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FOR IMMEDIATE RELEASE

Shell Shock Technologies Launches Affiliate Program Through AvantLink

Industry innovator invites partners to promote next-generation ammunition technology with competitive commissions, robust support, and premium incentives.



Eubank, Ky. (December 2025) – Shell Shock Technologies, LLC (SST), a leading innovator in the ammunition industry, announces the launch of its new [Affiliate Program through AvantLink](#). The program provides content creators, influencers, and industry partners with the opportunity to promote Shell Shock Technologies' groundbreaking [two-piece Nickel Alloy Shell \(NAS³™\) case technology](#) and premium [Shell Tech™ Ammo](#) while earning attractive commissions and performance-based rewards.

Designed to deliver strong earning potential and long-term value, the Shell Shock Technologies Affiliate Program offers a competitive 5 percent commission on all qualified sales, supported by a 60-day cookie duration that allows affiliates ample time to earn from their referrals. Enhanced by free shipping on orders over \$149, which adds meaningful value for referred customers.

Affiliates gain access to a diverse and innovative product catalog that includes advanced ammunition components and next-generation factory-loaded ammunition that stands apart in a highly competitive market. The program is built to support success at every level, offering dedicated affiliate support, professionally designed banner ads and text ads, and a suite of marketing resources to amplify promotional efforts. High-performing partners may also qualify for bonus opportunities, exclusive branded merchandise, and product samples for in-depth reviews and authentic content creation (restrictions apply).

“Our Affiliate Program represents a strategic expansion of how we connect with the shooting sports community,” said [Peter Foss](#), Managing Partner and CEO at Shell Shock Technologies. “Through AvantLink, we’re providing partners with the tools, incentives, and support needed to effectively promote NAS³ technology and Shell Tech Ammo, while rewarding strong performance and long-term collaboration.”

The program is ideally suited for firearms and ammunition content creators, product review platforms, tactical and hunting influencers, training organizations, and enthusiast forums. Affiliates can promote popular calibers,

including [9mm](#), [.380 ACP](#), [300 AAC Blackout](#), [5.56 NATO](#), and [308 Win](#), as well as NAS³ unprimed cases, products trusted by military, law enforcement, and serious civilian shooters.

Every round of [Shell Tech ammunition](#) is 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.

Shell Shock's patented NAS3™ casings further enhance value through their lightweight design and durability. Spent cases can be easily recovered with a magnetic retriever, and pistol cases can be reloaded multiple times without compromising structural integrity, reinforcing the company's commitment to innovation, sustainability, and performance.

Prospective affiliates can learn more and apply through the [Shell Shock Technologies Affiliate Program page](#) or directly via [AvantLink](#) to begin the onboarding process.

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](#).