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FOR IMMEDIATE RELEASE

## Shell Shock Technologies Celebrates SHOT Show® 2026 with Exclusive Ammo Sale

*Save 15 percent on loaded next-gen ammo Jan. 19 – 24, 2026, with SHOT2026.*

**Eubank, Ky. (January 2026) –** [Shell Shock Technologies](#), LLC. (SST), a leading innovator in the ammunition industry, is celebrating the industry's premier event, SHOT Show®, by offering customers exclusive savings on its next-gen loaded ammunition. From Jan. 19 – 24, 2026, customers can save 15 percent off all loaded ammunition sitewide with code SHOT2026, making it the ideal time to experience the performance advantages of Shell Tech™ Ammo.

Shell Tech Ammo delivers superior performance and reliability through its innovative NAS<sup>3</sup> technology, earning the trust of law enforcement, military professionals, competitive shooters, hunters, and civilian firearms owners alike. Available calibers include [9mm](#), [.380 ACP](#), [300 AAC Blackout](#), [5.56 NATO](#), and [308 Win](#), each engineered to provide exceptional quality, precision, consistency, and durability across a wide range of shooting applications.

"SHOT Show is where innovation takes center stage, and this promotion allows shooters everywhere to experience what truly sets Shell Tech ammunition apart," said [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. "Our NAS<sup>3</sup> technology delivers lighter weight, reduced recoil, and uncompromising reliability; advantages that matter whether you're on duty, on the range, or in the field."

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 competitive shooters, hunters, 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 pistol cases can be 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](#).