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# F.A.I.R. SHOTGUNS: BLENDING TRADITION AND TECHNOLOGY SINCE 1971



Founded in 1971 by Isidoro Rizzini, F.A.I.R. (Fabbrica Armi Isidoro Rizzini) has established itself as a leading global exporter of Italian firearms. With a rich heritage rooted in Gardone Val Trompia, the company has seamlessly combined traditional craftsmanship with modern technological advancements to produce firearms of consistent quality. Over the years, F.A.I.R. has built a reputation for creating shotguns that cater to both hunters and sports shooters, offering precision, performance, and ergonomic comfort.





### A LEGACY OF INNOVATION AND CRAFTSMANSHIP

The hallmark of F.A.I.R.'s success lies in its ability to merge state-of-the-art production techniques with the artisanal gunsmithing traditions of its region. Each shotgun reflects this balance, ensuring not only high functionality but also exceptional aesthetics. This approach has made F.A.I.R. firearms highly sought after in Italy and abroad, particularly for their outstanding quality-to-price ratio. Whether in the hands of a seasoned hunter or a competitive shooter, F.A.I.R. shotguns deliver reliability and performance.

F.A.I.R.'s catalog includes a wide range of over-and-under and side-by-side shotguns, catering to various user needs. The company offers options with both smoothbore and rifled barrels, allowing customers to select the firearm that best suits their preferences and requirements.

### THE HUNTING LINE: PRECISION AND PERFORMANCE IN THE FIELD

F.A.I.R.'s hunting line epitomises the company's commitment to perfection and attention to detail. The use of high-resistance materials, advanced surface finishes, and interchangeable components ensures that these firearms meet the demands of hunters in diverse environments. This line includes a range of shotguns, from side-by-side models to over-and-under variants, as well as the versatile SSX12 semi-automatic shotgun.

Hunters can choose from various product families, each tailored to specific preferences. For instance, the PREMIER models offer understated elegance, while the GOOSE, SLUG, and BATTUE variants cater to specialised hunting needs. The lightweight XLIGHT models provide enhanced portability, and the JUBILEE and JUBILEE PRESTIGE shotguns are celebrated for their distinctive style and craftsmanship. Additionally, the ISIDE side-by-side shotguns stand out for their refined design, making them a popular choice among enthusiasts who value traditional aesthetics.

### THE SHOOTING LINE: ENGINEERED FOR COMPETITION

F.A.I.R.'s shooting line is designed with competitive shooters in mind, offering firearms that prioritize reliability, ease of aiming, and durability. From the beginner-friendly MASTER models to the advanced RACING and CARRERA shotguns, each firearm is crafted to meet the specific needs of different shooting disciplines.

Key features of the shooting line include ergonomic stocks with newly designed grips, the X-CONES system—which reduces recoil through a gentle chamber-to-bore transition—and anti-glare checkered rib tops with central aiming lines. These innovations enhance user comfort and precision, ensuring peak performance during competition. Depending on the intended use, the shooting line is divided into four distinct families, ranging from the straightforward MASTER models to the sophisticated SRL 802 and the feature-rich CARRERA and RACING models.

### THE LUXURY LINE: ARTISANAL EXCELLENCE

For those who appreciate the finer things in life, F.A.I.R. offers a luxury line of shotguns that combine exquisite design with top-tier performance. This collection embodies the best of Italian artisanal craftsmanship, delivering firearms that are as beautiful as they are functional. The luxury line is tailored for discerning hunters and sports shooters who value both aesthetics and reliability in their firearms.

### TRADITION MEETS TECHNOLOGY

F.A.I.R.'s motto, "Tradition and Technology," encapsulates its philosophy of preserving the artisanal roots of Italian gunsmithing while embracing modern advancements. This approach ensures that each F.A.I.R. firearm delivers high performance without compromising on design or heritage. The company's exploration of new materials and innovative functions underscores its

commitment to providing cutting-edge solutions for its customers.


### A COMMITMENT TO GROWTH AND SUSTAINABILITY

Located in Marcheno, Italy, F.A.I.R. is a great example of a company that prioritizes quality and reliability. Its dedication to research, development, and sustainability positions it perfectly for continued growth and success in both domestic and international markets. By focusing on innovation and maintaining a strong connection to its roots, F.A.I.R. is poised to meet the evolving needs of the hunting and shooting community.

### IWA OUTDOORCLASSICS

For retailers, attending IWA OutdoorClassics is a valuable opportunity to experience the F.A.I.R. product range first hand. The event provides a unique platform to engage directly with the company's representatives, explore their latest innovations, and gain insights into the technologies that make F.A.I.R. shotguns stand out. Retailers can benefit from in-depth demonstrations and have the chance to ask detailed questions about product features, enabling them to better inform their customers.

Moreover, visiting F.A.I.R. at IWA allows retailers to discover exclusive new releases and take advantage of networking opportunities with industry professionals. Understanding the craftsmanship and advanced technology behind F.A.I.R. firearms helps retailers appreciate their value proposition, making it easier to showcase these products to their clientele. In an increasingly competitive market, having firsthand knowledge of F.A.I.R.'s offerings can give retailers a significant edge.

Be sure to visit F.A.I.R. at IWA OutdoorClassics in Booth 615 of Hall 1 to explore their latest innovations and connect with some industry experts. 

W: [www.fair.it](http://www.fair.it)

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# IWA OUTDOOR CLASSICS

Hall 1  
Booth 615

27 February - 02 March 2025

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