



Shell Shock Technologies, LLC
90 Gats Way
Eubank, KY 42587
www.shellshocktech.com
Andrew@shellshocktech.com

PR Contact :
Laura Burgess Marketing
P: 603-438-9052
ashley@lauraburgess.com

FOR IMMEDIATE RELEASE

Shell Tech™ Launches Shell Tech Gear

The new website features the Shell Tech™-branded apparel and accessories line, featuring durable and modern clothing and lifestyle accessories tailored to the 2A, shooting sports, and hunting communities.



Eubank, KY (February 2026) – [Shell Tech™](http://www.shellshocktech.com), a leading innovator in the ammunition industry, is proud to announce the launch of [Shell Tech Gear](http://www.shellshocktech.com/gear), a dedicated website for its Shell Tech-branded apparel and accessories. This new gear-focused website will sell Shell Tech’s premium apparel and accessories collection designed for outdoor enthusiasts, firearms aficionados, and hunting communities. Combining durability, functionality, and modern style, Shell Tech Apparel offers high-performance gear, such as t-shirts, hoodies, hats, and flannels, built to keep up with the most demanding lifestyles.

“This launch expands Shell Tech into a true lifestyle brand,” said [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. “Our gear is built for people who push hard, train hard, and live boldly. We’re proud to offer apparel and accessories that reflect the strength and spirit of our community.”

Designed for comfort and durability, the Shell Tech T-Shirt line is crafted from premium-grade, breathable cotton blends. These shirts feature reinforced double-stitched seams for enhanced durability, shrink-resistant construction for longevity and hassle-free care, and modern, tailored fits in bold color options. Available in Sizes Small to 2XL for \$24.99.

Built for versatility and all-weather performance, the Shell Tech Hoodie is crafted with innovative Tech-Terry™ material. This mid-weight hoodie offers optimal warmth and breathability, ensuring you stay comfortable whether trekking through rugged trails, hunting, or relaxing by the campfire. Its sleek design delivers a modern yet practical aesthetic, suitable for any outdoor activity. The Shell Tech Hoodie boasts secure, easy-to-access pockets to keep your essentials within reach, while its adjustable hood and relaxed fit provide a perfect balance between mobility and protection. Sustainably made with responsibly sourced materials, this hoodie reflects Shell Tech's commitment to eco-conscious living without compromising on durability or performance. Lightweight yet resilient, it is built to handle the demands of year-round adventures, making it a reliable choice for outdoor enthusiasts everywhere. Available in Sizes Small to 2XL for \$49.95.



For those who appreciate a rugged, functional style, the Shell Tech Flannel provides a perfect balance of warmth, durability, and flexibility. Crafted from a resilient cotton-polyester blend, this flannel is perfect for all-season wear. Thoughtful details like a glass-cleaning hem, stylish contrast taping, and secure buttoned pocket flaps enhance both practicality and aesthetic appeal. Lightweight and travel-friendly, it's the ultimate companion for hunts, range outings, or weekend adventures. Available in Sizes Small to 2XL for \$59.95 - \$69.95.

From Hi-Vis Logo Caps to the Shell Tech Truck Cap, Shell Tech headwear is meticulously designed for performance-driven outdoor enthusiasts. Featuring quick-drying, UV-protected fabrics, our headwear shields you from the elements while ensuring a tactical, stylish finish that's built to last. MSRP \$24.95.



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Beyond apparel, Shell Tech has also expanded into high-quality accessories designed to support an active lifestyle, perfect for outdoor adventurers and their four-legged companions. This includes products like the Shell Tech Dog Bowl, which is ruggedly designed to withstand tough environments while feeding your dog, and the Shell Tech Rambler 24-Oz. Mug with MagSlider™ Lid, crafted with double-wall vacuum insulation to keep drinks icy cold or piping hot for hours.

Shell Tech Apparel and Accessories seamlessly combines innovation, durability, and style, ensuring that every product meets the highest standards of performance and reliability. Designed for those who push the limits, the collection features premium materials, reinforced construction, and functional designs tailored to outdoor and shooting sports enthusiasts. Whether you're braving the elements, training at the range, or embracing an active lifestyle, Shell Tech Gear is built to perform – everywhere, every time.

Join the Shell Tech Community and experience apparel and accessories built for those who demand excellence. Visit Shell Tech Gear to explore the full collection 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](#).