



ELEY®

Product Guide 2011
Worldwide





Vebjørn Berg (NOR)
● World Championships



Maria Grozdeva (BUL)
●● World Cups



Jonathan Hammond (GBR)
●●● Commonwealth

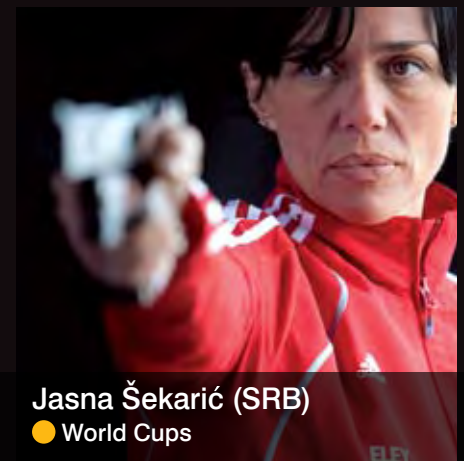
Medal success with ELEY in 2010



50m Prone Men's Team (USA)
● World Championships



Warren Potent (AUS)
● World Cups ● Commonwealth



Jasna Šekarić (SRB)
● World Cups

Aim to win with ELEY

Welcome to the 2011 ELEY product guide

ELEY's .22 rimfire ammunition is the choice of champions.

Renowned for its superb accuracy, thanks to our continuous and rigorous testing by highly qualified technicians, our ammunition has helped to set new standards in the world of target shooting.

A winning product

2010 was the most successful year yet in ELEY's 122-year history, with more world class shooters in both Rifle and Pistol disciplines choosing ELEY Tenex.

Our ammunition won 74 per cent of all ISSF Gold medals and every Gold medal won in the .22 discipline at the Commonwealth Games in Delhi this year was won with ELEY ammunition.

Trusted brand

With a range of market-leading products and dedicated expertise, ELEY has gained the trust of hundreds of shooters

worldwide. The margin between success and failure is so small that the choice of ammunition is crucial.

We work with shooters to ensure they have the right ELEY ammunition for their shooting style and firearm.

Ask any of the ELEY medal winners and they will agree that we are as committed as they are to their success.

Olympic and ISSF World Cup standard

Since the premium Tenex brand was launched in the 1950s, ELEY ammunition has been used to win more Olympic medals, ISSF World Cups and set more world records with its products than any other manufacturer.

The revolutionary shape of Tenex, combined with precision quality control has made it the most consistently accurate .22 cartridge on the market – ELEY has been appointed to be the sole supplier of .22 ammunition for London 2012.

Our promise to you...

ELEY is a global leader in the manufacture of .22 rimfire ammunition.

Known for extraordinary accuracy and consistency, our high quality, British-made products enable shooters at any level – from club through to World and Olympic – to maximise their winning potential.

Our aims are simple:

- To continue producing the most technically superior ammunition in the world.
- To invest in the latest technology to achieve even better results.
- To offer a first class service to all our customers.

Shooters come to our headquarters from around the world to match their barrels to our ammunition.

They are always assured of excellent personal care and attention at our on-site range.

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“My success is due to skill, determination and the best .22 ammunition, matched personally to my rifle at the ELEY customer range.”

Valerian Sauveplane (FRA)

Medal winning quality

2010 was an exciting year for ELEY, with a number of notable successes across all competitions.

We saw the USA team secure world records in the 50m Rifle Women's 3 Position and the junior event at the ISSF World Championships in Munich, while ELEY-sponsored shooter Vebjørn Berg set a new Norwegian record in 50m Prone.

Jennifer McIntosh was a double Gold medal winner at the Commonwealth Games in Delhi and broke the Scottish and British junior record for 3 positions at Fort Benning, while Warren Potent equalled his 50m Prone world record.

ELEY is extremely proud to sponsor the best shooters in the world and provide them with medal winning ammunition.



Tenex

You can rely on ELEY to produce the world's best ammunition for shooters at all levels – from beginner to Olympic winner.

