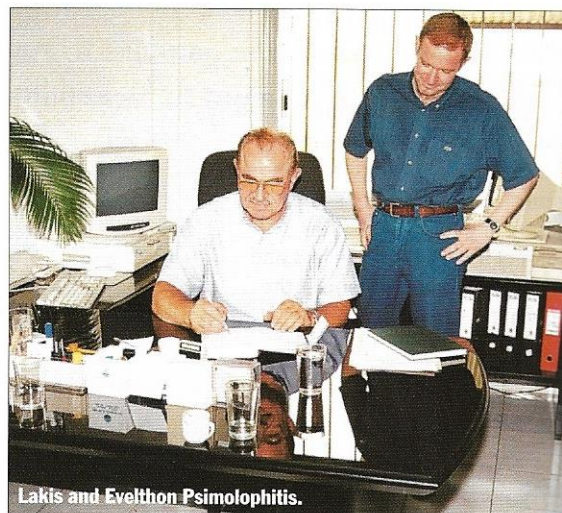


A path to Victory...

You would have to take the Troodos road from Nicosia for about 15km to find G and L Calibres, a company better known for their Victory cartridge brand. Here in the foothills of the Troodos mountains, Tom Smith was welcomed by Evelthon Psimolophitis, one of three directors of the company, whilst on a Cyprus holiday.

The Psimolophitis family have run the cartridge company from the very beginning. Evelthon is administration and quality control director, Loukas, his brother, is the technical expert and Lakis, their father and founder of the company, presides over them all.

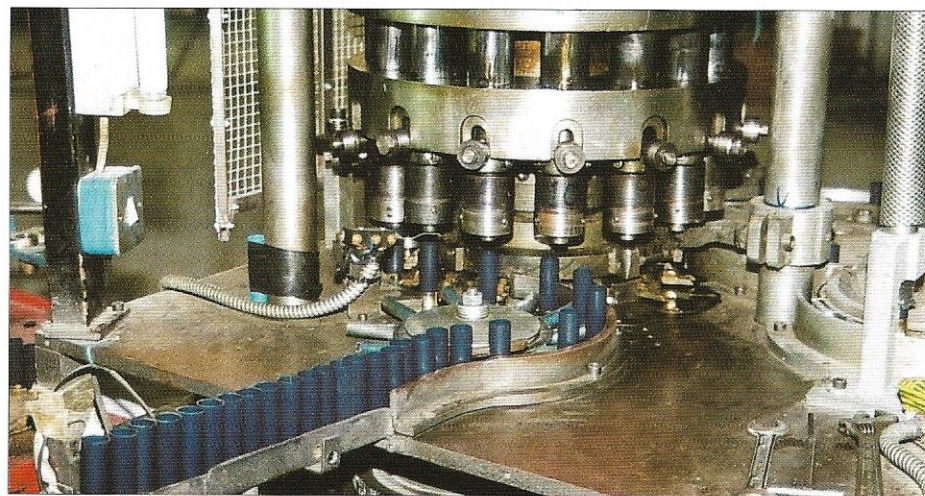
In the early 1970s, Lakis was one of the biggest wooden floor manufacturers and distributors for the Middle East, operating from a factory in Nicosia. At the time he was a very keen competition shooter and in 1972 represented Greece in the Olympics,



Lakis and Evelthon Psimolophitis.

managing 8th place. His floor business came to an abrupt end when Turkey occupied the northern part of the island, including half of Nicosia. The 'green line' as it's known, left his business in the Turkish half and his house in the Greek occupied territory.

Lakis moved back to his village and started to produce his own cartridges for hunting. These shells became so popular



Putting together the plastic and the brass.



Coloured cases come in 30 different shades.



with the locals he decided to open a factory to produce larger quantities in 1977. The factory needed to expand as business grew, eventually relocating to its present site in 1989, when the demand from rough and clay shooters alike meant they could no longer produce enough cartridges from the smaller premises quickly enough. G & L's site today houses three large factory buildings together with offices.

