

Reinhold Lux e.K.

Waffen Lux

Heidelberg



Master Gunsmith



With extended hunting
weapons department:

LUX deluxe



Welcome greeting



Dear Sirs and Madames,
dear customers and dear suppliers,

We are happy to present our new brochure to you today, which shows **the long history of our company as well as an outlook on the future.** Especially in turbulent times we want to be and remain: a reliable, trustworthy partner for all hunters, marksmen and outdoor enthusiasts. I hope you enjoy reading it and I am looking forward to meeting you personally in our store.

Best regards,
Reinhold Lux



We introduce ourselves

- ✓ We go further - with **Origin & Future**
- ✓ We do it for you
Company portfolio
Workshop portfolio
- ✓ We develop - **digitally & online**
- ✓ We maintain **national and international business relationships** to our **customers & suppliers**
- ✓ We are a **recognized specialist dealer** for **well-known suppliers**



→ 1931

Born in Suhl, Master gunsmith **Friedrich Lux** founded the sole proprietorship **Friedrich Lux** in Heidelberg in September 1931.

1946

In 1946, the company **Waffen Lux** received as first company in Germany the approval from the American Provost-Marshall to rework old pre-war weapons in hunting rifles for members of the American army.

1969

July 1969 Conversion of the sole proprietorship into a limited partnership. **Reinhold Lux** follows a technical school stay in Ferlach, AT, and successfully passes his master's examination in Gunsmithing in Ulm.

1974

Reinhold Lux takes over the management of the company **Friedrich Lux KG** besides his father **Friedrich Lux** since 1974.

1976

The company is led as a specialty shop for hunters and marksmen. The product range is significantly expanded over time. The gunsmith workshop is situated in the heart of the shop as an important part of the company.

1981

In 1981, just in time for the 50th company anniversary, the sales room is significantly expanded, new rooms for the workshop, office and warehouse are added.

1993

Reinhold Lux founds **import-export trade in shooting sports and hunting equipment** in Heidelberg. Changes in Eastern Europe and the CIS countries enable new business relationships built up by **Reinhold Lux** together with wife, **Baroness Dorothee-Isabell von Humboldt-Dachroeden**. The following are companies founded in Tallin, Estonia and Kiev, Ukraine.

2000 →

Establishing new business relationships with a focus on Ukraine. Opening a state - recognized representation of the Lux company in Kiev in March 2000. Change of **Friedrich Lux KG** into **Reinhold Lux e.K. - Waffen Lux Heidelberg**. The master gunsmith keeps the tradition and the passion for hunting at home & abroad continues.



We go further – with **Origin & Future**

Waffen Lux has been situated in Heidelberg since 1931, in Friedrich-Ebert-Anlage 9 at the square.

After two successful generations
the third generation prepares the company
for a modern and digital future.

Photo from left to right:

Reinhold B. Lux • Master Gunsmith – CEO, Business Owner

Wolfgang Greulich • Dipl. Ing. (FH) – Organization, IT, Corporate Development

Dorothee-Isabell Freifrau von Humboldt • Executive Board, Export Director

We go further – with **Origin & Future**

Together we prepare the company for the future.

Reinhold Bruno Lux

- Master Gunsmith – CEO; Executive & Business Owner

Dorothee-Isabell Freifrau von Humboldt

- Executive Board, Export Director

Marion Katharina Lux

- Dipl. Designerin (FH) – Art Director, Marketing

Wolfgang Greulich

- Dipl. Ing. (FH) – Organization, IT, Corporate Development





We do it for you

Company-Portfolio



- ✓ Large selection of hunting & sporting weapons
- ✓ Purchase & sale of new & used weapons
- ✓ In-house workshop & shooting options
- ✓ Professional weapon inspection
- ✓ Gun estimates, weapon exploitation
- ✓ Installation of blocking systems according to WaffG.
- ✓ Offers for your hunting & sporting needs
- ✓ Extensive range of ammunition
- ✓ Graduated prices for clubs



Our experience is your chance
and offers you a smooth, professional
and compliant handling.



We do it for you

Company Portfolio

- ✓ Owner-run family business
- ✓ Gunsmith company
- ✓ Alljagd specialty shop for over 45 years
- ✓ Recognized specialist dealer for well-known manufacturers
- ✓ Professional advice national & international
- ✓ Many years of passionate hunting experience at home and abroad
- ✓ Deliveries of goods - also abroad
- ✓ Training courses for young hunter test subjects in weapons science and weapon handling
- ✓ Competencies in hunting and sport shooting







We do it for you

Workshop Portfolio

- ✓ Gunsmith workshop in the house
- ✓ Trigger tuning
- ✓ Chemical barrel cleaning
- ✓ Control & shooting
- ✓ Cut barrel cuts & muzzle threads
- ✓ Installation of silencers
- ✓ Installation of night vision optics:
Thermal imaging, low light and night vision attachments
- ✓ Stock changes & stock finish
- ✓ System & locking work



We are developing Digital & Online

- ✓ Digital business processes
- ✓ Online presence on Internet marketplaces
E-Gun, Shotgun, etc. with a very good rating
- ✓ Software-based and legally compliant
Gun book



Our **E-Gun: with**
over 1.000 positive
reviews





We maintain national and international business relationships to our customers & suppliers and on site in Heidelberg

- ✓ International network of customers & suppliers
- ✓ Regular participation as an exhibitor & visitor at national & international trade fairs:

- *IWA Outdoor & Classic* Nuremberg, D • *Jagd & Hund* Dortmund, D • *Arms & Hunting* Moscow, RU • *Adihex* Abu Dhabi, ARE • *Arms & Security* Kiev, UKR • *Shot Show* USA
- *Participation in the European Baltic States* Riga LVA, Tallinn EST, Vilnius LTU

- ✓ *Some most important Memberships:*

DJV German Hunting Association e.V.

DSB German Rifle Association

VDB Association of German Gunsmiths

- ✓ Processing of international business
- ✓ Maintenance and expansion of our range
- ✓ Language skills: English & Russian

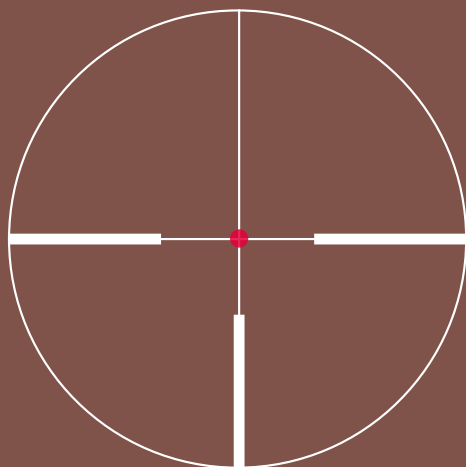
We are a recognized
specialist dealer for
 well-known **suppliers**



Waffen Lux


Heidelberg





Waffen Lux Heidelberg – Reinhold Lux e.K.
Gunsmith company with workshop

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