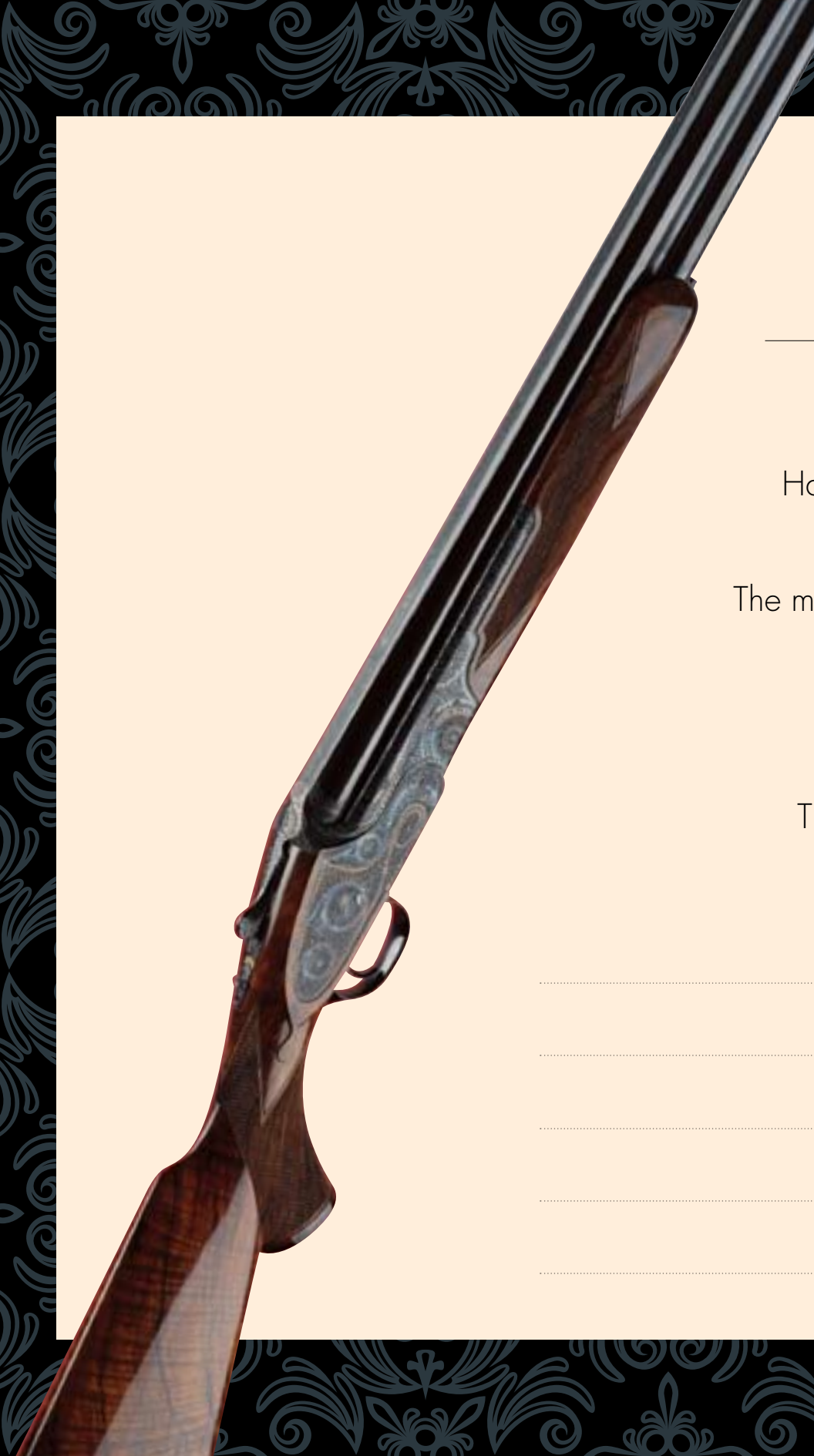


Holloway & Naughton ®

GUNMAKERS

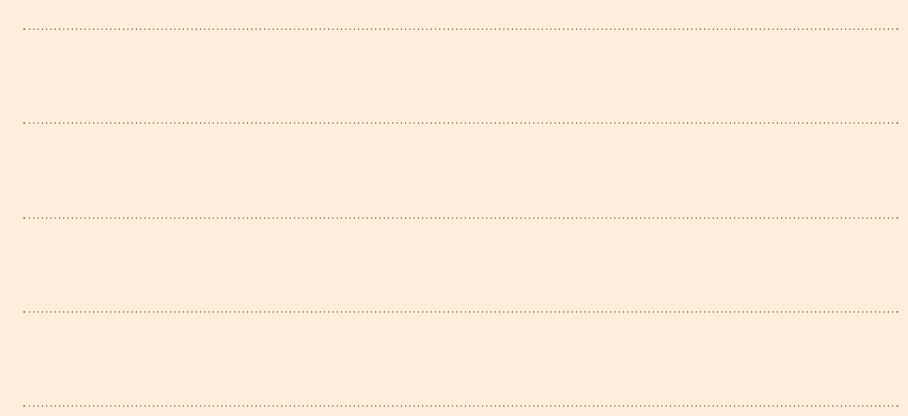
Handcrafted English shotguns since 1909

Brand Manual



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"Shapes that engender movement together with the technical specification in terms of fit and manufacture are the vital elements that create such an elegant English shotgun."

Andrew Harvison

Owner of Holloway & Naughton®



precision
refinement
balance

Handmade shotguns with a manmade reputation

Holloway & Naughton® was established in 1909 in what was to become Birmingham's famous gun making quarter, although until their reputation was established, the quality of craftsmanship they achieved was very much confined to the leading makers of London.

Holloway & Naughton® retained their enviable reputation amongst discerning shots until well into the Fifties, when only a limited number of guns were being made, but their extremely high quality remained undisputed.

The situation remained unchanged until 1992, when Andrew Harvison, already a name to be reckoned with in the world of competition shooting, and the holder of many prestigious championship titles, made the life-changing decision to redevelop Holloway & Naughton®, adding his renowned knowledge of guns and shooting to the depth of heritage that the company had established over the years.

Shortly to become the owner of Holloway & Naughton®, Harvison's new guns would be a product of his commitment to being the best. Built by a small team of recognised craftsmen, they would continue the fine tradition of a great English name, applying the same high standards that the brand was built on.

The new guns are, as Andrew puts it – 'the real deal' – a registered design with the Holloway & Naughton® name behind it, and Andrew Harvison's reputation in front to re-establish their rightful position in the world of shooting.



The making of a masterpiece

Whilst each component of a truly bespoke gun is carefully crafted to a client's fit, specification, and taste, the finished piece is frequently inspired by our gallery. Before serious decisions are made we spend valuable time taking the client through the gallery, where they will see and handle virtually all the options open to them before the first critical fitting.

