



Press release

For immediate release

Design your own rifle with Rigby's sophisticated new website

London gunmaker John Rigby and Co. has launched a state-of-the-art website that allows customers around the world to explore its current range of rifles and shooting accessories, plus keep up-to-date with news and developments.

The easy to navigate website features a sophisticated gun configurator tool that enables users to explore the full range of options available and design a Rigby rifle to suit their own personal requirements and preferences. The configurator tool is available for use with Rigby's full range, including Big Game, London Best and Rising Bite double rifles.

With a brand new 'Shikar Store' ecommerce area, fans of the multi-award-winning gunmaker can now view and buy Rigby-branded clothing and shooting accessories online for the first time. Users can also stay abreast of latest news, discover more about the team behind the cult brand, locate local dealers, and download a copy of the latest Rigby brochure.

Managing Director Marc Newton commented: "We've come a long way in the past few years and now have so much to offer our customers. I'm very pleased with the new website, which does a great job of allowing people to have a closer look at what we're doing and the history and passion that fuels all of our projects."

To view the new website, visit: www.johnrigbyandco.com.

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