



Target Products (1978) Ltd

The Leading NZ Importers & Manufacturer of Ammunition for: **trap, skeet, sporting clays & hunting**

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Media Release - For Immediate Release

NEW – LINES OF FIOCCHI HUNTING AMUNITION

LAUNCHED BY TARGET PRODUCTS LTD FOR THE FIRST TIME IN NEW ZEALAND

Target Products Ltd, sole importer and distributor of Fiocchi Ammunition in New Zealand, are expanding their Fiocchi range to include centre fire rifle, rimfire and .22 Winchester Magnum cartridges. The new lines are being released in February 2008. It will be the first time that the Fiocchi name has been associated with these products in the New Zealand.

Target Products has become the leading supplier of premium quality shotshell ammunition for the real New Zealand Hunter. In their close working association with Fiocchi, Target have benefited

from the Italian company's expertise and experience. Fiocchi Ammunition, with a 130-year history, is Italy's largest and oldest manufacturer's of ammunition. Fiocchi is a world leader in small gauge ammunition and Target are pleased and excited to be launching further Fiocchi products onto the New Zealand market.

"We are delighted at finally being able to offer these new lines of rifle and rimfire ammunition to New Zealand Hunters. The shipment from Fiocchi has been eagerly anticipated,"

- Simon Brown.

Fiocchi Centerfire rifle ammunition is now available for the first time in NZ. With Fiocchi's expertise and experience and a 130-year history, Target offer 3 new lines of rifle ammunition loaded with precision bullets produced by Sierra and Hornady:

- **Fiocchi Extrema Rifle Hunting Line** has become a favourite of hunters worldwide. This range combines the Fiocchi manufactured cases and primers with bullets produced by Sierra and Hornady.
- **Fiocchi Exacta Rifle Match Line** has target-grade performance and is of world-class competition standard. This ammunition gives the assurance of lowest standard deviation and pinpoint accuracy.
- **Rifle Shooting Dynamics Line** ammunition that can be used for every shooting application yet will not break the bank balance! Ideal for those who enjoy volume shooting.

The .22 Winchester Magnum is one of Fiocchi's celebrated ammunition lines, a high-powered load which hits hard. Target will be distributing three new centre fire products from Fiocchi of America – this is an ammunition that packs power and precision. All Fiocchi shells are loaded with quality components for superior ballistic performance. The new Fiocchi lines will be available in all good Gun Shops.