ELEY can boost brand credibility and market reach.

5. Support and Innovation

- **Marketing and Sales Support:** As a partner, you can expect robust resources, including promotional materials, event sponsorships, and technical training.
- **Customer Engagement:** ELEY invests in initiatives that connect with end-users, such as events, newsletters, and social media campaigns.
- **Continuous Improvement:** The brand is committed to R&D, ensuring its products remain at the forefront of technology.

6. Global Recognition

- Being associated with ELEY adds prestige to your business, aligning it with a trusted, globally recognized name in shooting sports.

7. Sustainability and Responsibility

- ELEY places emphasis on sustainability and ethical manufacturing, appealing to environmentally conscious consumers and businesses.

8. Mutual Growth Potential

- By partnering with ELEY, you gain access to established networks, expertise, and insights, fostering long-term success for your business.

Purchasing Process and Delivery Time Scale:

The ELEY Product Range:



ELEY Tenex (Target, Subsonic)

Bullet Weight 40g, Patented Flat-Nose Bullet Profile, Beeswax Tallow Lubricant, Velocity 1040ft/s - 1085ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Tenex Pistol (Target, Subsonic)

Bullet Weight 40g, Round-Nose Bullet Profile, Paraffin Wax Lubricant, Velocity 906ft/s - 942ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Tenex Rapid Fire Pistol (Target, Subsonic)

Bullet Weight 40g, Round-Nose Bullet Profile, Paraffin Wax Lubricant, Velocity 882ft/s - 919ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Tenex Biathlon (Target, Subsonic)

Bullet Weight 40g, Round-Nose Bullet Profile, Paraffin Wax Lubricant, Velocity 1100ft/s - 1160ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Match (Target, Subsonic)

Bullet Weight 40g, Patented Flat-Nose Bullet Profile, Beeswax Tallow Lubricant, Velocity 1040ft/s - 1085ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Team (Target, Subsonic)

Bullet Weight 40g, Patented Flat-Nose Bullet Profile, Beeswax Tallow Lubricant, Velocity 1040ft/s - 1085ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Club (Target, Subsonic)

Bullet Weight 40g, Round-Nose Bullet Profile, Paraffin Wax Lubricant, Velocity 1040ft/s - 1085ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Sport (Target, Subsonic)

Bullet Weight 40g, Round-Nose Bullet Profile, Paraffin Wax, Velocity 1000ft/s - 1090ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Force (Recreational, High-Velocity)

Bullet Weight 42g, Round-Nose Bullet Profile, Paraffin Wax, Velocity 1030ft/s - 1250ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Contact (Recreational, Subsonic)

Bullet Weight 42g, Round-Nose Bullet Profile, Paraffin Wax, Velocity 1040ft/s - 1090ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Subsonic Hollow (Hunting, Hollow-Point, Subsonic)

Bullet Weight 38g, Hollow-Point Bullet Profile, Paraffin Wax, Velocity 1000ft/s - 1040ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY High-Velocity Hollow (Hunting, Hollow-Point, High-Velocity)

Bullet Weight 38g, Hollow-Point Bullet Profile, Paraffin Wax, Velocity 1030ft/s - 1250ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Semi-Auto Bench Rest Precision (Target, Subsonic)

Bullet Weight 40g, Round-Nose Bullet Profile, Paraffin Wax Lubricant, Velocity 1030ft/s - 1070ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Semi-Auto Bench Rest Outlaw (Target, Subsonic)

Bullet Weight 42g, Round-Nose Bullet Profile, Paraffin Wax Lubricant, Velocity 1040ft/s - 1090ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Ultra (Target, Subsonic) NEW Product for 2024

Bullet Weight 40g, Round-Nose Bullet Profile, Paraffin Wax Lubricant, Velocity 1100ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Biathlon Club (Target, Subsonic)

Bullet Weight 40g, Round-Nose Bullet Profile, Paraffin Wax Lubricant, Velocity 1060ft/s - 1085ft/s, Finished Cartridge Length conforms to current CIP dimensional requirements of 25.4mm. Head Stamp: E.



