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FOR IMMEDIATE RELEASE

Celebrate Small Business Saturday with Shell Shock Technologies' Sitewide Savings

From Nov. 29 – 30, 2025, save 15 percent on next-gen ammo, casings, and apparel sitewide with code SMBUSINESS2025.

Eubank, Ky. (November 2025) – [Shell Shock Technologies](http://www.shellshocktech.com), LLC. (SST), a leading innovator in the ammunition industry, is celebrating Small Business Saturday with a special savings event. From Nov. 29 – 30, 2025, customers can take 15 percent off sitewide at www.shellshocktechnologies.com using code SMBUSINESS2025. The limited-time sale gives shooters and reloaders the perfect opportunity to support a U.S.-based small business while stocking up on next-generation NAS³™ casings, Shell Tech™ factory-loaded ammunition, and performance-driven branded apparel.

"Small Business Saturday is an important reminder of how vital independent American companies are to our industry," said [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. "We're proud to be a U.S.-based small business serving the shooting community, and this event gives us a meaningful way to thank our customers for choosing to support innovation right here at home."

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 Small Business Saturday Sale from Nov. 29 – 30, 2025, and save 15 percent sitewide at www.shellshocktechnologies.com with code SMBUSINESS2025. 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](#).