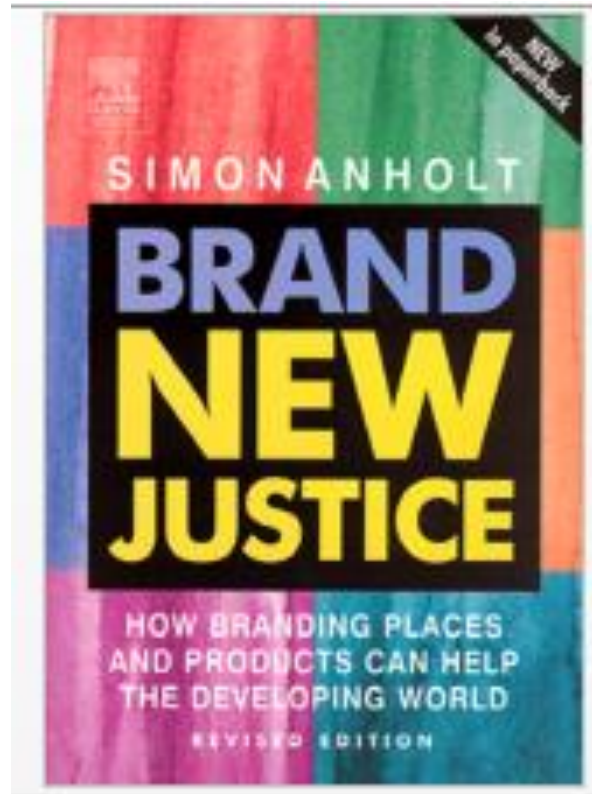


American brand and patent specialist **Simon Anholt** referenced the company Huglu in his book **BRAND NEW JUSTICE**. He also ranked Huglu in 3rd place of the most popular Turkish brands during an interview in the USA.



Extract from pages 61 and 62

Other notable international brands in the sector include **Double Happiness** table-tennis bats and balls from China and **Huğlu** shotguns from Turkey, which have a global reputation for quality. The brand, Huğlu, is actually not the name of a company but of a small town on the pine-covered slopes of the Taurus Mountains in central Turkey. Gun craftsmanship was brought to Huğlu in around 1914 by two master gunsmiths who had learned gun maintenance and repair in the army during the First World War and opened their first workshop there. After a few years, their business became the biggest in town, and other gunsmiths began to open their own workshops nearby. Later, a cooperative was established to improve their production and marketing strategies.

Today, there are more than 100 separate workshops and more than 600 craftsmen employing about 500 additional workers in Huğlu, making around 65 000 shotguns each year.