Tenex revolutionised target shooting when it was launched in 1951.

So named because we were confident a marksman could score ten shots in the X ring over and over again, the Tenex brand quickly grew to become our premium product for top shooters all over the world.

We were right to have such faith in this first-class target: 60 years on, Tenex has exceeded even our expectations and has long dominated international shooting competitions. In fact, Tenex has won more Olympic medals and World

Cups, and set more new world records, than any other comparable product.

Our enviable track record comes from our commitment to investing in the best researchers, technology, manufacturing techniques and materials.

So what makes Tenex so innovative?

Advanced engineering within the brass case, loading powder and priming composition are crucial, but it is a series of high tech statistical process controls that manage the production processes that help to set the benchmark.



World-beating quality

Tenex represents the pinnacle of .22 rimfire cartridge accuracy. Every aspect of its design and composition has led to the worldwide success of this premium ammunition. Our uncompromising approach to quality and stringent controls at every stage of production ensures the optimum manufacture of case, bullet and assembly. Control of cartridge ballistics, including the patented Eleyprime, reduces velocity variability, bullet dispersion and rifle recoil.



Revolutionary bullet shape

The secret to its success is the unique, patented bullet shape, which is proven to give precision performance every time. A computer-controlled visual inspection of each bullet and an exacting system of process controls ensure consistent standards at every stage of production. Its temperature-controlled lubrication system also means there is consistent chambering and barrel protection, all of which is protected by new, enhanced packaging.



Competitive edge

We are committed to engineering excellence and to the continuous improvement of our products. To this end, we are constantly looking to hone Tenex's specification so it maintains supreme accuracy and competitive advantage. We carry out extensive analysis on production samples in our sophisticated on-site test range to measure performance and set new standards in performance measurement. Only after it has passed a series of stringent quality checks will the batch will be approved for release with the red Tenex label.

What's our secret?

Tenex represents a series of major breakthroughs in the production technology of superior ammunition.

Extensive testing and medal-winning performances confirm that Tenex's unique bullet design consistently delivers greater precision than any other cartridge on the market.

Take a look inside





“Every firearm and every shooter is unique so it’s important to monitor performance to get the best from your equipment and ammunition.”

Martyn Buttery,
ELEY Customer Range Manager

Getting the best from your ammo

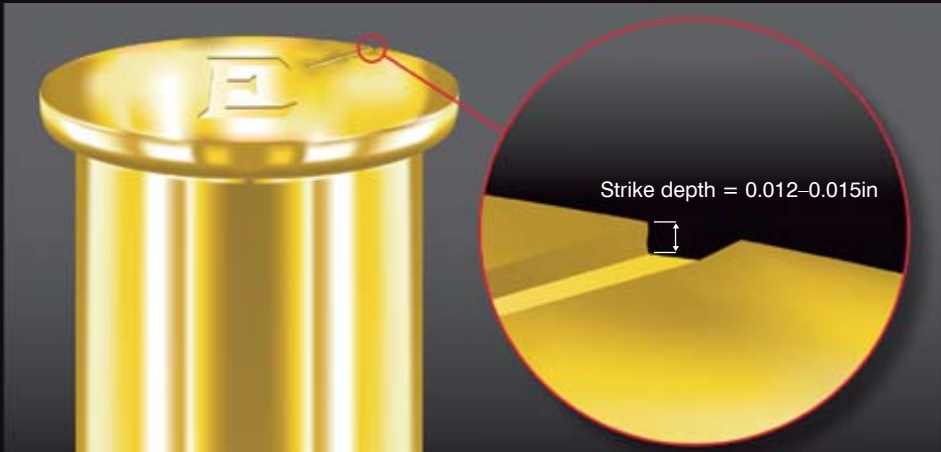
Our rigorous testing means that ELEY can guarantee the accuracy of the best .22 ammunition in the world.

We at ELEY understand that it takes a lot of work to get the best out of your firearm.

Good, reliable ammunition is just one factor, but other variables also need to be taken into consideration.

