

You can help upgrade a customer's rifle without forcing him to pay a king's ransom to do so. The secret? Installing aftermarket triggers such as those manufactured by Timney.



Helping to Create a Better Shot

Timney helps your customers improve their accuracy **By Christopher Cogley**

If you've worked behind a gun counter for any length of time, it's a safe bet that you've had a customer approach you and ask for advice on how he can become a more accurate shot. There are, of course, the standard responses of suggesting that he spend more time at the range, or try using shooting sticks in the field, or even upgrade to a more expensive rifle that has proven accuracy right out of the box. And while those responses are all valid, there is an alternative that's significantly cheaper than a new gun and can dramatically improve the accuracy of most rifles.

“Before I started working here, I had no idea how much changing a trigger could improve your accuracy,” says Kevin Dee, a technician at Timney Trigger. “The first time I put my finger on that trigger, though, I was amazed what a drastic difference it made.”

That was the basic concept that led gunsmith Allen Timney to form Timney Triggers in 1946, after returning from World War II. Dee says that Timney wanted to help make his customers’ rifles more accurate, but by working on each trigger individually, he was severely limited by the number of rifles he could improve in any given day. To overcome that obstacle, Timney came up with the concept of building a trigger that had the same specifications as the ones he was upgrading his customers’ rifles to, then manufacturing it as a preassembled unit to make it easy for people across the country to change out their factory triggers with a Timney and significantly improve the accuracy of their rifles.

Sixty-six years later, the concept hasn’t changed.

“The key to accuracy is consistency,” Dee says. “When you put your finger on the trigger you’ve set at 3 pounds, you know that when you put 3 pounds of pressure on it, it’s going to go off every time. It’s consistent. And that makes all the difference when it comes to accuracy.”

Typically, the difference is most noticeable in older rifles—the rifles that many of us don’t want to give up either because we can’t afford to or because we’ve grown too attached to them.

“As hard as the economy is today, if you can put a

new trigger on an old rifle and shrink your groups by half, you have an opportunity to reinvent the gun you have,” Dee says. “With this one simple, and relatively inexpensive, step, you can take a gun that has been handed down to you or bought second-hand and turn it into an incredibly accurate rifle.”

And when you consider the fact that the vast majority of Timney triggers have an SRP of less than \$130, with many—especially for older bolt-action rifles—under \$100, it makes the accuracy results they deliver even more impressive. Combine that with the ease of installation (Dee says that nearly any customer can install a Timney trigger in 10 to 15 minutes), and the sale becomes a no-brainer.

But Dee says that it isn’t the cost or the ease of installation that ends up selling most Timney triggers. It’s the feel.

“All it takes is for someone to pull the trigger once to know the difference,” he says. “I tell retailers all the time that if they want to see ‘the look’ on their customers’ faces, all they have to do is let them pull the trigger. The dealers who do that tell me that it works all day every day, because once their customers feel the difference, they’re a fan for life.”

It’s a difference that’s felt not only at the range, but in the field.

“The bottom line is that if you can help your customers improve the accuracy of their rifles, they’re going to be able to make better shots and take game more humanely,” Dee says. “And at the end of the day, that’s what it’s all about.” Booth #1846. (866-484-6639; timneytriggers.com)