

15 March 2018

New for 2018 – ELEY® launch tenex air pellets

In 2018, as ELEY® celebrate their 190th anniversary, they are launching a new air pellet product which bears the historic tenex name and standards: ELEY® tenex air. In 1951 ELEY® redefined the potential of the .22LR cartridge with ELEY® tenex: elite rimfire ammunition for the most discerning shooters. Continuous development and evolution has since maintained their competitive advantage and helped their consumers reach their potential.

An extensive research program revealed the vital features necessary to advance air pellets to the next level; pellet profile, dimensional consistency and weight control were identified as the key parameters affecting accuracy. ELEY's team spent years experimenting, refining and testing, and in 2017 launched ELEY® ventus match-grade pellets.

The team continued their product and process development to ensure medal winning performance at the highest levels. The result is ELEY® tenex air. The essential statistics are .177 calibre, 4.49/4.50/4.51 diameters, and 8.2 grains. The key to consistency is in the materials selected, manufacturing techniques deployed, and the analysis and selection processes used to maintain the industry's strictest standards.

ELEY® tenex air pellets deliver exceptional accuracy, 30% greater weight control than any competitor, and damage-resistant packaging. The proof of their performance is in their early success: ELEY® gave prototype pellets to three elite shooters at the European Championships in Hungary and the ISSF World Cup in Mexico, and came away with four medals and a new World Record.

Phil Taylor, ELEY's Technical Director, said: "Our goal was to deliver the medal winning performance demanded by the elite of air shooting and worthy of the ELEY® tenex label. We have successfully ensured that the pellet mass is tightly controlled and focused at the same point in every round. The surface area and profile have been carefully sculpted to move the centre of pressure forwards of the centre of gravity. This produces the flattest most consistent flight path from muzzle to point of aim, with world beating reliability."

ELEY® tenex air pellets are available to test now at ELEY's UK customer range for the best performance in rifles and pistols.

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Notes to Editors

ELEY [®], the leading British engineering company, was established in 1828 and is globally recognised as the premier manufacturer of .22LR rimfire ammunition. The highly qualified team based at our UK production facility includes internationally recognised specialists in internal and external ballistics, powder dynamics, and metrology. The ELEY [®] product range includes ELEY [®] tenex, the world's most successful .22LR competition cartridge.

Website: www.ELEY.co.uk

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- Facebook - ELEY Ammunition
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Images: Images and captions will be sent separately if required.

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