These factors include: the make and model of the rifle or pistol used; the number of times a barrel has been shot; how well equipment has been maintained.

All these will determine which batch of ELEY ammunition is best matched to your firearm.



Strike depth

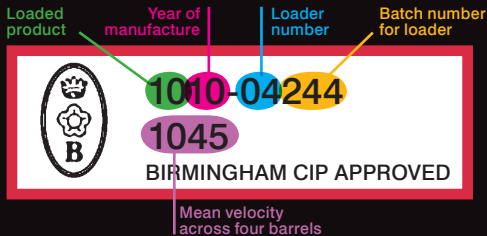
The diagram shows a cartridge case that has been shot. The indent – where the firing pin has hit the cartridge – is called the strike.

It is important to measure the strike depth on the cartridge because this is the point where the primer is activated and where it gives the bullet its speed and direction.

The ideal depth for an ELEY cartridge is between 0.012–0.015in. This depth can be measured using a strike depth gauge, pictured opposite.

Case numbers

Every case of ELEY ammunition has a specific number code printed next to the barcode, which relates to the grade of the product; manufacturing year; the loader on which it was produced; batch number; and the average velocity of the ammunition.



How to store ammunition

ELEY ammunition should be stored in a lockable container in cool, dark, dry conditions.

If it is stored in warm conditions, the wax lubricant, which has been specially engineered for easy loading into the chamber, will melt and could damage the barrel if shot.

Shooters can be assured that ELEY ammunition has been designed for consistent chambering and barrel protection.



“Any shooter who wants to achieve a superior performance requires top quality ammunition and equipment – which need to be maintained to the highest level.”

Martyn Buttery,
ELEY Customer Range Manager

Looking after your firearm

The recipe for success is simple: well-maintained equipment, 100 per cent dedication and high quality ammunition.

Every athlete knows that it takes time, dedication and determination to succeed.

Shooting is no exception. And while shooters always keep their sights on the winning podium, they sometimes forget that to triumph in competition they need to take care of their equipment.

It always surprises us when shooters arrive at our range with rifles that haven't been cleaned and wonder why the gun is not performing as well as it once did. We always implore shooters to show the same commitment to their equipment as they do to the sport.



Rifle cleaning

Deposits in the barrel can alter the characteristics and performance of a firearm dramatically.

To attain optimum results from ELEY ammunition, and to prevent unnecessary barrel wear, we recommend that shooters regularly clean their equipment with a good quality solvent.

We also advise that shooters record the number of times a barrel has been shot so we can best match ammunition to the firearm when visiting the ELEY customer range.



Shooters' equipment

.22 rifle and pistol shooting is a serious sport and many shooters aspire to compete at club, national or world level. Once a shooter reaches competition standard, the amount of kit needed grows. A typical shooter's checklist of equipment is:

- Rifle/pistol
- Firearm bolt
- Sights
- ELEY ammunition
- Shooting mat

- Spotting scope
- ELEY towels (for cleaning and resting equipment on)
- Shooter jacket
- Shooter trousers
- Shooter sling
- Shooter boots or shoes
- Kneeling roll
- Cleaning rod
- Cleaning solvent
- Shooters glasses
- ELEY visors
- ELEY water bottle
- Shooting glove

“I meticulously clean my equipment to make sure I get the best results.”

Matt Emmons (USA)
Olympic Gold Medalist





“Batch testing can make the difference between winning a medal and walking away defeated.”

Vebjørn Berg (NOR)

Batch testing

Our batch testing centre, the most advanced facility of its kind in the world, helps shooters to achieve their winning goal.

Hundreds of target shooters, from club level winners to Olympic medalists, visit our specialist test facility every year to find the perfect ammunition match for their firearm.

Our expert technicians work with each shooter to test batches of ammunition. This exacting process aims to identify which batch of ammunition will achieve consistent accuracy for the barrel and individual shooting style.

It takes time because every barrel has its own characteristics and each batch of ammunition is unique. Shooters are able to test up to 20 sample batches of high grade Tenex to find their best match.