More often than not, that involves making a trial stock, and observing the client shooting before final stocking.

Moving on to the modern Holloway & Naughton sidelock over and under action, designed for its robust, yet finely-tuned reliability, clients then have the choice of calibres in 12,16, 20, 28 or .410 Barrel length; weight; balance; rib style; stock configuration, grip shape and engraving designs are choices available.

It's vital to each craftsman involved in the making of a gun that he fully understands the client's requirements, and fulfils them to the very best of his remarkable

ability. Then, and only then, can Holloway & Naughton® promise a gun that epitomises the very best of English gun making with that unique fit and specification.

That's before it's fitted in to the client's choice of superior oak and leather or toe under case, with brass corners, luxury lining and hand-made tools.

And just to ensure that the reputation lives on, we monitor the gun's performance after delivery as a matter of course by way of repeated client contact.

Well, you'd expect us to ensure it's well cared for, wouldn't you?

Breaking new ground

in gun making





Precision engineering

Surely few pieces of art and craftsmanship can match the diverse skills that come together as a fine, handmade English shotgun?

Andrew Harvison's belief in this is total, and begins with his almost religious passion for 'gun fit'. To Andrew, fit is all, and the client is left in no doubt of this whatsoever. Seemingly endless measurements are taken, to establish the stock geometry. Then the making of a trial stock and subsequent observation of the client's shooting technique, is frequently necessary to create perfect eye-to-barrel alignment, and repeated accuracy.

The engineering of the gun is built around the distinguished Holloway & Naughton sidelock action. Barrel wall thickness and careful selection of ribs are critical to the gun's effectiveness, and receive the same painstaking attention to detail, in keeping with the client's end use and handling requirements.

Back to Andrew's belief that shape, movement, fit and technical specification create the fine quality shotgun that is a Holloway & Naughton® and provide the client with unrivalled satisfaction.

