

Oy K. Hjorth Ab
– since 1881

Experience and ambition spanning centuries

A company profile

About us, past and present

The story of the company began on the 1st of August 1881 when Karl Hjorth founded a gun and ammunition dealership in Tampere, Finland's second city. From this day on the company has catered for the active sportspersons in many ways. The services have included the manufacture of ammunition and sales of hunting, hockey, fishing, golf, outdoor, bicycle -equipment, etc.

Today the company is still family owned, run by the fourth and fifth generations. Since the early 1990's the company has been focusing on B2B sales and wholesale, striving to provide the best possible service for its resellers and retailers across the Finnish market. In the past few decades, a clear strategy is also to cater for the LE -market in Finland.



Hjorth facility in 1932, located in the city center.



Lead shot tower, own production seized in 1973.
The tower still stands as a city landmark.

The company employes 10 people and has extensive new storage and office facilities. A total of over 300 retailers across the country rely on a quick delivery service, dedicated after sales, product training, marketing and other support services provided. The end users or consumers can also take full benefit of these services via the retailer network.

Our long history makes a solid base for future success. However, there can be no standing still and we must be able to achieve our own success also in the future. We look forward to doing this with our long-standing and trusted suppliers and partners.



Staff and shop in 1961.



Consumer show activity in 2026.



Range days and product training are an important part of the customer service.

Current business environment

Three main segments:

1. Hunting **50 %**
2. Sport shooting, sports and outdoor **30 %**
3. Law enforcement
   (military, border guard, police, customs, etc.) **20 %**

Finland has a strong domestic manufacturing tradition and presence

- Sako / Tikka (weapons and ammunition)
- Ensio (weapons)
- Lapua / Nammo, Ammox, Lemmes (ammunition)
- AseUtra, SilentSteel, Jaki, SAK, etc. (silencers)
- Osuma, RangeNord, 3HGR, Jahti, etc. (accessories)
- Rapala, FinSvala, Savotta, Halti, Martini, Retki, etc. (outdoor and fishing)



Oy K. Hjorth Ab in the market

- Second largest hunting - shooting wholesaler on the Finnish market (second to Sako-Beretta group)
- Profitable turnover approx. 6,0 – 7,0 M euros
- 100 % coverage with licensed gun retailers
- Strong B2B Webshop platform, which also provides B2C product information
- Extremely efficient and very agile logistical system that relies on a traditional large warehouse stock
- An offering of over 40 world known brands on an exclusive basis for the Finnish market
- Active 5 persons sales force, annual range days, shows, demos, etc.
- Ample storage space for ammunition, powders, guns and accessories
- Lasting relationships and high level of expertise
- LE -market clearance and existing relationships
- Growing presence on social media platforms

Our new facility, in operation since 2026

We are glad to announce the completion of the company's biggest investment in many years. We have finally completed our new facility, and it has been up and running since April 2026. The new facility boasts modern storage solutions over a floor space of +2 500 m^2. Including modern ammunition storage and efficient loading docks for several trucks. In addition, the new facility has modern offices, showrooms, etc.



New facility in use since 2026.



Modern ammunition storage at our main facility, in addition we have a separate off site explosives warehouse.



New loading docks at our facility, clean and efficient operation in all weather conditions.



History corner at our new show room.



Old facility from 1960.

Basic Facts about Finland

Population:
5,6 M

Area:
338 000 square kilometers

Location:
Northern Europe, bordering to Sweden, Norway, Russia and the Baltic Sea

Terrain:
Rather flat, the land with over 100 000 lakes and islands

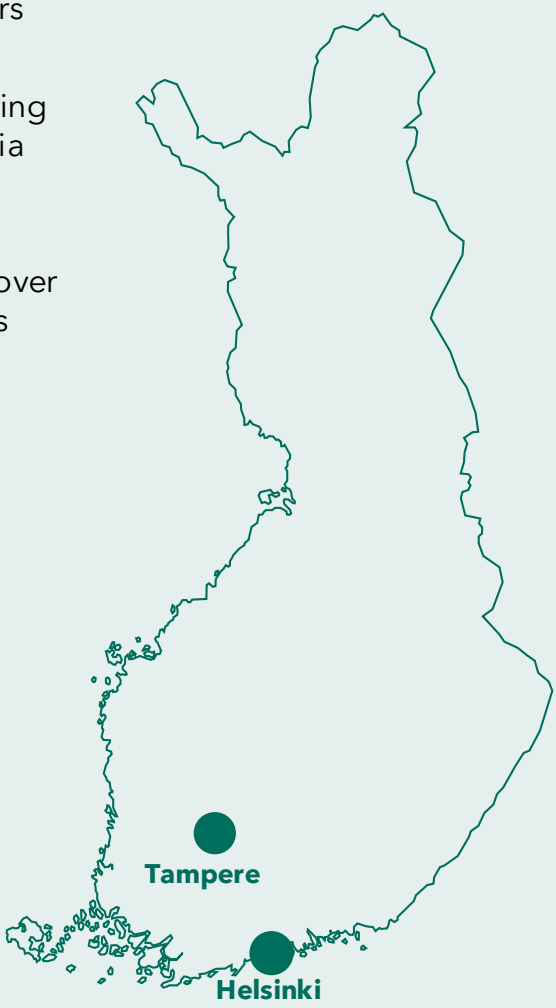
Climate:
Warm summer and very cold winters

Hunters:
300 000 registered, about 170 000 active

Sport shooters:
35 000 registered

GNP / capita
44 500 USD (2025)

Unemployment
aprox. 10,5 % (2026)





Contact

Oy K. Hjorth Ab
Vesimyllynkatu 1
33310 Tampere
Finland
e-mail: hjorth@hjorth.fi
Tel.: +358 3 234 4300
www: hjorth.fi and ase.fi

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