Match conditions

The world-class, purpose-built range at our headquarters is set up to replicate as far as possible match conditions and to create realistic results.

Crucially, this specialist facility is set below ground level to allow testing to be completely closed. This also eliminates variables, thereby creating optimum shooting conditions.

It has two lanes, each set at 50 metres, as well as independent electronic target systems. There is also a wide selection of rifle clamping equipment available to complement most rifle types.



Performance-boosting

Shooters say their experience at the customer range plays a significant part in helping them achieve their best performance because they work closely with our technicians to match batch to barrel.

Up to 20 pre-selected batches of premium quality Tenex are available to test, all of which have a variety of mean velocities.

ELEY's cutting-edge software displays all-in size and ten shot scores for every group of ammunition, which allows shooters to look at the results of each batch selection clearly and precisely.



Expert help

ELEY technicians are renowned for their excellent customer service. They work hard to provide both individual shooters and shooting federations from across the globe with valuable guidance on firearm performance. The technicians leave nothing to chance: everything is tested over and over again to ensure that each shooter can be confident of a superb performance at each competition.

ELEY's multi-lingual staff also offer a unique service for international guests, helping with applications for a Visitor's Firearms permit, flight transfers and accommodation, if required.

ELEY customer range – contact details and booking information

Shooters from all over the world are welcome at the ELEY customer range.

To arrange a visit, please contact the Customer Range Officer with your preferred dates, details of your barrel(s) and approximate selection quantity.

Bookings can be made by telephone, email or online at: www.eleyammunition.com

Availability

Advanced booking is essential, 8–10 weeks is recommended.

The range is open weekdays from 8.30am and closes when testing is finished.

Minimum purchase

5,000 rounds

Contact details

☎ +44 (0)121 313 4539

@ range@eley.co.uk

🌐 www.eleyammunition.com

Location

The customer range is located adjacent to the ELEY factory site, near Birmingham, England B76 1BA.



“Our grateful thanks to all at ELEY, whose support for the British Schools Shooting Team is invaluable and encouraging for young shooters.”

Charles Lee, Team Manager,
British Schools Shooting Team

Helping the next generation

British Schools Shooting
Team vs Denmark DDS
Juniors – Bisley

ELEY is keen to encourage the next generation of young people into the world of competitive shooting and to ensure that the sport survives and thrives.

Since 1990, we have been proud sponsors of the British Schools Shooting Team exchange programme, which gives young marksmen and women the opportunity to compete against their peers in the Danish DDS Junior Team.

The programme allows the British team to compete in Denmark every two years, while the Danish team travel to the National Shooting Centre in Bisley every year to compete against our best young shooters.



Team of Hessen

The ELEY-sponsored Hessen (Germany) State Rifle Team, coached by Bill Murray, enjoyed success at all levels in 2010.

Shooters took a record 19 individual medals in the rifle events at the German Championships in Munich in August, while five Hessen shooters – Julian Justus (world ranked 10th), Henri Junghänel (world ranked 9th), Jaqueline Orth, Anne Becker and Lars Walker – represented Germany at the World Championships.



Young shooters

Having respect for firearms from an early age is essential and we believe that young people can develop that regard by joining a club and learning to shoot small bore.

By enrolling at a club they develop numerous life skills, including working as a team and learn about the dedication and discipline needed to pursue competitive shooting, in a fun but controlled environment.



Start with the best

Starting a new sport can be daunting, but our 180 years' experience means we are ideally placed to guide shooters.

We have developed a range of ammunition that is purpose-made for different stages of proficiency.

The Sport and Club ranges are perfect for beginners, but still provide superb reliability and quality.

As shooters gain more experience, they switch to Team, Match and our ultimate range selected Tenex.

Jennifer McIntosh – Junior shooter

London 2012 hopeful Jennifer McIntosh enjoyed huge success in 2010, winning two Gold medals at the Commonwealth Games in Delhi and breaking the Scottish and British junior records for 3 positions at Fort Benning.

