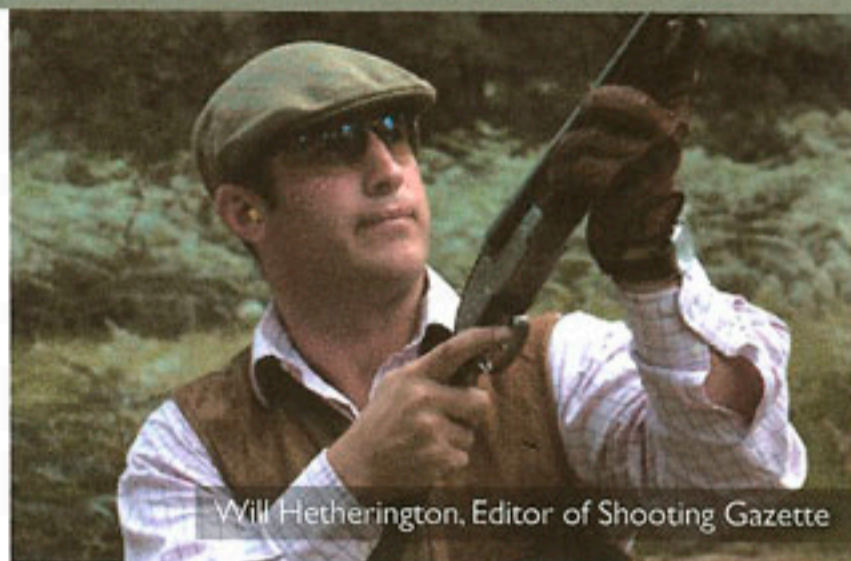


Kendalls is moving forward, adding new clients, being asked to do more by existing ones and taking on new staff. This issue highlights a very successful press day which we held recently for one of well-established clients, the ongoing work that we are doing for two international organisations and a new-business 'win', together with details of a new member of our highly-experienced team.

Shotgun launch goes with a bang

Editors from all the major shooting and countryside publications made their way to the world-renowned Bisley Shooting Ground in Surrey during August for the launch of the Pall Mall, a landmark shotgun in the history of William Evans, which opened for business in 1883 and is now one of England's few remaining independent gunmakers. Based in St James, London,

with a retail outlet at Bisley, the company has been a client of Kendalls for the last five years. Julian Cooksley and Kerry-Anne Rookyard from Kendalls were on hand to ensure that the launch went without a hitch.



Will Hetherington, Editor of Shooting Gazette



Made-to-measure in the classic English style, this new high-quality sidelock side-by-side has been produced in association with Spanish gunmaker Grulla Armas and is aimed at discerning sportsmen who require a hand-crafted shotgun made to their personal specification. At around £12,500 + VAT, it costs less than half the price of a traditional best London sidelock and represents extremely good value. Two years ago Kendalls organised a similarly successful launch for William Evans St James model, which is produced in association with Caesar Guerini, a specialist Italian sporting arms manufacturer, and has exceeded initial sales expectations after receiving wide coverage in a range of media.

A key ingredient in the success of such an event is the involvement of those who attend. After an introduction to the new shotgun by Nigel Hadden-Paton, a Director of William Evans, and a technical overview by Robin Hawes, who has been responsible for the project, journalists were able to evaluate the new gun for themselves on Bisley Shooting Ground's excellent ranges, where they were presented with a wide range of sporting clay targets.

The event subsequently received wide-ranging coverage in the sporting/leisure press as well as being featured by national media such as The Daily Telegraph.