

The Story of Caesar Guerini

Caesar Guerini is the cornerstone of a gun-brand triad.

BY DANA FARRELL

Caesar Guerini is now a familiar name in the sport shooting world, with an interesting backstory involving three standout individuals — two Italian gunmaker brothers and one seasoned American gun industry professional.



A relative newcomer to the industry, the Caesar Guerini story begins in Brescia, Italy, around the turn of the 21st century, when brothers Giorgio and Antonio Guerini, then employed by their gunmaker uncle in the family trade of another Italian shotgun company, decided to strike out on their own. Giorgio specialized in sales and Antonio was expert at the gun engineering and manufacturing side of things. Together they approached American gun industry man, Wes Lang, with whom they had a good working relationship, to see if he was interested in launching a new Italian shotgun company. Lang was employed at Petersen's Publishing at the time and initially didn't think he was interested in this new venture. Having previously worked in the gun industry for



Seminole Gunworks, Sig, Beretta and elsewhere, Lang had deep love and understanding of the firearm industry, and af-

ter thinking it through, he had a change of heart. Coming to the realization that his true interest was not in publishing,

but instead was working with guns, he decided to give it a shot, and with that, Caesar Guerini was born.

The trio worked on prototype guns for a while and shipped the first Guerinis to the U.S. in the year 2003. The initial lineup was a modest portfolio of guns consisting of 30- and 32-inch-barreled 28-, 20- and 12-gauge standard-rib sporting guns and 26- and 28-inch field models. Lang himself is a talented NSCA sporting clays competitor, so his knowledge of the wants and needs of the serious competitor, in combination with his professional experience in the firearms industry, made him the perfect fit to take on the role of president of the newly formed gun company.

EMPHASIS ON CUSTOMER SERVICE

Many of the initial business strategies that were created upon the conception of Guer-



ini are still in place today. From the start, they strove to have the best customer service in the industry, so they created the PitStop service program, along with a lifetime warranty program. Original purchasers are allowed three free PitStop servicing sessions per gun, and additionally, PitStops are always done free of charge at shooting events where Caesar Guerini is set up.

Good customer service is one of Lang's most important business philosophies. He feels he has the best job in the world as someone who has a hand in coming up with new shotgun models, but if there was one thing he'd like the company to be best known

for, it's treating their customers well. It fundamentally boils down to a moral issue for him. "If they put their faith in our product and our company, we don't want to let them down. We want to give them the best customer service," he said. "If customers feel they are getting top-notch customer service, then the company has accomplished much of what we've set out to do."

Their business-to-business dealer programs remain very similar to when they were first launched, with only incremental, evolutionary changes taking place over the years. Caesar Guerini USA and Caesar Guerini in Italy function as one company, Lang explained, not as an importer/exporter sort of relationship. He feels this is a big advantage over the business models of other overseas manufacturers that sometimes bounce around from one importer to another. He says this allows Guerini to offer a

high level of customer service, because they make that choice all the way through the system. They make all sales through their dealers, who number close to 150 nationwide. Dealers are arranged in a tiered system composed of standard dealers and elite dealers. As a generalization, elite dealers deal in the higher-end guns of the Guerini line.

The company's lineup has expanded over the years to include trap models and adjustable high rib sporters. Interestingly, all the field guns in the original lineup are still in production, with the exception of a waterfowl model that has since been discontinued. The Woodlander, Magnus, Magnus Light and Tempio on the field gun side and the Summit Sporting and Magnus Sporting were featured in the first Guerini brochure, and all of them are still in production to this day.

Lang says that naturally



there are certain models whose sales numbers fluctuate from year to year. Any given year might see a certain model or models become very hot in terms of customer demand.

“That’s fantastic,” says Lang, “but there are some things in our product line that year-in and year-out are our bread and butter, really big sellers, like our Summit Sporting and some of our middle-of-the-product-lineup field guns.”

The Summit is the company’s base target gun, and in both sporting and trap versions is a year-in/year-out fantastic seller, and in the field gun category it’s the Tempio and Magnus models that are most popular. “It seems counterintuitive that the cheapest version is not the best-selling,” says Lang, “but that is the case.” The Magnus and



▲ Giorgio Guerini and Wes Lang, two of the company’s three founders.

Magnus Light (the lightweight version) are two of their best-selling field guns.

EXPANSION: THE FABARM AND SYREN BRANDS

Lang says that over the years, Guerini has always had an eye to improve their product, never cutting costs. Improvement implementations, including the upgrading of engraving patterns, has occurred on a rolling basis. Even the minimally engraved Summit model has seen several engraving updates. It’s essentially the same gun it was upon its launch, but a look at a current version compared to the initial model will reveal a lot of difference, according to Lang.

The acquisition of Fabarm and then the conception of the Syren ladies brand seven

years ago were major historical events in the history of Guerini. The purchase of Fabarm made Guerini the second largest Italian gun company overnight, second only to the Beretta group.

Lang says that it’s “absolutely critical” to the company that Syren is a complete women’s brand, not just a women’s product. According to him, that means that women are involved in the day-to-day running of the operation, the input, the product management and all those other important things that make it a women’s brand and not just a model in their lineup.

“The reality is that we’re a women’s brand, and part of that problem is how do you solve any issues women have, as far as their equipment or barriers to participation because they can’t get the right equipment. When you take a look at woman shooters and what they really need and they say they want, you have a number of challenges from a technical side you have to overcome. After we looked at it carefully, we knew it had to be its own brand,” he said.

A look at the Syren product offerings shows that the brand has dipped into both the Guerini and Fabarm model lines



◀ Caesar Guerini Invictus VII

do that from a Fabarm platform. If they want something else that we can do more out of the Caesar Guerini line, why limit it? The reality is, we’re kind of a group, when it comes to more than one factory and more than one brand, but using all of those capabilities to produce Syren and making sure we have the right offerings for the women’s market is the first and foremost important thing.”

Dipping into both factories for Syren models also allows different price points, thereby solving an economic problem. By definition, many of the women entering the sport are new shooters, therefore, having an entry-level gun that starts lower than a Caesar Guerini can be an important consideration. The Syren brand can get a lady shooter into an over-and-under more in the Fabarm price range, which makes it more affordable.

Then there are the technical problems, like a lady shooter wanting to shoot a 12-gauge gun but not being able to handle a heavy enough gun that will mitigate felt recoil. Enter the Syren gas-operated gun. Having a gas-operated semi-auto specifically crafted to fit lady shooters solves that problem.

With Fabarm and Syren models now in the product lineup, the offerings of Caesar Guerini and its sister brands are well within reach of a much wider segment of the shooting public. **CTN**



◀ Caesar Guerini Revenant