She first shot competitively at 16, when she used ELEY Match ammunition, but she has since progressed to Tenex.

She now uses batch tested Tenex from the ELEY customer range.

- Scottish Prone and 3×20m Champion 2009
- British 3×20m Champion 2010

CSF Championships 2010

- 3×20m Pairs
- Prone Pairs

Commonwealth Games 2010

- Prone Pairs
- Prone Individual
- 3×20m Pairs



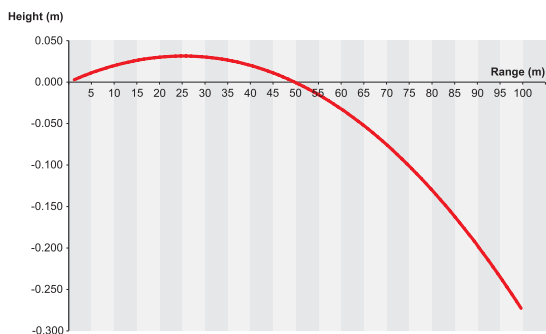
The ELEY product range

Class-leading products across all disciplines

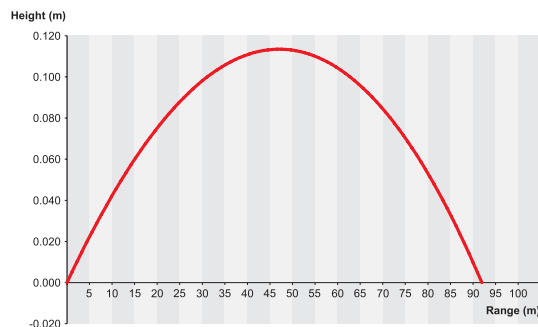
	Rifle		Pistol		
	Rifle	Semi-auto	Free	Sport/Standard	Rapid fire
 <p>Olympic standard, medal-winning premium quality cartridges used by experienced club and international shooters. Replaces Tenex Ultimate EPS.</p>					
 <p>Designed to bring out the best in your performance, Match features many attributes of Tenex quality. Replaces Match EPS.</p>					
 <p>A quality cartridge for talented shooters demanding accuracy and value. Limited availability. New product.</p>					
 <p>Accurate and reliable mid-range cartridge used in all disciplines up to 50m range. Replaces Club Xtra, Pistol Xtra.</p>					
 <p>An affordable general purpose cartridge, which is a great quality entry level round. Replaces Target Rifle, Target Pistol, Standard, Pistol Standard</p>					

† Dependent on shooter's preference, firearm manufacturer and setup.

Ballistics







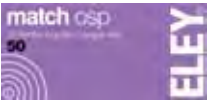






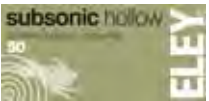

Zeroed range 50m



Zeroed range 100m

Drag model	Ballistic coefficient
G1	0.140
RA4	0.112

Ballistic data provided as a guideline for all ELEY cartridges. Trajectories are typical examples based on calculations from an ELEY ballistic modeling spreadsheet.

		Rifle		Pistol		
		Rifle	Semi-auto	Free	Sport/Standard	Rapid fire
	Medal winning round nose Tenex cartridge for semi-auto pistols and rifles. High accuracy and consistent functioning. Replaces Tenex Semi-Auto.					
	Match Olympic Sport Pistol with many attributes of Tenex Pistol offers shooters great accuracy and functioning. Replaces Match Semi-Auto, Rapid Fire.					
	'Softer' round with reliable functioning and great accuracy in many popular pistols. Reduced velocity cartridge. Replaces Pistol Match.					
	A hunting cartridge which is one of the quietest and super accurate subsonic rounds on the market. A lower velocity hunting cartridge with target shooting accuracy. Replaces Subsonic Hollow Xtra Plus.					

Please note this is a simple guide illustrating which ELEY products are suitable for different applications.
NB Some of our products may also be appropriate for other applications not shown above, this may depend on how firearms are set up and maintained.

