

## NIGE TRAVELS TO DENMARK AND VISITS A COMPANY THAT HOLDS THE LICENCES TO SOME OF THE BEST KNOWN NAMES IN AIRSOFT.

THEY SAY THAT THE BRITISH are reserved and, unlike some of our more "exuberant" cousins across The Pond, are not comfortable with "self-promotion". Well if that is true, based on my recent visit the Danes probably consider that we are among their "exuberant cousins".

I had not been to Denmark before so when I took a call from Paul Wignell, ASG's UK Sales Manager, who asked: "Nige, how do you fancy coming over to Head Office to meet everyone, check out some new products and do some test-firing?", I almost had my bag packed before the phone was back in its cradle (if you can remember what one of those is)!

In a recent survey Denmark was ranked third in the top five happiest countries, only beaten by Switzerland and Iceland and

having met the guys over the last couple of years at IWA, in Nuremberg, I was looking forwards to a very interesting trip – and I wasn't disappointed.

### A LITTLE BIT OF HISTORY

Founded by the Vikings in the 10th Century (circa 935), the kingdom of Denmark is the oldest European Monarchy and the current monarch, Queen Margrethe II, is Denmark's second female monarch. Incidentally, one of the two original founding Kings shares the same name as a modern-day technology – his name was Harald Bluetooth! The other was Gorm the Old, which is more reminiscent of a character from *Lord of the Rings* but I guess that's just the way history works (and calling a new technology "Gorm" didn't sound quite so cool)!

After nearly 2,000 years of stability it should come as no surprise that Denmark and its people are happy, content and one of the most likeable I have ever met but scratch the surface and you will find the Viking Spirit lurking just beneath.

The Vikings were not afraid to push back the boundaries of exploration and their influence spread across huge areas of the world, including north-western Europe, European Russia, the Middle East, Central Asia, the Mediterranean and even North America. Today that entrepreneurial spirit has not diminished and companies like ActionSportGames are evidence that the boldness shown by their ancestors is as relevant today as it was all those years ago.

So, just who (or what) is ActionSportGames?

### ACTIONSPORTGAMES

ActionSportGames, or "ASG" as they are probably better known as, was founded in 2003 after the successful merger of the two largest Danish airsoft distributors, Pedersen & Grobelenik A/S and Vestergaard ApS. Henrik Grobelenik and Johnny Pedersen had worked together on many projects before, since the incorporation of Pedersen & Grobelenik A/S



in 1992 and are now General Director and CEO of ASG, respectively.

As every airsofter will know, one of the biggest attractions of the game is that we emulate real-world activities by the use of imitation firearms and, the better the imitation, the closer we feel to "doing it for real". In other words, "realism" plays a huge part in the satisfaction we get from playing and one of the key things that adds to that realism is the accuracy of the reproduction of the weapons we use.

Henrik and Johnny were also well aware of this and it did not take them long to seek out licensing arrangements with some of the World's most well-known arms manufacturers, so that they might build the airsoft version of their products. Today the list reads like a "Who's Who" of famous armament brands, including: Accuracy International, Armalite, Ashbury, CZ, Dan Wesson, LMT, Steyr, STI and US Ordnance to name just a few. One of those licences led to the creation of (possibly) the most eagerly-anticipated AEG release; the CZ EVO Scorpion, the first-ever airsoft rifle to be produced en-masse in Europe – but ASG is not just about guns, their whole business is centred on some fundamental core values: Dedication, Entrepreneurship, Service, skills and speed and Knowledge and these permeate throughout the company at all levels, as I found out for myself.

Following a (thankfully) short flight with RyanAir to Copenhagen, I was met by Christian Kaae Olsen, ASG's Sales and Marketing Manager, who gave me a lift to the (very nice) Hotel Marienlyst and explained the agenda for the visit, which would kick off at 8:30 the next day (which meant I would get a lie-in, which was also very nice). Paul Wignell would also be flying in a little later and so with dinner arrangements made, it gave me a couple of hours to chill out – aka getting some work done on my iPad before a few glasses of "Christmas Ale" and a good night's kip.

### ASG

We started the day with a visit to ASG's warehouse in Helsingør, where a very slick operation ensures that everything is documented, logged and recorded as it happens, overseen by Warehouse Manager, Bjørn Schiødt Olsen. As I looked at the rows of stacked racking I commented on how large and full the warehouse was, which is why a short while later I found myself a few miles up the road looking at the aircraft-hanger like space that was slowly being transformed into their new warehouse – but more about that later.

