



Shell Shock Technologies, LLC  
90 Gats Way  
Eubank, KY 42587  
[www.shellshocktech.com](http://www.shellshocktech.com)  
[Andrew@shellshocktech.com](mailto:Andrew@shellshocktech.com)

**PR Contact :**  
Laura Burgess Marketing  
P: 603-438-9052  
[ashley@lauraburgess.com](mailto:ashley@lauraburgess.com)

FOR IMMEDIATE RELEASE

## **Not Amazon, Just Ammo: Shell Shock Technologies Delivers “Prime Day Sale”**

*From Oct. 7 – 8, 2025, save 12 percent on next-gen ammo and apparel sitewide with code PRIME12.*



**Eubank, Ky. (October 2025)** – [Shell Shock Technologies](http://www.shellshocktechnologies.com), LLC. (SST), a leading innovator in the ammunition industry, is joining the excitement of Prime Day with a sale of its own. On Oct. 7 – 8, 2025, the company will host its Prime Day Sale exclusively at [www.shellshocktechnologies.com](http://www.shellshocktechnologies.com), offering 12 percent off sitewide with code PRIME12. While not affiliated with Amazon’s Prime Day, SST is putting its own spin on the shopping holiday, giving shooters and reloaders the chance to stock up on next-generation ammunition and apparel at a discount.

Shell Tech™ Ammo offers superior performance and reliability through its innovative NAS<sup>3</sup> technology, making it a preferred choice among law enforcement, military, civilian firearms enthusiasts, gun owners, and hunters. The company’s [9mm](#), [.380 ACP](#), [300 AAC Blackout](#), [5.56 NATO](#), and [308 Win](#) ammunition provides exceptional quality and precision, ensuring optimum performance across a wide range of shooting scenarios.

“Amazon doesn’t sell ammo, but we do,” said [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. “That’s why we created our own Prime Day Sale, so our customers can take advantage of the excitement of the season and enjoy 12 percent off everything we offer.”

Every round of [Shell Tech ammunition](#) meets the highest standards of quality, with each one meticulously hand-inspected to guarantee reliability and peak performance—critical for both competitive shooters and those who demand dependable self-defense solutions. Whether for the range, personal safety, hunting, or duty use, Shell Tech delivers ammunition that flies fast, flat, and accurate with reduced felt recoil, allowing for quicker follow-up shots.

The company's extensive product line caters to a variety of shooting needs, and its direct-to-consumer model ensures customers receive top-quality products at affordable prices. This approach also fosters a closer connection between Shell Tech and its customers, offering personalized service and expert guidance in ammunition selection. With Shell Tech, shooters have access to the latest advancements in ammunition technology, designed to enhance performance and elevate the shooting experience.

Due to the unique design of the patented NAS<sup>3</sup> casings, spent cases can be easily retrieved using a magnetic retriever tool and reloaded multiple times without losing shape or integrity. This combination of innovation, performance, and reusability underscores Shell Tech's commitment to delivering the next generation of ammunition.

Keep up with Shell Tech's advanced ammunition on the [website](#) and social media platforms: [Facebook](#), [Instagram](#), [X \(formerly Twitter\)](#), and [YouTube](#).

#### **About Shell Shock Technologies and Shell Tech Ammo:**

[Shell Shock Technologies, LLC](#) (SST), headquartered in Eubank, Kentucky, is a leading innovator in advanced ammunition case design and manufacturing. Since 2015, Shell Shock has supplied hundreds of millions of high-performance cases to commercial ammunition companies, U.S. defense contractors, and international defense allies. The company's patented, lightweight, and durable cases are engineered to enhance precision, reliability, and functionality across a variety of applications. Expanding on this legacy, Shell Shock introduced Shell Tech, a new line of factory-loaded, hand-inspected ammunition designed for hunters, sports shooters, and defense professionals. Produced at our Calhoun, Georgia, facility, Shell Tech ammo brings unmatched quality, accuracy, and consistency directly to consumers.

Committed to ongoing innovation, Shell Shock's engineers continually develop advanced materials and processes, including pioneering lightweight ammunition links for belt-fed machine guns. With a focus on performance, dependability, and customer satisfaction, Shell Shock and Shell Tech set a new standard in ammunition technology.

For more information, please visit [www.shellshocktechnologies.com](http://www.shellshocktechnologies.com) or follow us on Instagram at [@shellshocktech](#).