ELEY Tenex Air Pellet (Available in 4.49, 4.50, and 4.51 Head Diameter) .177, 8.2 grains

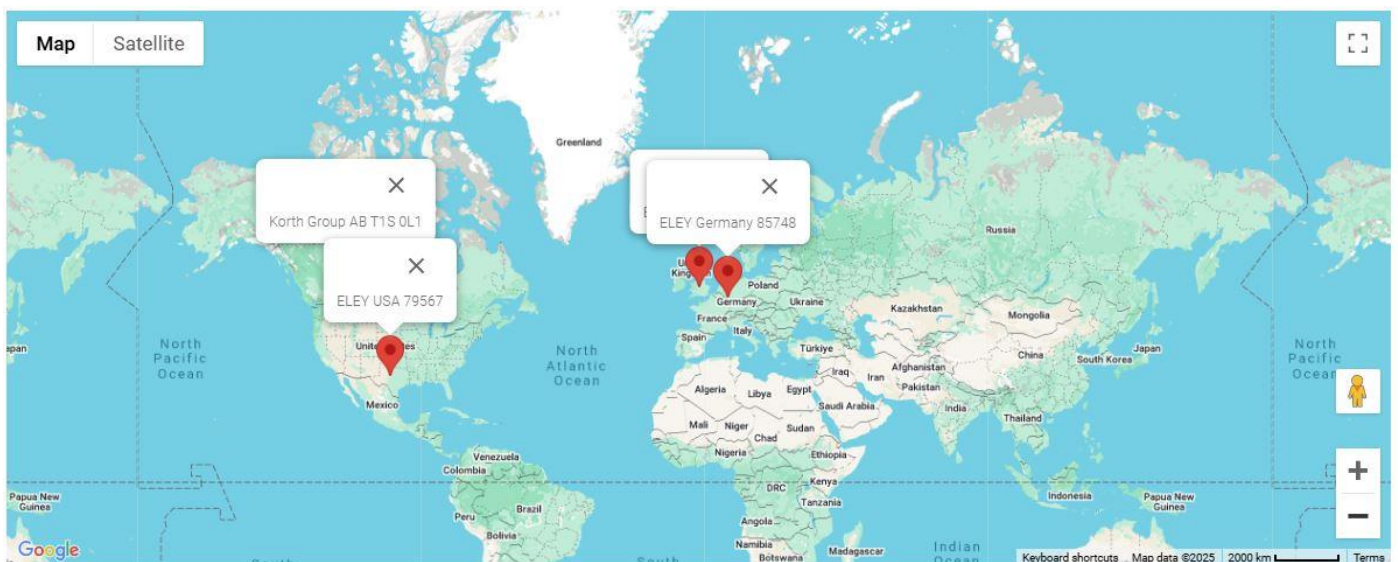
Packaging:



Fifty (50) Rounds per Primary box. Ten (10) Primary boxes are enclosed in a sealed transparent plastic wrapper. Ten (10) plastic-wrapped packages per secondary carton.

Services and Ancillary Products:

ELEY Test Ranges – Located in the United Kingdom, Germany, the U.S. and Canada. ELEY are always looking for partnership opportunities to open new sites.



Why you should batch test with ELEY

Batch testing is designed to find the most accurate ammunition for your barrel to deliver results, records, and medals. Shooters demand excellence not only from themselves, but also from their ammunition, barrel, and equipment. Only when athletes have total confidence in their barrel-ammo combination, can they train to perfect their own performance and reach the medals at the highest level.

ELEY x-shot, real-time shot detection device



PORTABLE REAL-TIME SHOT DETECTION DEVICE

ELEY x-shot

PART NUMBER: XELE-STA00100

- 1X ELEY X-SHOT WIFI HUB
- 1X CAMERA
- 25X TARGETS
- 1X TRIPOD & ADAPTOR
- 1x USA POWER CHARGER & ADAPTOR

\$999.00

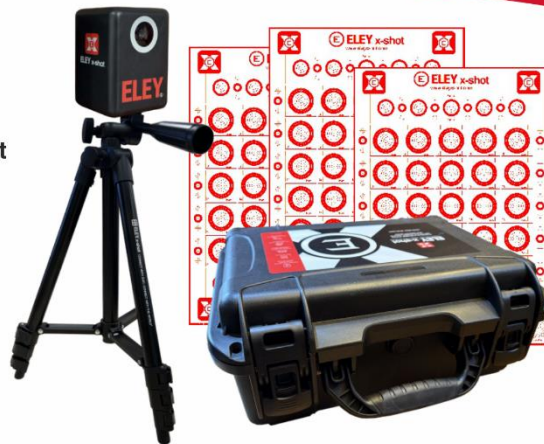
Ready to ship in 1-3 Business Days

PRE-ORDER NOW

*The device shown includes optional additional Cameras

Experience multi-detail scoring with the first portable, real-time shot detection device and target combo.

Precision like never before with our cutting-edge scoring algorithm! Every shot on your target is expertly detected, delivering real-time scores straight to your mobile device.



Precision with the ELEY x-shot Live Scoring Device

At the core of the ELEY x-shot Live Scoring Device lies a state-of-the-art High Definition Camera, engineered to deliver fast results at your shooting competition.