One aspect that I was aware of (from Scott Allan's visit and subsequent report a couple of years ago) but didn't fully appreciate, was the process by which ASG ensures the consistency and quality of their Blaster BBs, every single one of which is graded in-house and bottled by hand. Standing in the corner of the warehouse a custom-built BB grader works 24-7, as a waterfall of BBs cascades over a grading surface and all under, or over-sized BBs are filtered out to be returned to

the manufacturing plant for inspection. Those BBs that make the grade are then fed into a hand-operated bottling machine, where they are packed, labelled and stacked in boxes. I have to say that this must be a real labour of love as the repetition would drive me crazy!

Before we left the Helsingør warehouse, I noticed a group of people who appeared to be opening gun boxes, changing something out and closing them up again, which turned out to be the awesome new Dan Wesson 715 revolver (watch out for the upcoming review in *Airsoft Action*). Someone had spotted a small error with the Speed Loader supplied with the gun and to ensure it didn't become a problem later, ASG had the entire unit re-manufactured and every single one replaced. This was not a part of the actual gun and is given away free with it but ASG went ahead and replaced just the same, such is the standard to which they work.

A stone's throw from this warehouse is a vital part of production, a specialist injection-moulding company where components for the EVO are created. Watching granules of plastic being turned into small, intricate parts a massive high-pressure machine is fascinating, especially when you consider both the size and cost of each and every mould. Strapped very securely to some racking was the magazine mould, which

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weighed in at goodness-knows how many kilos – and that is just one of many such moulds. Something else also caught my eye; blue EVO bodies. Yep, ASG are going to produce a factory-made two-tone version specifically for the UK market, something which I understand was suggested to them by Simon and the guys from Patrol Base when they made a recent visit. This shows just how willing ASG are to listen to feedback and ideas and, if they think it is feasible, act upon them.

To say ASG's new facility at Esbjerg is "impressive" is like saying the Burj Khalifa is "tall", both are a bit of an understatement! Clearly they are outgrowing their existing unit at Helsingør and the building at Esbjerg provides not only all office, technical, logistic and warehouse space they need but is also the face of a very successful international company and it was there that I found myself standing in the centre of the aforementioned cavernous hanger. There is still a lot of work to be done until all the racking is fitted out and the warehouse

is complete but in true "ASG style", they are prepared for that and still have use of their old building for another two years. Now that's what I call forward-thinking!

As we moved around the building I was introduced to just about everyone who works there and two things struck me: Without exception, everyone was smiling and secondly, they knew my name and why I was there. Being greeted by someone you

have not met before and yet who uses your name, shows they have taken the time and trouble to find out (and remember it).

The morning flew by in a round of meetings and was followed by lunch at a traditional Danish restaurant, which was thoroughly enjoyable (although I declined any more Christmas Ale) before heading back for the afternoon, where the first stop was in Technical Services... and playtime!

## FEATURE

ACTIONSPORTGAMES

Let me ask you a rhetorical question...

Have you ever picked up an airsoft gun and it has just felt "right" and when you get to fire it, your brain confirms exactly what your heart is telling you... YOU WANT ONE!!

I'd seen the pictures, read the info sheets, watched videos on YouTube but had never held the airsoft gun I had in my hands before now... The CZ SP-01 Shadow.

The real steel version had been created by CZ based on feedback and suggestions received from Law Enforcement and Police users around the world and enhanced by input from world-class shooters, such as Angus Hobdell and Adam Tyc (Google them). ASG have recreated the SP-01 with the closest possible attention to detail and it shows in the resulting gun which, for me, just "works" on all levels – and is also how I found myself grinning from ear to ear as I blasted round after round down ASG's test tunnel. I am not going to say much more here as we will be doing a proper review in the near future but, suffice it to say, when they become available early next year there will most definitely be (at least) one winging its way to "Chez Streeter" shortly afterwards!

However, the SP-01 wasn't the only thing on the menu and up next was the mighty EVO. I have seen quite a few of these on-site during my travels and they always seem to inspire interest in the Safe Zone and respect in-game. Everything about this gun wreaks of quality and the combination of single-shot, 3-shot burst and full auto once again brought out face-splitting grins, especially from real-steel shooter Paul Wignell, who proceeded to cut a target in half. ASG are in the closing stages of developing a Hi-Cap for the EVO and you can expect to see these starting to appear in the not too distant future.

