



Company Profile

- ❖ For over 180 years, the name of Eley has been at the forefront of quality and innovation in the world of shotgun ammunition. From the beginning of production in 1828, Eley cartridges have earned a worldwide reputation amongst discerning shooters for being of the highest quality and reliability.
- ❖ For over 100 years, production was based at Witton in Birmingham under the IMI group banner but this was about to change.
- ❖ In 2002 the Eley shotgun ammunition business was acquired by Maxam, the largest and most prestigious manufacturers of explosives and ammunition in Europe if not worldwide.
- ❖ Maxam's intentions were to build on the well deserved reputation of the product, to make Eley a world leader in cartridge manufacturing and to maintain Eley's identity as a truly British manufacturer.
- ❖ In 2003 the new factory at Minworth, Sutton Coldfield was commissioned and a new era in Eley's long and distinguished history had begun.
- ❖ Drawing on Maxam's technical expertise and products, the plan was simple.
- ❖ To apply new technology and materials in order to take Eley products into the 21st century
- ❖ Eley Hawk now produces some of the finest quality products on the market anywhere in the world.
- ❖ Maxam's knowledge and expertise in the production of high quality powders is well known and these are used exclusively throughout the Eley Hawk range.
- ❖ With a variety of burn speeds to compliment any shot load and for any clay discipline or quarry in the field, these are the most advanced, clean burning and consistent powders available today. New developments in propellant technology allow us to produce smooth shooting cartridges with even greater consistency and performance to meet the most demanding targets.
- ❖ Manufacturing our own, high quality lead on site at Sutton Coldfield, using the precision bleimeister short drop method, we have complete control over all aspects of producing the finest quality, CIP approved lead shot possible, whether for clay or game shooters.

- ❖ We also manufacture a full range of CIP standard Non Toxic products in both Bismuth and steel for situations where these are required.
- ❖ Cases and plastic wads are sourced from within the Maxam group and from the best and most reliable manufacturers in Europe to give our customers complete confidence whatever the situation.
- ❖ We also maintain the British tradition of manufacturing the very finest quality paper cased cartridges suitable for the most discerning and traditional shooter who still requires the performance, consistency and reliability of the most modern alternatives.
- ❖ Our exclusive fibre wads, the Kleena II, is also manufactured on site at our factory at Minworth, giving us complete quality control over this high performance and increasingly popular product. With its special wax impregnation, this gives unrivalled performance and clean shooting whatever the load.
- ❖ Eley Hawk continues to respond to market changes just as the company has for over 180 years.
- ❖ Utilising fully the company's vastly experienced workforce, we also build on the feedback from our valued customers and users, which includes many of the most experienced people in the British shooting industry today.
- ❖ Maxam's continuing investment in a very British company and product has assured its future development and growth in a rapidly changing world.
- ❖ The modern shooter requires many things from a modern cartridge, all of which Eley Hawk can provide.
- ❖ Reliability, consistency, quality, performance, payload, wad type, shot size, or perhaps non toxic shot.
- ❖ We ensure all these qualities and options are available so you can concentrate on putting your shot where it counts in complete confidence.
- ❖ Eley Hawk. Performance, Quality and Tradition.

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