Seamlessly capture and score every shot. This advanced technology is perfectly paired with the dedicated x-shot target, ensuring an exciting shooting experience. Whether you're training, competing, or refining your skills, the ELEY x-shot Live Scoring Device is your ultimate companion for accurate and reliable performance tracking.

Precision scoring technology for shooters.

The ELEY x-shot redefines accuracy in shooting sports with its advanced live-scoring capabilities. Engineered with a high-definition camera positioned close to the target, the system captures detailed images and streams them directly to the shooter's mobile device in real-time from up to 50mtrs away.

The ELEY x-shot leverages a proprietary algorithm to analyze shot placement. By calculating the shot's exact position relative to the bullseye, the system delivers instant, highly accurate scores.

The ELEY x-shot combines cutting-edge optics and intelligent scoring technology to provide a data-driven shooting experience.





Athlete
High-Resolution
Media Images



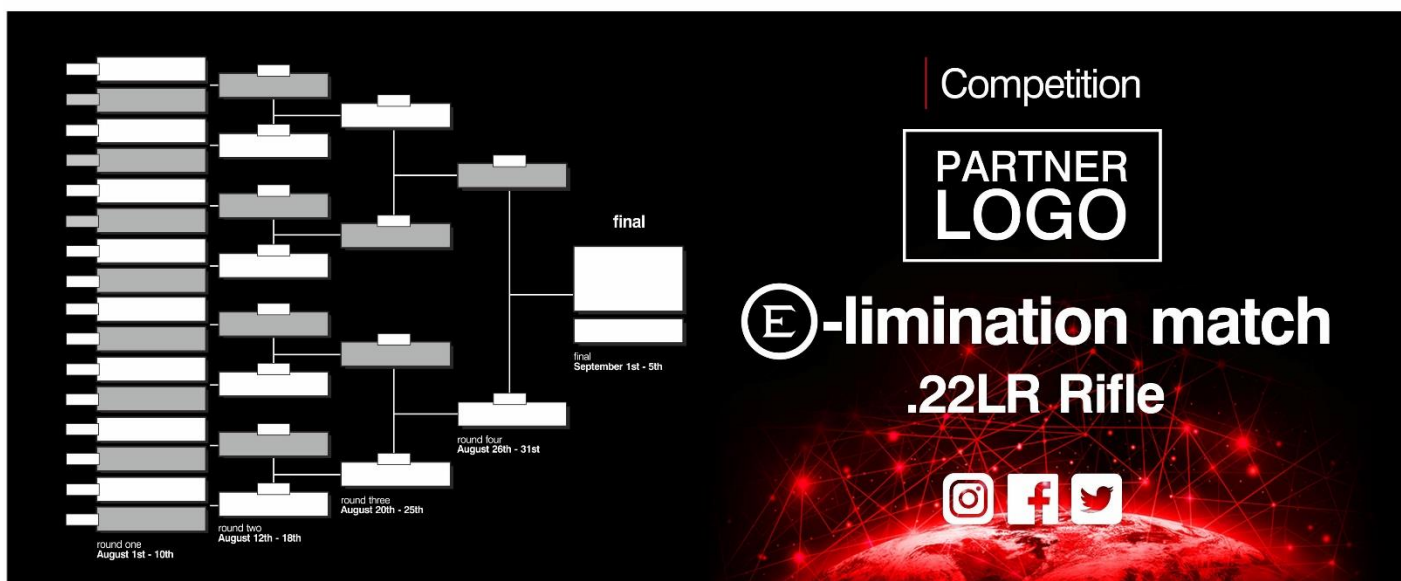
Apparel



Media



Co-brand



Marketing Support > Partnership for Growth and Sustainability

Through meticulous planning and strategic foresight, ELEY aim to build a relationship that not only propels our respective businesses forward but also sets a precedent for the entire sector.

This partnership is a testament to our shared vision of shaping a brighter, more sustainable future for our industry. It is our responsibility to lead with integrity and ambition, ensuring that every step we take is not only impactful, but also enjoyable.

ELEY would like to offer support in the following Marketing areas:

- Joint product launch publication
- Co-branding
- Point of Sale
- Digital/Print Product Information
- Communications/Competitor Elevation
- Blogging/Videography/Social Media/Newsletter/Results Reporting
- Merchandising
- ELEY / Partner E-elimination Fun Match
- Prizes
- Test Range Availability
- ELEY Dedicated User Experience Team
- Tuition Video's on getting the best experience from ELEY ammunition

It's all about you! Explore our VIP app.