Exactly.

Attention to Detail
Traditional Standards
Exceptional Accuracy

An Eye for Beauty
Hand Crafted Finish
Recognisable Quality

The Art of Gun Making

As much as fit, build-quality and reliability are inherent to the making of a Holloway and Naughton® there can be no doubt that beautifully figured stocks and finely executed engraving can be the individual marks of distinction on any fine gun.

Always admired by fellow shots in quieter moments of the sport, they bring the art of gun making to its pinnacle and logical conclusion.

Recognising the importance of aesthetics to discerning clients, Holloway and Naughton® select stock blanks with the finest potential, and offer you a stunning choice of sympathetic

engraving designs inspired by field sports and their environment.

Typical choices are scrolled foliage and flowers, game scenes such as wildfowling, pheasants in woodland settings, gun dogs flushing partridge or ruffed grouse and other beautifully crafted customised themes.





The man behind the gun

Andrew Harvison, who is solely responsible for the resurrection of the Holloway & Naughton name, is something of an enigma - even in the rarified world of guns and gun making.

As a world class competitor, coach and gun fitter, with many prestigious trophies and National awards to endorse it, he has the unique ability to be closer to his clients' aspirations than almost anyone else in the business.

More than any others you're likely to meet in the places where shooters inevitably voice opinions, his are backed by hands on experience and skills that are directly applied to his gun making philosophy.

Andrew's extensive shooting and coaching history has seen him on regular and lengthy visits to the USA, and contributing numerous magazine articles on both sides of the Atlantic. It's this unique history that has played such a major role in the renaissance of one of England's most respected gun makers.

He is now challenging the English gun making establishment by adding his undisputed experience and skill to the heritage of Holloway & Naughton - a formidable formula that's even being talked about in the normally hushed gun galleries of London, England.

In many ways, the serious stage of Andrew's shooting history began with the ownership of his first shooting ground in 1967, followed by a seventeen year period developing two of the foremost commercial shooting centres in the UK, which hosted many Regional and National Championship shoots at all major disciplines. Similar involvement with other shooting grounds, and employment within the gun trade, added even deeper insight into the 'hands on

craft' of actually making English shotguns. He had already become an acclaimed gun fitter and stock designer, but where to then in his relentless pursuit of perfection?

Already well known in shooting circles, he had represented his country for nearly twenty years at Sporting, and Skeet and Trap. He had also captained the England skeet team and collected a host of shooting honours along the way, including the British Open Sporting Championship and the English Skeet title on two consecutive occasions.

What follows is fast becoming one of shooting's most talked about gun making stories.

Andrew identified the unique opportunity of resurrecting the name of one of England's most respected gun makers when he released his first pre-production gun under the Holloway & Naughton banner in the 1990's - his unbelievably high quality side lock over and under won the Best New Gun Award of 2006 from the shooting sports industry. Along with side by sides, double rifles and a continually developing sporting gun range, you can understand why the gun world are taking Andrew Harvison and Holloway & Naughton very seriously indeed.

As a competitor, gun fitter and coach, he was, and still is, a name to be reckoned with. As an independent gun maker, he's doing it all over again.

Market Position

High Price
Low Volume

Handmade
High Quality Design

90% Custom Made
10% Standard Production

90% Direct Sales
10% Dealers

Holloway & Naughton®



Holland & Holland

Boss

Purdey

Piotti

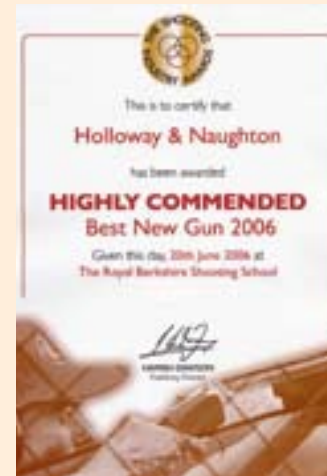
Fabri

WWGreener

W.Evans

William & Son

F.Rizzini



Beretta S0s

Browning B25s

Krieghoff

Perazzi

High Price - 20%
Medium Price - 80%

High to Medium Volume

100% Factory Production
100% Hand Finished
80% Standard Specification
20% Custom Made

100% Dealers

Beyond Compare

Holloway & Naughton®
GUNMAKERS



*English gun making
of the finest tradition*

Holloway & Naughton®

GUNMAKERS



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