



FOR IMMEDIATE RELEASE  
01/22/2019

## **EMF and PIETTA Stronger Together For Over 2 Decades**

F.LLI Pietta, a long time exhibitor in the Italian section of SHOT Show, is moving over to be with one of their largest U.S. importers, Early & Modern Firearms Company, Inc. (EMF Company, Inc.), one of the original exhibitors at SHOT for over 40 years. Come see them both in their newly redesigned booth #16344.

Established in 1963 with only a couple of workbenches, vises, a drill and grinder, Giuseppe Pietta founded "FratelliPietta" in cooperation with his brother, a gunsmith. By 1965, the two brothers decided to give new life to the factory by directly assembling shotguns. The first year they assembled and sold 156, the following year they made more than 1,000. Shortly after 1967, a French businessman approached them to produce historical American Guns. His first order included 10,000 of the 1851 Navy model. The order completely changed the direction of the company from assembly to production. Soon after, they began replicating other models including the 1860 Colt Army, 1858 Remington Army, 1836 Paterson, and Le Mat models. Market expansion into the U.S. followed a short time later.

By 1995, the company moved to new headquarters, over 2,000 square meters and 20 employees. In due time their sons, Alberto and Alessandro Pietta, joined their parents and began working in the family business. Today they run the company.

When Early and Modern Firearms (EMF) was founded in Los Angeles, CA in 1956, the Cowboy was king! Located in the shadows of the Hollywood Studios, this family-owned mail order/retail gun store supplied the demand for Western Frontier, Civil War, and World War period guns seen in movies and television shows. Colt Firearms had discontinued production of the single action revolver, so in 1959, EMF acquired Great Western Arms Company, the manufacturer of the first reproduction of the famous Colt Model 1873 SAA. In 1971, EMF incorporated; and Boyd Davis, a close family friend, joined the company. When the strong dollar made it too costly to produce the Model 1873 in the U.S., EMF turned to Italian gun manufacturers for production, thereby pioneering the way for Italian firearm imports into the U.S.

With the passing of their President in 2014 and the increasing gun regulations (especially in California), EMF shareholders decided they were ready to close the doors after providing the "Best in Cowboy Guns" for almost six decades. However, the gun industry was not ready for EMF Company, Inc. to do that just yet. Recognizing EMF's contribution to and stability in the firearms industry, Alberto and Alessandro Pietta of F.LLI Pietta (Italy) stepped up to invest in EMF, with Debbie Sims, former Chief Operating Officer, stepping up as the new President/CEO. Since Pietta Firearms is EMF's largest supplier, this is a "win/win" for both companies.