

# Viking Arms Ltd Acquires Hannam's Reloading Ltd to Drive Innovation and Global Growth

CINDERFORD, UNITED KINGDOM, January 7, 2025 /EINPresswire.com/ -- Viking Arms Ltd, a leader in the wholesaling of firearms, ammunition, and related accessories to the UK gun trade and government bodies, is pleased to announce the acquisition of Hannam's Reloading Ltd. This strategic acquisition marks a significant milestone in Viking's growth strategy, solidifying its position at the forefront of the UK firearms industry and enhancing its global supplier network during today's challenging trading conditions.

Hannam's Reloading Ltd has built a strong reputation for its exceptional reloading products and unwavering dedication to customer service. By acquiring Hannam's, Viking Arms will use its expertise to broaden its portfolio, introducing a comprehensive range of new product lines tailored to an evolving market. Together, the two companies will combine their unique strengths and resources to provide leading industry expertise and improved value on an enriched selection of firearms and accessories to customers and trade partners.

"I'm delighted that Viking Arms Ltd and Hannam's Reloading Ltd have come to this agreement. I'm sure both companies will benefit from this. We have always had a good relationship with Viking so this was a natural progression. I look forward to an interesting and successful time ahead," said Pat Hannam.

A key component of this partnership is the streamlining of distribution channels, designed to



improve customer service and operational efficiency. Both companies will continue to operate as separate trading entities with their successful teams intact. However, by integrating aspects of logistics and supply chain systems, Viking plans to accelerate delivery times, optimise inventory management, and enhance supplier relationships to create efficiencies that benefit both domestic and international stakeholders.

“We are excited to welcome Hannam’s Reloading Ltd into the Viking Arms family,” said Sam MacArthur, CEO of Viking Arms Ltd. “This acquisition represents an incredible opportunity to build on Hannam’s legacy of excellence while expanding our offerings to better serve our customers and trade partners. Together, we can use our combined expertise and resources to navigate the challenges of the industry and deliver even greater value to our stakeholders.”

“Viking is thrilled to enter this new phase of development,” MacArthur continued. “With the acquisition of Hannam’s, we are not only expanding our product range but also reinforcing our commitment to delivering unparalleled service to our customers. This acquisition reflects our ongoing dedication to innovation and excellence within the firearms wholesaling industry.”

This acquisition demonstrates Viking’s robust growth trajectory and its focus on leveraging strategic opportunities to enhance its market presence. The company is enthusiastic about the new possibilities this partnership brings and is committed to fostering strong, mutually beneficial relationships with all stakeholders.

Viking anticipates a seamless transition, with both companies dedicated to maintaining the highest standards of customer service and operational integrity. This significant step highlights Viking’s promise to meet the dynamic needs of the UK market while positioning itself as a key player in the evolving global firearms industry.

## About Viking Arms

Founded in 1965, Viking Arms Ltd is a leading distributor of firearms, ammunition, and accessories in the UK, serving the sporting retail market as well as police and military sectors. With a reputation for technical expertise, logistical excellence, and customer service, Viking Arms is committed to delivering tailored solutions and premium products to its clients.

Meredyth Grant  
Charlie Charlie One Ltd  
meredyth@charliecharlieone.co.uk

---

This press release can be viewed online at: <https://www.einpresswire.com/article/774530973>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.