



Accuracy X

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FOR IMMEDIATE RELEASE

Accuracy X, Inc. Selects Laura Burgess Marketing (LBM) as Agency of Record

Laura Burgess Marketing to lead media relations, direct-to-consumer growth, and OEM expansion of the patented Multi-Sight™ System.



Hardy, Va. (August 2026) – [Accuracy X, Inc \(AXI\)](#), the makers of the world's proven most accurate pistols, has named [Laura Burgess Marketing \(LBM\)](#), public relations and marketing communications for the law enforcement, public safety, military, outdoor, shooting sports, hunting, and forensic communities, as its agency of record. The partnership tasks LBM with expanding AXI's direct-to-consumer sales, building a durable owned audience, and broadening the reach of the company's patented [Multi-Sight™ sighting system](#) across the industry and original equipment manufacturer (OEM) channels.

Under the engagement, LBM will direct a multi-channel program spanning strategic public relations and press release development and distribution, media and writer relations, email marketing and customer newsletter creation, social media strategy, and targeted business-to-business outreach to OEMs. A central focus will be establishing durable, owned marketing channels, an email list and newsletter AXI

controls, to complement the company's social media presence and reduce its reliance on third-party platforms.

Founded on the principle that "excellent isn't good enough," AXI hand-builds custom [1911](#) and [1911 HiCAP pistols](#), [Accuracy X-Enhanced GLOCK pistols](#), and precision bolt [rifles](#) from American-made components. Its patented Multi-Sight™ and SLOT Sight™ Systems allow a single pistol to be reconfigured across multiple sighting setups while holding one zero; a capability already adopted by other respected builders in the industry and central to AXI's expanding OEM strategy.

"At Accuracy X, we've spent years proving that we build the world's most accurate, versatile, and high-performance custom firearms. But building world-class engineering is only half the battle – ensuring the right shooters, manufacturers, and industry partners hear that message is where Laura Burgess Marketing comes in," said Steve Huff, president of Accuracy X. "Partnering with LBM gives us the strategic focus, media expertise, and multi-channel discipline we need to scale our direct sales, expand our OEM sight system footprint, and cut through the noise. We aren't just looking to grow; we're looking to build an enduring, owned audience and cement our industry leadership – and there is no one better than Ashley and LBM to help us execute that vision."

"Accuracy X has already done the hard part, building firearms that win at the highest levels of competition. Our job is to make sure the right people know it," said Ashley Burgess Gall, president of Laura Burgess Marketing. "We're going to sharpen their message, build direct relationships with their customers that no algorithm can interrupt, and open doors on the OEM side for the Multi-Sight System. This is exactly the kind of American craftsmanship and precision LBM loves to represent."

For more information on Accuracy X, visit [its website](#) or follow along on [Instagram](#), [Facebook](#), [X](#), or [YouTube](#).

About Accuracy X, Inc.

[Accuracy X, Inc. \(AXI\)](#) designs and hand-builds custom pistols and rifles for competitive shooters, professionals, collectors, and firearms enthusiasts who demand the highest levels of precision. Founded on the principle that excellent isn't good enough, the company's lineup includes PRO, PRO PLUS, and X-Series custom 1911 and 1911 HiCAP pistols, Accuracy X-Enhanced GLOCK pistols, and precision bolt rifles, along with its patented Multi-Sight™ and SLOT Sight™ Systems. All Accuracy X firearms are made in the USA from American-made components by master craftsmen. For more information, visit www.accuracyx.com

About Laura Burgess Marketing:

[Laura Burgess Marketing](http://www.lauraburgess.com) provides public relations and marketing communications to companies within law enforcement, public safety, military, outdoor, shooting sports, hunting, and forensic communities. A boutique, family-owned and operated agency founded in 2003, LBM brings over 20 years of experience in PR, marketing, social media, digital marketing, and content development. In 2026, LBM was named a two-time winner in the [Bulldog PR Awards](#), earning Gold for Small Agency/Sole Practitioner of the Year and Silver for Best Boutique Agency. Laura Burgess Marketing's current client list includes Accuracy X, Adept Armor, Big Horn Armory, Bodi.Me, Caracal USA®, Cimarron Firearms Company, MasterPiece Arms, Shell Shock Technologies, and Tasmanian Tiger®. Laura Burgess Marketing is headquartered in Saint Augustine, Florida. www.lauraburgess.com