It's here that they now produce 30 million cartridges a year and export to some 21 countries world-wide — quite commendable given the fierce competition and considering the time the company has been in full operation at this capacity. The main countries exported to are the UK, America, Australia, Japan and the Lebanon.

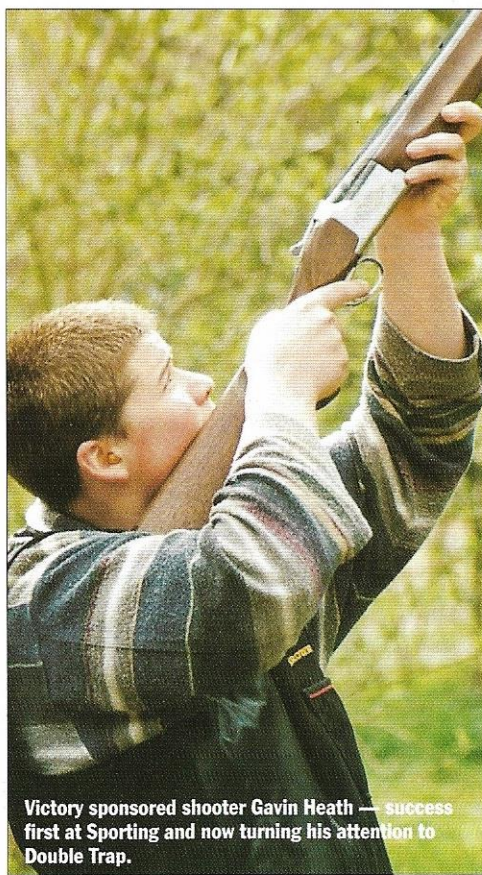
Victory produce some of their own

components, including eight types of wad and 30 different coloured cartridge cases. Cheddite primers are used and are brought in from France, along with Vectan powder. The majority of the lead used is produced in Cyprus and is claimed to be exceptionally good.

Looking at the case of the Victory cartridge, you'll find that it is particularly hard wearing thanks to a process which gives it durability. The plastic is heated and then cooled several times, producing a much hard and tough case. It has been known in America, where reloading is considered part of the fun, to recharge the same cartridge some 10 or 12 times.

So what future developments are in store? "The company is concentrating on quality control" replied Evelthon. "We are updating our production machines and, at present, one is in Italy for servicing and modernisation. When it returns, the other three will be able to go in for refurbishment."

Loukas, the technical director, has a few cartridge developments up his sleeve which will be put to the test soon. On the subject of new developments, I must say the test room was impressive with the computerised test gun and related systems, able to measure just about anything you need to know about a cartridge.



Victory sponsored shooter Gavin Heath — success first at Sporting and now turning his attention to Double Trap.

SPONSORSHIP

Sponsorship is not easy to come by in the sport of clay shooting. Victory cartridges, through their UK importers, however, do sponsor some National and International shooters, such as Paddy Howe, Edith Barnes, Gavin Heath, Aaron Meggison, new FITASC team member John Dunne, this year's World English Sporting Silver medallist Jeremy Welham, Phil Smith and Brian Clegg. And that's just in Great Britain. Victory has been responsible for notable successes with other shooters. At the end of June this year, Antonis Andreou won the Olympic skeet Gold medal at the European Championships in Finland, an event in which the Cypriot team also won Silver.

After the visit we accompanied Lakis and Evelthon for lunch, just a short trip up the mountain to a wonderful Greek-Cypriot restaurant, where we were introduced to yet more local dishes. And I thought I knew them all!

Lakis gave us a lift back to Nicosia and then he was hurrying off to pack a suitcase. As the President of the Cyprus Shooting Association, he was taking the team to Italy for the Mediterranean games. Busman's holiday, I suppose!

Ian Coley

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Perazzi SC3 Trap 30" 1/4 and full/32" league chokes	POA
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Rizzini sideplate 20 bore 28" multi. Unused	£375
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