† Dependent on shooter's preference, firearm manufacturer and setup.

Tenex / Match / Team / Club / Sport

Bullet weight	grams (grains)
	2.59 (40)

Velocity	m/sec (ft/sec)
Muzzle	331 (1085)
50m (55yds)	303 (994)
100yds (91m)	285 (935)

Energy	kg/m (ft/lb)
Muzzle	14.5 (105)
50m (55yds)	12.1 (88)
100yds (91m)	10.7 (78)

Tenex Pistol / Match OSP

Bullet weight	grams (grains)
	2.59 (40)
Barrel length	mm (in)
	254 (10)

Velocity	m/sec (ft/sec)
Muzzle	314 (1030)
20m (22yds)	304 (997)
50m (55yds)	291 (955)

Energy	kg/m (ft/lb)
Muzzle	13.0 (94)
20m (22yds)	12.2 (88)
50m (55yds)	11.2 (81)

Match Pistol

Bullet weight	grams (grains)
	2.59 (40)
Barrel length	mm (in)
	254 (10)

Velocity	m/sec (ft/sec)
Muzzle	305 (1000)
20m (22yds)	296 (971)
50m (55yds)	284 (932)

Energy	kg/m (ft/lb)
Muzzle	12.3 (89)
20m (22yds)	11.6 (84)
50m (55yds)	10.7 (77)

Subsonic Hollow

Bullet weight	grams (grains)
	2.59 (40)

Velocity	m/sec (ft/sec)
Muzzle	324 (1065)
50m (22yds)	300 (984)
100yds (91m)	281 (922)

Energy	kg/m (ft/lb)
Muzzle	13.9 (101)
50m (22yds)	11.9 (86)
100yds (91m)	10.4 (75)

“There is no other ammunition as good as ELEY; I wouldn’t shoot anything else.”

Nemaja Miroslavljev (SRB)

.22 rifle

You can rely on ELEY to produce the world’s best ammunition for shooters at all levels – from beginner to Olympic winner.

Tenex is our top-of-the-range ammunition, trusted by the world’s best shooters.

Used by experienced club shooters all the way to Olympic champions, this premium .22 cartridge is the benchmark for consistency and accuracy because it helps shooters get the best from their equipment. Its outstanding performance at world class competitions makes Tenex the ammunition of choice.

Beginners can expect top quality ammunition with Sport, while Club ammunition is an excellent product for those embarking on Prone and Olympic 3-P events. As accuracy develops, use Match, a superb training round for those who use Tenex in competition.



.22 rifle cartridge range

tenex

The most consistently accurate .22 cartridge on the market

Tenex sets the standard by which all other target ammunition is set. It benefits from advanced production techniques and a revolutionary bullet shape.

Professional: Olympic-standard, medal-winning, premium-quality cartridges – the choice of experienced club and international shooters.



match

A competition cartridge and top-level training round

Featuring many of the attributes of Tenex, the Match grade represents amazing value for money while still providing competition-level accuracy.

Competition/training: Top choice among the largest body of competitive shooters and a good training round for those who will use Tenex in competition.



team

From the Tenex production line, with the same quality features

Closer to that used by championship shooters but at a much more affordable price. A quality ammunition for the club shooter and upcoming juniors.

Intermediate: For the talented shooter who demands greater consistency and is aiming to improve results. Please note: limited availability on this product.



club

Well-established Club round, now with even greater accuracy

Used in all disciplines up to 50m range, this accurate cartridge is a popular choice for the club shooter and has been a consistent winner in competitions.

Development: A good starting point for shooters who are starting such shooting events as Prone and Olympic 3-P.



sport

An affordable, good-quality, general purpose cartridge

Sport (previously Standard and Target) is a quality, general purpose cartridge and is the most accurate cartridge on the market at this entry level.

Beginner: A good value round that's ideal for those taking their first steps in precision shooting at ranges up to 50m.





“It was an honour to win
Japan’s first gold medal with
ELEY Tenex.”

