



GECO - ALL YOU NEED

Press release

Fürth, March 7th, 2019

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

Fürth, 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, sports 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 2019 in two of the three lines.

New red dot sight for hunting and sport shooting

The new water-resistant GECO Red Dot 1x20 Gen II is a reliable companion for driven hunt in all weather conditions. The device is supplied with transparent flip-up covers, which always ensures a clear view when in action. The 2 MOA 11-step-adjustable red dot makes it possible to quickly get the target in sight, even under difficult lighting conditions. The battery has a lifetime of up to 30,000 hours thanks to its use of modern low-energy technology. The integrated weaver fitting means that the sight can be mounted quickly and securely.



Item No.	Model	Reticle	Field of view at 100 m [m]	Central tube diameter	Overall length [mm]	Weight [g]
2410726	Red Dot 1x20 GenII	2 MOA dot	100	20 mm	68 with flip-up	112

NEW

New to the product range: GECO RF binoculars

The GECO RF is remarkable not just because of its outstanding optics, but also its reliable and precise range-finding with rock-solid ballistics. The magnesium casing and the high-quality aluminium eye cups make the binoculars very robust, and as such the ideal companion for nature-lovers. Top-of-the-range optics combined with cutting-edge laser technology at an affordable price. The magnesium casing of the GECO 10x50 RF together with its robust and shock-resistant rubber reinforcement ensure optimal protection of the sensitive parts such as optics, electronics and moveable mechanical systems. Top performance is possible in terms of transmission, field of view, peripheral sharpness and colour-rendering thanks to the high-quality HD optics combined with state-of-the-art multicoating. The distance from any targets located within a distance of 10 m to 1,600 m can be determined simply and reliably at the press of a button. The GECO RF also has several other ways of measuring such as the angle of inclination and temperature. The built-in compass is helpful for getting one's bearings in the field.



Item no.	Model	Exit pupil	Field of view at 1000 m [m]	Close focus	Overall length [mm]	Measuring range	Weight [g]
2406479	10x50 RF	5	110	3	160	10 m – 1600 m	1000

NEW

Availability, contact partner and further information:

All new products will be available as of June 2019.

Further information about these GECO products can be found at 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 and defence for use on land, in the air and in space. 56% of RUAG's products and services are destined for the civil market and 44% for the military market. The Group is headquartered in Bern (Switzerland). It has production sites in Switzerland and in 15 other countries in Europe, the USA and Asia-Pacific. RUAG generates sales of approximately CHF 1.96 billion and has over 9,200 employees – 400 of whom are trainees.