

SHRINK IT & PINK IT... OR NOT



HOW THE ZOLI BELLA TRANSCENDS THE STEREOTYPE BY ANDREA BOGARD

"But it's got pink on it!"

"It has a short stock!"

"It's made for someone with small hands!"

How many times have we heard these descriptions in the shooting world? Many firearms companies have this theory that if you put pink on it, take some length off the stock and "slenderize" key components to fit a smaller hand, then "presto", you have successfully made a women's firearm.

Wrong. Not every woman likes pink and, even if she does, might not want it on her shotgun. Many

women have just as long a length-of-pull measurements as average men. Lots of women not only have good-sized hands, but longer fingers than the average man.

So, what's out there for the woman who wants a serious competition shotgun that's not short, pink or petite? She might want to check out the Z-Bella, a competition over-and-under shotgun made by fine Italian shotgun maker Zoli.

A Fresh Approach

The Bella provides a fresh look at what it takes to create a women's shotgun that doesn't fit the "one-size-fits-all," female mold. Instead of going for slender, lightweight, petite, or simply a scaled back version of its male-marketed counterparts, the Bella is boldly constructed and unapologetically proportioned.

The Bella is made in 12 gauge

only and comes in an advertised 28, 30 or 32 inch barrel lengths. For this particular exercise, we will be evaluating the 30 inch model. The barrels have an actual length of 29 ½ inches with the extended chokes providing a boost of half inch at the end. For the purpose of discussion, it will be referred to as the 30 inch model.

Let's talk poundage. Many female-focused firearms promote diminished weight as a selling



point. The Z-Bella isn't among them. The 30 inch model rolls in at a solid, smooth-swinging 8 ½ lbs.

The Z-Bella brings a new look at what a women's shotgun can be well beyond the theory and assumption of a "one-size-fits-all" approach. Instead of banking on the unlikely outcome of the Bella being a perfect fit for all who shoulder her, they have left the door open for customization and modification to fit each shooter.

Let's work up the gun, shall we? First, we have the recoil pad/toe of the gun. Zoli has accommodated the inherent anatomical differences women have with a very toe-out stock. To complement this feature, the Bella has a cast-on oriented stock. Whether a woman is large busted or not, the muscle structure is different and a toe-out approach with cast-on can lead to greater comfort while shooting as well as a more consistently stable gun mount.

Pitch is also an important consideration. Zoli has allowed for the average woman's need for increased pitch with a 7-degree pitch straight from the factory. Here's where it starts to get interesting.

Zoli left the length-of-pull on the long side to allow for precise fitting. The multi-way adjustable comb can then be set exactly where it needs to be if the length-of-pull is altered in any way. This is a great feature that allows much more latitude in overall fit.

The palm swell is next. In a world of diminutive stocks and delicate features, the Bella allows the shooter to get a full, solid, hand around the pistol grip. The radius measurement between the pistol

grip and trigger have been tightened slightly to allow a smaller hand to have solid trigger accessibility.

Within the pistol grip is the virtual treasure trove of the Zoli Bella — the *Between Hands Balancer*, or *BHB*. The Bella was designed to create the most comfortable competitive women's shotgun on the market. Norbert Haussmann, President of Zoli USA, communicated the Zoli premise on shotgun building in this manner. "The barrel shoots; the stock hits." So, what does this cutting-edge technology do to help achieve that?

Balance. Balance is key. It impacts perceived weight, felt recoil and muzzle flip. When all quarter-sized donut-like weights

are added to the BHB port in the pistol grip, it creates a net two-ounce difference in weight. However, that two ounces can create that "just right" feeling for each individual shooter when she shoulders the gun. So, find your inner Goldie Locks and keep trying the porridge until you find the one that's "just right" for you, your body and your shooting style.

Next is the receiver. Zoli has provided some great options for the female shooter. For those who want a clean, solid, custom competition shotgun, the Zoli can be ordered in its simplest configuration — plain metal and wood.

Personalize to Perfection

For those who want a little "bling with a bang," the Zoli Bella is available with Swarovski crystals embedded in the sides/bottom of the receiver as well as the BHB medallion on the bottom of the pistol grip. Check out the available options here!

zoliusa.com/shotgun/z-bella

The Zoli Bella is a fresh take on a women's shotgun. The company's approach is even more unique. Zoli makes the Bella with room to customize knowing full well that a shotgun is not going to

THE ZOLI BETWEEN THE HANDS BALANCER (BHB)



fit every woman right out of the box. They have recognized that a cookie-cutter approach to women's shotgun design isn't effective and have adjusted accordingly.

Here's how Zoli has firmly set themselves apart as a powerful force in the women's shotgun world. Follow along with me as we take the next step in our shotgun journey.

You've decided on a shotgun. It's a Zoli Bella. You want to take your shooting game to the next level and to invest in the tools to get you there. You order or buy a Zoli from one of their dealers (<https://zoliusa.com/dealers>). Here's where the process gets fun!

From there, you have two options. You can either take your gun to Zoli headquarters or your dealer can ship it there to await

you. The day arrives when your gun is completed so you schedule your visit to Zoli headquarters in the Lone Star state. You see your gun for the first time and it's perfect. Solid, technologically superior and beautifully constructed. Now's the time to make it fit.

Zoli's onsite gunfitters will go through each facet of your Bella to make it uniquely yours. All measurements will be perfectly tuned to you. Eye alignment, comb height, length-of-pull, pitch-and-cast will all be honed to your exact dimensions. All gunsmithing will be done in-house by Zoli to provide you with the ultimate tool to take your shotgunning to the next level. The best part about this? This is included at zero charge. Making the gun fit you is included in your



Zoli investment!

Zoli wants to create a custom(her) for life. Their products are constantly evolving to provide the best shooting, most customizable shotguns on the market today. Their focus on individual needs is unique in an

"off-the-rack" world. One-size-fits-all doesn't work for most things in life, so why would you expect something different from your shotgun? ■

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