



**WHERE EXCITEMENT STARTS**  
THE WORLD OF HUNTING & SPORT SHOOTING



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# WELCOME TO THE WORLD OF GECO!

## **Innovative developments and growth have shaped the GECO brand since its foundation in 1887:**

Originally a weapons and ammunition wholesaler, GECO quickly developed into a flourishing company.

With more than 130 years of experience and expertise, GECO today offers a modern and wide range of products for hunters and sport shooters worldwide. The assortment ranges from ammunition through optics to selected equipment and covers all applications in hunting and sports. The maxim: high quality standards combined with an attractive value for money.

Over time, in addition to the range, the brand image and the brand perception have continued to develop. The aim of the revision of the brand identity in 2021 is to express the passion of the users more clearly - whether for hunting or sport shooting. The fresh, dynamic new look from GECO underlines the identity of the brand even more clearly.

Our patron Genschow would probably be proud – and rightly so. His guiding principle of “quality products in the service of hunting and sport” remains firmly embedded in the **GECO brand DNA**. Or, as we put it:

**WHERE EXCITEMENT STARTS.**



# MORE THAN A LOGO

## A QUALITY SEAL

As part of the brand refresh, one of its most striking recognition elements, the **GECO logo**, has been given a new look that expresses the **dynamics and enthusiasm** for the endeavour in style. Since GECO was founded, great importance has been attached to a **coherent brand presence** and the logo has always been perfected as part of a holistic image.



# WHERE EXCITEMENT STARTS

The brand presents itself in a modern and contemporary way, on the one hand to underline its unique and unmistakable qualities, and on the other hand to continue to meet the Zeitgeist of modern hunters and sport shooters.

The feeling of tension or suspense in any form – from boundless anticipation to maximum concentration –

is expressed with the new claim "Where Excitement Starts". This is especially true when it comes to active hunting and sport shooting. The shape and components of the new logo visualise precisely this high-stakes feeling of anticipation, excitement, concentration and performance that make the worlds of hunting and sport shooting so special.



# RIMFIRE

FOR MORE  
INFORMATION



Anyone looking for impressive, but still very inexpensive rimfire cartridges will find what they are looking for at GECO: The shooter can definitely rely on the absolute functionality, the consistent shooting behaviour, and the high precision. Whether RIFLE or SEMI-AUTO – GECO supplies solid ammunition that guarantees the necessary degree of accuracy, and all of that at an extremely affordable price.

**GECO RIFLE:** Designed for repeating and single-loading weapons

**GECO SEMI-AUTO:** Optimised for semi-automatics and pistols

- Good performance at an affordable price
- Training and practice ammunition for ambitious beginners
- All-purpose cartridges for beginners



Calibre	Type	Bullet Weight Type / g	Barrel length mm	Velocity (m/s)			Energy (Joule)			Sighting Distance	POI in cm with scope 5 cm above bore axis				Single box	xxxxxx box
				V <sub>0</sub>	V <sub>50</sub>	V <sub>100</sub>	E <sub>0</sub>	E <sub>50</sub>	E <sub>100</sub>		25 m	50 m	75 m	100 m		
.22 L.r.	<b>RIFLE</b>	BR / 2.6	650	330	300	280	142	117	102	50 m	0.6	⊕	-7.4	-22.1	50	500
.22 L.r.	<b>SEMI-AUTO</b>	BR / 2.6	650	350	315	294	159	129	112	50 m	0.3	⊕	-6.5	-19.5	50	500

# AMMUNITION FOR MATCH WINNERS

**GECO is the official ammunition supplier of many past and future major IPSC events such as European and World Championships.**

GECO is committed to the world of dynamic sport shooting far beyond its portfolio of specialised ammunition.

Besides its organisation of – and committed participation in – many events, the company also provides five top-level IPSC shooters from various European countries with generous support. In addition, GECO provides the name for the prestigious

IPSC Level III competition, the GECO Masters in Germany.





**GECO IPSC TEAM SHOOTER PATRICK KUMMER, GERMANY**

“I have a very specific method of selecting ammunition for practice and competitions: I shoot a lot of hand-loaded ammunition in practice, but in competitions I only use GECO ammunition because of its softer shooting characteristics and high functional reliability.”

**GECO IPSC TEAM SHOOTER SASCHA BACK, GERMANY**

“GECO was a sponsor and supplier of match ammunition at the second IPSC World Championship for Dynamic Rifle Shooting, and provided the **Target FMJ** .223 Rem. in 55 Grains. That helped me a lot in terms of my travel arrangements and how many pieces of luggage I would have to bring with me. I was also very familiar with the shells, so I didn't have to worry about their reliability and accuracy.”

**GECO IPSC TEAM SHOOTER LUIS EHRHARDT, GERMANY**

“It was one of my first major competitions and admittedly, as an aspiring junior marksman, I had a lot of respect for all the big names who had gathered at the shooting range. I really had butterflies and was nervous before the match. In the preparation zone, I loaded the single-stack 1911 magazines of my STI match pistol in 9 mm Luger with the GECO 124 Grains **HEXAGON** cartridges, which deliver absolute top precision from my firearm.”

**GECO IPSC TEAM SHOOTER GYÖRGY BATKI, HUNGARY**

“I shoot 300 practice rounds every day. I have used GECO ammunition for 20 years. I shoot primarily the .40 S&W FMJ with 180 and 200 Grains, the 9 mm Luger FMJ with 124 Grains, the Target FMJ in .223 Rem. with 55 Grains and the GECO rimfire semi-auto in .22 Long Rifle with 40 Grains. In total, I almost certainly shoot well over 100,000 rounds each year.”

**GECO IPSC TEAM SHOOTER CSABA SZÁSZI, HUNGARY**

“The most emotional moments in my career as a sports shooter, which I always remember fondly, include taking part in European and World Championships, where I had the honour to represent my country and the GECO brand.”



# .22 L.R.

## THE VARIETY OF RIMFIRE

### MINI RIFLE OPEN DIVISION (SMALL-CALIBRE SEMI-AUTO RIFLES WITH OPTICAL SIGHTS)

Like in the handgun division, there are also Mini Rifle divisions for small-calibre long guns shooting .22 Long Rifle rimfire rounds. The rifles in the open divisions can be equipped with optics, compensators and bipods.

### MINI RIFLE STANDARD DIVISION (SMALL-CALIBRE SEMI-AUTO RIFLES WITH MECHANICAL SIGHTS)

Contestants in this division compete for points using iron sights. The maximum magazine capacity in the mini-rifle disciplines is also 10 rounds.

### SMALL CALIBRE OPEN DIVISION

IPSC sport shooting with small-calibre pistols for the rimfire cartridge .22 Long Rifle is also becoming increasingly popular, as the low-recoil weapons with manageable ammunition costs are ideal for practice and for training young shooters (based on national firearm legislation). The purebred small-calibre pistols or their large-calibre siblings with mounted small-calibre conversion kit and reflex sights must have a minimum trigger pull of 908 Grams. Magazine capacities of up to ten rounds are permitted. As ammunition, .22 long rifle ammo in the standard or faster HV (high velocity) versions are allowed.

### SMALL CALIBRE STANDARD DIVISION

The same rules apply in the Standard Division for firearms with mechanical sights. In addition, the maximum weapon weight is 1,400 Grams and the line of sight must not exceed 220 mm.



STANDARD RIMFIRE PISTOL DIVISION





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RUAG AMMOTEC – FÜRTH, GERMANY**

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