

White Label Opportunity: Premium Shotguns For Your Brand

Elevate your product line with our tactical and sporting shotguns under your own brand name. Our Turkish manufacturing facilities combine state-of-the-art engineering with generations of craftsmanship, offering market-ready firearms with exceptional margins.



State-of-the-Art Manufacturing

Our facilities feature the latest CNC machinery alongside skilled craftsmen who hand-finish critical components. Turkish firearms manufacturing combines European quality standards with competitive pricing advantages, creating firearms that stand out in both form and function.

Diverse Product Range

Our premium shotgun lineup includes tactical bullpup configurations, elegant over-under sporting models, versatile semi-automatic options, and reliable pump-action designs. Each firearm undergoes rigorous quality control testing, ensuring the highest standards of reliability and performance.

Complete Branding Solutions

As your white label partner, we offer flexible minimum order quantities, custom engraving services, proprietary finishes, and bespoke packaging solutions. We can even develop exclusive models available only to your brand, helping you differentiate in a competitive marketplace.

Our turnkey white label program includes dedicated production capacity, customized QC processes, and seamless importation services. Contact us today to request our comprehensive catalog and pricing structure. Join dozens of successful brands who have already leveraged our these manufacturing capabilities to create profitable, premium firearm offerings

Shotgun White Labeling: Manufacturing Strategy Explained

White labeling is the practice where manufacturers produce shotguns that are sold under different brand names in international markets. This strategy has grown significantly over the past decade, with Turkish exports exceeding 200,000 shotguns annually to over 80 countries. The white labeling approach offers several strategic advantages:

Cost Efficiency

Turkey's lower manufacturing costs (30-40% less than Western producers) enable competitive pricing while maintaining healthy profit margins. Labor costs in Turkey are approximately 70% lower than in the United States and 50% lower than in many European countries, providing a significant advantage in production economics.

Market Access

Turkish manufacturers gain entry to international markets through established distribution networks and recognized brand names. This helps bypass the 5-7 years typically needed to build brand recognition independently and accelerates market penetration by leveraging the reputation of established firearms brands.

Regulatory Compliance

Turkish manufacturers have invested heavily in meeting international firearms regulations and certification requirements, including ATF standards in the United States and C.I.P. standards in Europe. This allows brand partners to import and sell these firearms without additional compliance hurdles.

Brand Flexibility

Established U.S. and European brands can expand product lines without capital investment in new production facilities. This allows them to introduce new models with 60-70% less development time and reduces financial risk while testing market reception to new designs and features.

Technical Expertise

Turkey has developed significant expertise in shotgun manufacturing, with some facilities in operation for over 100 years. Modern Turkish factories combine traditional craftsmanship with advanced CNC machinery, producing firearms that meet or exceed international quality standards at competitive price points.



Many premium shotguns bearing Western brand names are manufactured in Turkish facilities like this one in Konya, Turkey's firearms production hub. The region around Konya hosts over 25 major firearms manufacturers employing more than 7,000 skilled workers, producing everything from entry-level hunting shotguns to high-end competition models valued at over \$5,000.

The white labeling relationship is often discreetly managed, with some estimates suggesting that 40-50% of shotguns sold under certain European and American brands are actually manufactured in Turkey. Quality control inspectors from the partner brands frequently work on-site to ensure products meet their specifications.

Bullpup: Your Premium White Label Opportunity

Product Specifications for Your Brand

Local Partner	Upland Imports
Base Model	PE-701 Bullpup
Action Type	Semi-automatic
Gauge	12 GA (3" chamber)
Barrel Length	18.50 inches
Overall Length	29.13 inches
Capacity	5+1 rounds (magazine fed)
Warranty Support	Factory-backed
Minimum Order	100 units per customization

Customization Options for Partners

- Custom branding on receiver, grip, and packaging
- Proprietary finish options in multiple colors
- Adjustable component selection to meet price points
- Exclusive territory distribution agreements available



Expand your product line with the innovative PE-701 Bullpup under your own brand. This market-ready platform offers the perfect balance of compact tactical design and reliable performance that today's consumers demand, all with your company's name front and center.

Our white label program includes comprehensive marketing support, technical documentation, and warranty service options. With production capacity exceeding 5,000 units monthly and established supply chains, we can scale with your business growth while maintaining consistent quality control standards.



Over-Under: Your Premium White Label Opportunity

Product Specifications for Your Brand

Local Partner	Upland Imports
Base Model	PE-601
Action Type	Over-Under
Gauge	12 GA (3" chamber)
Barrel Length	27.95 inches
Overall Length	45.27 inches
Capacity	2 Rounds
Warranty Support	Factory-backed
Minimum Order	100 units per customization

Customization Options for Partners

- Premium chrome-lined barrels ensure lasting performance and customer satisfaction
- Selective ejectors and intuitive barrel selector enhance user experience
- Hand-finished Turkish walnut stock with customizable branding options
- Complete with 5 interchangeable chokes for versatility in marketing
- Perfect balance and weight distribution for superior handling



Position your brand in the premium sporting arms market with the PE-601 platform. Our turnkey white label program includes marketing materials, technical support, and flexible branding options. Partners report 30-40% margins on white labeled shotguns with minimal inventory investment and full factory warranty support.

