



# GECO - ALL YOU NEED

## Press release

Fuerth, March 9th, 2018

## GECO is expanding its successful range of high-quality targeting and observation optics

Fuerth, Germany. Based on the high quality and tradition of the binoculars from Gustav Genschow & Co. (GECO) that have been on the market since the thirties, GECO has offered these rifle scopes and binoculars of the highest optical and mechanical quality at a uniquely fair price since the IWA Show 2017. Focused on and designed for the fundamental demands of hunters, sport shooters and nature lovers, these products have a universal range of use and are true to the motto: "GECO – ALL YOU NEED".

Due to the great success of the new GECO Optics product line, RUAG Ammotec has begun expanding this segment while keeping with the individual and needs-oriented customer demand. The result is a uniquely broad portfolio of optical products. In order to optimally and transparently cover all the demands of hunting and sport shooting, a range expansion is planned for 2018 in two of the three lines.

### The three lines of GECO Optics:

**GECO** products offer the optimal entry into the high-quality targeting and observation optics segment.

The **GECO Gold** line represents optics of phenomenal quality and performance. The most modern coating techniques combined with the implementation of special types of glass and other high-quality materials defines this optics portfolio that offers brilliant performance specs.

The rifle scopes in the **GECO Black** line are based on the extremely high optical and quality standard of GECO Gold. The products have been specially developed for dynamic and tactical shooting.

### New red dot sight for hunting and sport shooting

The new GECO Open Red Dot Sight is the first choice for driven hunts or sport shooting due to its compact and robust construction as well as its fine 2 MOA dot.

The GECO MultiDot allows you to choose from eight different reticles – each in green or red. This presents an advantage for fast transitioning in competitions.



*GECO Open Red Dot Sight*



*GECO MultiDot*

### **New to the product range: Optics with 4x zoom factor**

They have a central tube diameter of 30 mm and stand out thanks to their optical performance specs for transmission, field of view and exit pupil. With the 3-12x56 and the 3-12x56i, the range includes two absolute classics with outstanding performance specs for this price class.



*GECO 3-12x56i*

### **3-12x56 / 56i**

The classic all-rounder for hunting from a blind and at night, or at the shooting range. Due to its 56 mm diameter lens, high transmission with GECObright effect and the illuminated reticle 4, this rifle scope offers an improved view, even in the most adverse light conditions.

### **6-24x50**

The specialist for long distances. Its high magnification is perfect for accurate shooting at long distances. This is supported by the GECO TR1 reticle and the high optical performance allows the clear recognition of even the finest details at long distances.

**In addition, new optics with 5x zoom** and 30 mm central barrel diameter. These stand out for their optimized zoom factor and highest mechanical performance, thus providing increased flexibility and versatility – without compromising their high optical performance.

### **1-5x24i**

The reliable companion on driven hunts and when shooting fleeing game. Its large field of view, the fine red dot sight and the large exit pupil ensure the shooter always maintains an ideal overview, which facilitates the quickest target acquisition. The 5x zoom enables fast shooting and a precise rate of fire even at long distances.

### **3.5-18x56i**

This rifle scope ensures you are always ready for near or far shots. The large lens diameter and the fine GECO dot illuminated reticle provide a clear view even in the most adverse light conditions. The focus here is on its flexibility for use in hunting or at the shooting range as well as a high optical performance.

## GECO Black rifle scopes

The GECO Black line offers the outstanding optical performance specs of the GECO Gold line, but was developed specifically for tactical and dynamic shooting. This includes high adjustment travel, the illuminated reticle in the first focal plane, the integrated target turret, as well as the included flip cover. This class includes an 8x zoom with a 34 mm central tube and a 6x zoom with a 30 mm central tube. The 10-year warranty attests to the high quality and reliability of these models. Moreover, this class offers an unbeatably fair balance of price and performance.

### New to the product range – the 1-6x24i (30 mm)

Compared to its bigger brother, the 1-8x24i, the 1-6x24i has a central tube diameter of 30 mm and is therefore significantly more compact. With its field of view measuring 38 mm and a horseshoe reticle in the first focal plane, this rifle scope is perfectly designed for tactical and dynamic shooting. The GECO Tactical Turret also provides this rifle scope with fast and secure bullet drop compensation.



GECO Black 1-6x24i

	Item no.	Product	Reticle	Field of view at 100 m [m]	Central tube Ø	Overall length [mm]	Weight [g]
<b>NEW</b>	2407155	Open Red Dot Sight	2 MOA	100	19x23 mm	46	30
<b>NEW</b>	2407156	MultiDot	Changing reticle	100	33x24 mm	95	260
<b>NEW</b>	2406472	3-12x56	4	12.5-3.0	30 mm	340	674
<b>NEW</b>	2406475	3-12x56i	4	12.5-3.0	30 mm	340	674
<b>NEW</b>	2406471	6-24x50	TR1	5.6-1.5	30 mm	362	750
<b>NEW</b>	2406476	1-5x24i	4	37.0-6.0	30 mm	260	550
<b>NEW</b>	2406477	3.5-18x56i	4	11.8-2.2	30 mm	335	850
<b>NEW</b>	2403723	1-6x24i	Horseshoe	38.0-6.3	30 mm	269	550

## GECO Binoculars

The binoculars in the GECO line offer the perfect entry into the world of qualitative, high-grade observation optics at an unbeatable price-to-performance ratio. The slim and ergonomic design have been combined with the most modern, high-quality materials. The entire housing consists of ultra-light and rigid magnesium. They deliver a large field of view, sharp edge definition, high transmission values and a great short focus thanks to ED glass, multilayer coating and an adjusted optic calculation. These models stand out from their competitors due to their robustness, mechanical quality, low weight and optical performance. All products come with a tripod connection, a shoulder strap and a hard case.

### New to the product range: 8x56 and 10x56

Both powerful and effective. The compact and lightweight design combined with the very large fields of view and the large exit pupil make spotting a relaxed activity. Due to the excellent transmission values, sharp and high-contrast images are provided for hunting experiences with outstanding image brightness even into nighttime conditions.



GECO 8x56

	Item no.	Product	Exit pupil	Field of view at 100 m [m]	Close focus	Overall length [mm]	Weight [g]
<b>NEW</b>	2403728	8x56	7	129	2.3	192	1,200
<b>NEW</b>	2403729	10x56	5.6	114	2.5	192	1,200

**Non-disclosure notice for publication: March 9th, 2018**

**Availability, contact partner and further information:**

All new products will be available as of June 2018.

Further information about the GECO products can be found at [www.geco-optics.com](http://www.geco-optics.com)

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### **GECO is a quality brand of RUAG Ammotec GmbH**

GECO is the abbreviation for the ammunition factory Gustav Genschow & Co., founded in Stralsund, Germany in 1887. Since 2002, this brand has belonged to RUAG Ammotec. Today, it represents a modern, broad and high-quality range of hunting and sport ammunition as well as targeting and observation optics with an attractive balance of price and performance.

RUAG Ammotec belongs to the Swiss technology company RUAG Holding AG with its headquarters in Bern.

RUAG develops and markets internationally sought-after technology applications in the fields of aerospace, security and defence for use on land, in the air and in space. 57% of RUAG's products and services are destined for the civil market and 43% for the military market. The Group is headquartered in Bern (Switzerland). It has production sites in Switzerland and in 13 other countries in Europe, the USA and Asia-Pacific. Around 8700 employees – of whom 430 are trainees – represent 48 nationalities and generate sales of some CHF 1.86 billion.