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FOR IMMEDIATE RELEASE

Be Thankful with Shell Shock Technologies' Black Friday Deals

From Nov. 25 - 28, 2025, save 15 percent on next-gen ammo, casings, and apparel sitewide with code BLACKFRIDAY2025.



Eubank, Ky. (November 2025) – [Shell Shock Technologies](http://www.shellshocktechnologies.com), LLC. (SST), a leading innovator in the ammunition industry, is kicking off the season of giving with its Black Friday Sale. From Nov. 25 - 28, 2025, customers can enjoy 15 percent off sitewide www.shellshocktechnologies.com using code BLACKFRIDAY2025. The sale offers shooters and reloaders the perfect opportunity to stock up on next-generation NAS³™ casings, Shell Tech™ factory-loaded ammunition, and performance-driven branded apparel.

“As we head into the holiday season, we’re excited to give our customers a chance to experience the best of what Shell Shock Technologies has to offer at a great value,” said [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. “Our NAS³ casings, Shell Tech ammunition, and apparel represent the next generation of performance and reliability, and this sale is our way of thanking the shooting community for their continued support.”

SST’s patented [NAS³ casings](#) deliver a powerful advantage for shooters and reloaders seeking strength, consistency, and performance. Built from a nickel-alloy stainless-steel hybrid construction, NAS³ casings are up to 50 percent lighter than traditional brass while offering twice the tensile strength, greater elasticity, and complete corrosion resistance. This advanced design minimizes wear on firearms, ejects cooler than brass, and withstands extreme pressures without deforming. Spent casing can also be retrieved with a magnet, and pistol cases can be reloaded multiple times without losing shape or integrity, making NAS³ a durable and cost-effective next-generation option for high-volume shooters. It is available in [9mm](#), [5.56x45mm](#), [308 Win](#), [.380 ACP](#), and [.300 BLK](#).

[Shell Tech ammunition](#) builds on this innovation, offering shooters superior precision, reliability, and performance across multiple calibers—[9mm](#), [.380 ACP](#), [300 AAC Blackout](#), [5.56 NATO](#), and [308 Win](#). Every round is hand-inspected to ensure peak consistency, dependable function, and enhanced accuracy. Shell Tech ammo delivers fast, flat flight paths with reduced felt recoil, supporting quicker follow-up shots for competition, self-defense, recreation, and duty applications.

To complement its advanced ammo offerings, SST also features a growing line of [Shell Tech apparel](#) designed for comfort, durability, and everyday versatility. The collection includes [premium T-shirts](#), mid-weight terry [hoodies](#) with secure storage and adjustable features, classic [flannels](#) with contrast details and functional touches, as well as [UV-protective hats](#) and rugged [accessories](#). Designed for life at the range, in the field, or on the go, Shell Tech apparel blends performance-ready materials with modern, versatile designs.

Shop the full Black Friday Sale from Nov. 25 – 28, 2025, and save 15 percent sitewide at www.shellshocktechnologies.com with code BLACKFRIDAY2025. 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 or follow us on Instagram at [@shellshocktech](#).