Matsuda Tomoyuki (JPN)
ISSF 2010 Shooter of the Year

.22 pistol

Precision counts and ELEY .22 pistol ammunition is the perfect range for those with their sights set on a gold-winning performance.

Every pistol shooter wants to use the perfect round for their set-up and brand of pistol.

While the choice of ammunition ultimately comes down to the individual, ELEY can help shooters find exactly the right ammunition for them and their firearm, as well as finding the hard or soft feel that they feel comfortable with. For example, US shooter Daryl Szarenski uses ELEY Tenex, while ISSF double Gold winner Leonid Ekimov regularly uses ELEY Match OSP.

Some free pistol shooters prefer the flat nose bullet form of the Tenex, although the round nose profile of the following cartridges is also a popular choice for pistol shooters.

.22 pistol cartridge range

tenex

Medal-winning Tenex cartridge for semi-automatic pistols and rifles

Developed from the advanced production techniques of Tenex, Tenex Pistol features a round nose bullet profile and a specifically developed lubricant to prevent misfeeds.

Professional: For the professional pistol shooter seeking the highest accuracy and most consistent functioning. Also suitable for use in semi-automatic rifles.



match osp

Match OSP provides high accuracy for the serious competitor

With a round nose bullet profile, Match Olympic Sport Pistol incorporates many advanced features of Tenex Pistol and represents great value and accuracy.

Rapid Fire: The specification complies with ISSF regulations, making this a popular choice with the top shooters competing in Rapid Fire events.



match pistol

Reliable softer round with high accuracy in many popular pistols

Featuring a round nose profile and a reduced velocity, shooters enjoy low recoil, minimum sight disturbances, excellent accuracy and superb value.

Soft feel: This cartridge has a much softer feel in the hand than those with a standard velocity offering.



club

Class-leading Club round, now with even greater accuracy

Used in all disciplines up to 50m range, this accurate cartridge is a popular choice for the club shooter and has been a consistent winner in competitions.

Development: A good starting grade for those beginning to shoot in pistol events.



sport

An affordable good-quality general purpose cartridge

Sport (previously Standard and Target) is a quality, general purpose cartridge and is the most accurate cartridge on the market at this entry level.

Beginner: A good value round that's ideal for those taking their first steps in precision shooting at ranges up to 50m.



Worldwide appeal

ELEY is known globally for its first-rate ammunition and we are proud to supply the world's best shooters.


Everyone at our prestigious UK production facility is committed to pioneering new technology and techniques because we know

shooters have just one chance to hit the target.

They rely on us to provide consistent and accurate ammunition for their firearm every time.

And when they achieve success, we achieve it, too.



 **Leonid Ekimov (RUS)**


Gold medal holder in both 25m Rapid Fire Pistol and 50m Free Pistol 2010.



 **Marguet Annik (SUI)**


Bronze medal winner at World Championships Munich 2010.



 **Jinseop Han (KOR)**


50th ISSF World Championship 2010, Munich Silver Medal 50m, Rifle 3 Positions 3x40.



 **Jamie Beyerle (USA)**


World Number One 3x20 rifle shooter. Gold World Cup and World Cup Fort Benning.



 **HSG München Rifle Team (GER)**


First time Gold in 2010 Bundesliga final.



 **Gagan Narang (IND)**

Commonwealth Games 2010 Gold 50m Rifle 3 Positions 3x40 and team Gold 50m Rifle 3 Positions 3x40.



 **Warren Potent (AUS)**

Gold medal at ISSF World Cup 2010, Silver and Bronze at the 2010 Commonwealth Games.

Global distribution

For further information on ELEY's official network of distributors and dealers please visit:

www.eleyammunition.com

To locate your nearest UK dealer please contact ELEY direct on:

☎ +44 (0)121 313 4567

✉ +44 (0)121 313 4568



Matsuda Tomoyuki (JPN)

First Gold for Japan in World Championships.



Liuxi Wu (CHN)

ISSF World Cup 2010 Gold and Silver for 50m Rifle 3 Positions.

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Korea (South)

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