The PE-601 offers an exceptional white labeling opportunity for distributors and retailers seeking to establish their own premium shotgun brand. This classic over-under configuration combines timeless aesthetics with reliable performance, allowing your brand to capture the high-margin sporting arms market.



Semi-automatic: Your Premium White Label Opportunity

Product Specifications for Your Brand

Local Partner	Upland Imports
Base Model	PE-501
Action Type	Semi-automatic
Gauge	12 GA (3" chamber)
Barrel Length	18.50 inches
Overall Length	38.18 inches
Capacity	5+1 rounds (magazine fed)
Warranty Support	Factory-backed
Minimum Order	100 units per customization

Customization Options for Partners

- Premium chrome-lined barrels ensure lasting performance and customer satisfaction
- Selective ejectors and intuitive barrel selector enhance user experience
- Hand-finished Turkish walnut stock with customizable branding options
- Complete with 5 interchangeable chokes for versatility in marketing
- Perfect balance and weight distribution for superior handling



Pump-Action: Your Premium White Label Opportunity

Product Specifications for Your Brand

Local Partner	Upland Imports
Base Model	PE-401
Action Type	Pump action
Gauge	12 GA (3" chamber)
Barrel Length	28 - 24 inches
Overall Length	40.15 - 45.27 inches
Capacity	5+1 rounds (Standard)
Warranty Support	Factory-backed
Minimum Order	100 units per customization

White Label Customization Options:

- Custom receiver engravings with your brand identity
- Proprietary finish options in your brand colors
- Extended magazine tube configurations (5+1, 7+1, or 8+1) (Country specific)
- Branded packaging and marketing materials
- Optional accessory packages under your label



The PE-401 pump represents an exceptional white label opportunity with proven market performance. This pump-action shotgun delivers the reliability your customers demand while offering substantial margins and customization options to strengthen your brand identity.

Available in tactical (24.01") and field (27.95") configurations, the PE-401 allows you to target multiple market segments with minimal inventory investment. The dual action bars and rotary bolt head design ensure your branded products will build a reputation for quality and dependability.

Semi-automatic: Your Premium White Label Opportunity

Product Specifications for Your Brand

Local Partner	Upland Imports
Base Model	PE-301
Action Type	Sem-auto
Gauge	12 GA (3" chamber)
Barrel Length	28 - 24 inches
Overall Length	40.15 - 45.27 inches
Capacity	5+1 rounds (Standard)
Warranty Support	Factory-backed
Minimum Order	100 units per customization

Customizable Product Range

Offer your customers the PE-301 with three distinct barrel configurations (20.07", 22.04", and 27.95"), allowing your brand to serve multiple market segments simultaneously - from tactical/defensive to hunting applications - all under your company's name and branding.

Superior Technology Advantage

Differentiate your branded lineup with our proprietary self-regulating gas system that automatically adjusts to all ammunition power levels. This key selling point ensures your customers experience reliable performance and reduced recoil, enhancing your brand's reputation for quality.

Premium Quality Assurance

Every white-labeled PE-301 features the same premium materials and craftsmanship as our flagship models. Blued barrels, precision-machined receivers, and authentic Turkish walnut stocks provide your customers with exceptional value while maintaining your desired price points and margins.





White Label Partnership Opportunity



Turnkey Solution

Leverage our premium Turkish-manufactured shotgun line under your own brand. Our white labeling program provides complete access to our PE-series firearms with your company's branding, allowing immediate market entry without manufacturing investment.



Customization Options

Select from our diverse product lineup—from tactical PE-701 Bullpups to traditional PE-601 Over-Unders—with options for custom finishes, engraving, and packaging. Create a unique product identity while benefiting from our proven designs and reliability.



Compelling Margins

Enjoy industry-leading profit margins with tiered volume pricing. Our efficient manufacturing and direct importation process eliminates middlemen, allowing your business to maximize returns while maintaining competitive retail pricing.

Our white label partners receive comprehensive support including marketing materials, product training, and technical documentation. Each firearm undergoes rigorous quality control testing before receiving your branding, ensuring your reputation is protected with every sale.



Model Versatility for Market Segmentation

Offer specialized solutions across market segments: PE-701 for home defense, PE-501 for tactical applications, PE-401 for all-weather reliability, and PE-601 for sport shooting—all under your brand identity.



Scalable Partnership Program

Start with limited SKUs and expand as your brand gains traction. Our flexible minimum order quantities allow businesses of various sizes to participate in our white label program with manageable inventory commitments.

Contact our business development team today to request our white label program prospectus and sample partnership agreement. Discover how us can power your branded firearms division with proven products backed by our limited lifetime warranty and dedicated support.