ELEY VIP



BROCHURE



TEST RANGE



YOUTUBE



X-SHOT



WEBSITE

RSD 3.59mm
Velocity 1040ft/s - 1085ft/s



RSD 4.40mm
Velocity 1030ft/s - 1070ft/s



RSD 4.58mm
Velocity 1040ft/s - 1085ft/s



Peak Pressure:
20,000 psi to 24,000 psi

RSD 5.50mm
Velocity 1040ft/s - 1085ft/s



RSD 5.50mm
Velocity 1040ft/s - 1085ft/s



RSD 7.00mm
Velocity 1000ft/s - 1090ft/s



RSD 7.00mm
Velocity 1040ft/s - 1090ft/s



RSD 7.00mm
Velocity 1130ft/s - 1250ft/s



RSD 4.90mm
Velocity 1030ft/s - 1070ft/s



RSD 7.00mm
Velocity 1040ft/s - 1090ft/s



Group 43mm
Velocity 1000ft/s - 1040ft/s



Group 30mm
Velocity 1130ft/s - 1250ft/s



Cartridge acceptable levels
200 shots
4 Test Barrels
5 Groups, 10 Shots

RSD - Radial Standard Deviation
The measurement used from the centre of each shot.

The lower standard deviation score means the measurement is closer to the average or mean, or in this case the bullseye.

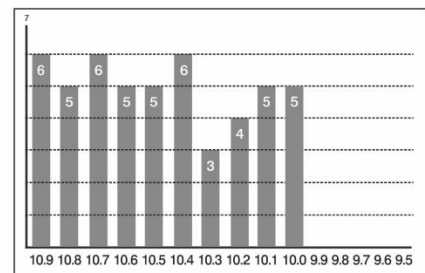
Using a group sized measurement can prove to be highly inaccurate as the measurement is determined by the two most outlying shots.



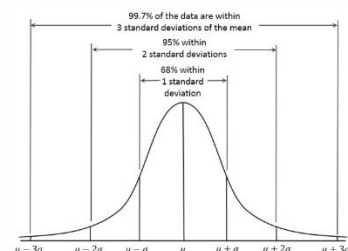
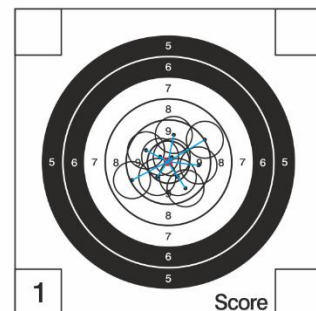
RSD 3.59mm



Group 12.8mm



Estimated Competition Score: 523.7/654



ELEY Purchase Process

Step One: Initial Contact and Inquiry

- Customer Action: The customer reaches out to ELEY (via website, email, phone, or in person) to inquire about products, pricing, and terms.
- ELEY Action: Provide product catalogue, price list, and details about the account opening process.

Step Two: Account Application

- Customer Action: Complete an account application form, and provide business details, a copy of their trade references, and other necessary information.
- ELEY Action: Review the application, perform a credit check, and validate trade references.

Step Three: Account Approval

- ELEY Action: Approve the account application, assign a customer account number, and confirm payment terms (e.g., pre-payment, credit, or terms like Net 30).
- Customer Action: Receives approval notification and account credentials.

Step Four: Order Placement

- Customer Action: Place an order for goods through the agreed channel (e.g., Sales representative, or purchase order submission). Supply a copy of their Stockist Undertaking Form or End-User Agreement, and Import Permit.
- ELEY Action: Confirm the order details, availability, and estimated delivery timeline. Apply for an Export License from the UK Government. (Average 28 days for approval).

Step Five: Order Processing

- ELEY Action: Enter the order into the system. Prepare the goods for dispatch (including packaging, quality checks, and labelling). Generate necessary documentation (e.g., invoices, delivery notes, packing lists).

Step Six: Payment

- Customer Action: Make payment per agreed terms (e.g., upfront or post-delivery).
- ELEY Action: Verify payment receipt before dispatch (if required by payment terms).

Step Seven: Shipping and Delivery

- ELEY Action: Arrange for shipment via courier, freight, or logistics team. Provide the customer with tracking information and an estimated delivery date.
- Customer Action: Track the shipment and prepare to receive goods.

Step Eight: Goods Receipt

- Customer Action: Receive and inspect the goods for accuracy and quality.
- ELEY Action: Assist in resolving any issues such as damage, shortages, or incorrect items.

Step Nine: Post-Sale Support

- ELEY Action: Provide post-sale support, such as technical assistance, warranty service, or guidance on future orders.
- Customer Action: Provide feedback or place follow-up orders.