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Zaffiri Precision Names Laura Burgess Marketing as Agency of Record

Strategic partnership to amplify brand presence and drive media engagement in the firearms industry.



Largo, Fla. (August 2025) – [Zaffiri Precision](https://zaffiriprecision.com), a leader in precision-engineered handgun components, has officially named [Laura Burgess Marketing \(LBM\)](#) as its agency of record. The partnership will focus on expanding Zaffiri Precision’s brand visibility through public relations, writer relations, and editorial test and evaluation programs tailored to reach today’s top firearms and tactical media.

Known for its bold designs, tight tolerances, and constantly evolving lineup of custom slides, barrels, and complete uppers, Zaffiri Precision delivers performance and personality for gun owners who refuse to blend in. By partnering with LBM, Zaffiri Precision aims to strengthen its voice in the market and build long-term media relationships that matter.

“Zaffiri Precision has built a loyal following among gun owners who value individuality, performance, and innovation,” said Thom Kuss, Executive Director of Marketing at Zaffiri Precision. “We chose LBM because they understand not just the firearms space, but how to navigate the media landscape with impact. Their relationships and reputation give us a trusted partner to help elevate our brand.”

LBM brings over 20 years of experience in the shooting sports, tactical, law enforcement, military, hunting, and outdoor industries. Through a combination of PR strategy and targeted writer outreach, the agency will help Zaffiri Precision generate earned media coverage and create opportunities for hands-on product evaluation with top-tier publications and influencers.

“Zaffiri Precision is a fresh, unapologetically bold brand with a clear mission: give shooters the tools to break away from the status quo,” said Ashley Burgess Gall, President of Laura Burgess Marketing. “We’re excited to help them share that mission with a wider audience and connect their innovative products with the media professionals who can tell their story best.”

Journalists and influencers interested in Zaffiri Precision’s editorial test and evaluation program can reach out to Burgess Gall at ashley@lauraburgess.com with their request. For more information on Zaffiri Precision, visit <https://zaffiriprecision.com/> or any of its social media platforms: [Instagram](#) or [X](#).

About Zaffiri Precision:

Zaffiri Precision is a leader in American-made, precision-cut parts for Glock and Sig platforms—specializing in custom slides, barrels, and complete uppers that stand out and perform under pressure. With a constantly evolving lineup of limited-edition drops and personalized options, Zaffiri gives expressive gun owners the tools to break away from the status quo. We build the products we want to run, and we’re proud to offer the same to our customers, backed by exceptional service and a passion for elevating every range day, build, or carry setup. <https://zaffiriprecision.com>

About Laura Burgess Marketing:

[Laura Burgess Marketing](#) provides public relations and marketing communications to companies within law enforcement, public safety, military, outdoor, shooting sports, hunting, and forensic communities. A boutique, family-owned, and operated agency, the team at LBM has over 40 years of combined experience in PR, marketing, social media, digital marketing, and content development. Laura Burgess Marketing’s current client list includes Adept Armor, Big Horn Armory, Bodi.Me, Caracal USA®, Cimarron Firearms Company, Hydra Weaponry, MasterPiece Arms, Shell Shock Technologies, Silencio Coffee, Supple LLC, Tasmanian Tiger®, and Zaffiri Precision. Laura Burgess Marketing is headquartered in Saint Augustine, Florida.