Before I mention the third gun we looked at, I'm going to say something straight up... Revolvers are not my "thing", neither are Porsche 911s but that doesn't stop me appreciating what they are, however, when I picked up the Dan Wesson 715, I did not expect to appreciate it quite as much as I did. Again, I am not going to say too much here as (as I type this)



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LOOKS THE MUTZ TOO!"**

Find more information on [actionsportgames.com](http://actionsportgames.com).



ActionSportGames® is a worldwide leader in the business of replica firearms and accessories manufacturing – including Airsoft guns, Airguns, CO<sub>2</sub> guns and firearms replicas.



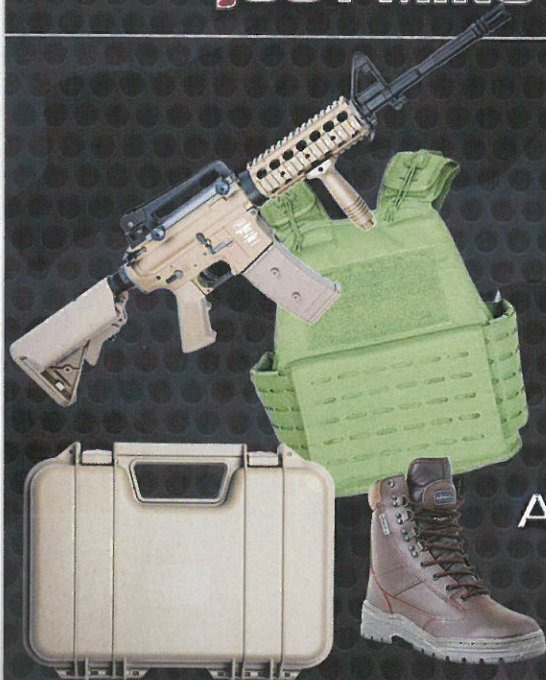
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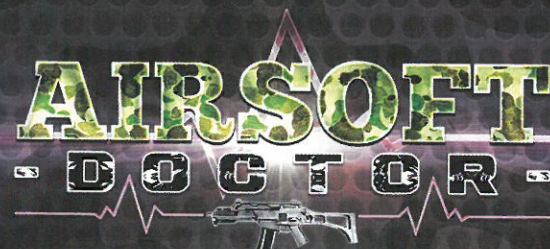
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For more information about ASG and their products, visit your local airsoft retailer or ASG's website: [www.actionsportgames.com](http://www.actionsportgames.com)

If you are an UK retailer and considering whether to stock ASG products, Paul Wignell can be contacted by phone (07495 221495), or via email: [pw@actionsportgames.com](mailto:pw@actionsportgames.com)

one is on its way over for review. What I will say though is this; get down to a local airsoft retailer that has a range and try one. I can't promise you that you will buy one but I can promise that you will be astonished. The size, heft, grip, action and, above all, the sound of this beast really is "goose-bump-makingly" good – and it looks the mutz too!

Time was moving on so I reluctantly relinquished my grip on the Shadow and sat down with Christian and Paul as Henrik Grobelnik gave a very enlightening presentation of ASG's background, history and aspirations for the future (and not for the first time today, I found myself thinking how no effort had been spared to make my visit as productive and informative as possible). This was followed by a meeting with Sourcing and Product Manager, Kiwin Kroejgaard, who gave us an overview of new and forthcoming products and nonchalantly flipped open a box to reveal something quite unexpected (and which turned my "I want an SP-01" into "I NEED an SP-01")! All he had done was fitted steel blue ally grips but what a difference they made to how the gun looks – a bit like Leonardo painting a smile on the Mona Lisa; a small change that makes a world of difference.

...and then it was time for me to grab my bag and Christian to give me a ride back to Copenhagen Airport.

## FEATURE

ACTIONSPORTGAMES

### SUMMARY

It is almost impossible to summarise my visit to ASG, there is so much more I could have written about but the overriding feeling I came away with, was that this is a company that knows what it wants, knows where it is going and, above all, knows how it is going to get there.

Like all Danes they don't shout from the rooftops, or wave huge banners saying "We are great!", they just get on with what they are doing – and they do THAT extremely well indeed!

I would like to close by thanking everyone at ASG for making my visit so welcoming, interesting and informative and, in particular, Paul and Christian for setting it all up – cheers guys, it was very, very much appreciated.

### Postscript

I have just returned from Urban Airsoft Mega Store in Normanton, where the UK's first public showing of the SP-01 Shadow, Dan Wesson 715 and Steyr Commando took place.

Visitors to the store were invited to test shoot all three guns and, judging by the reaction, comments and pre-orders, ASG have got three more winners on their hands!

