



Shell Shock Technologies, LLC

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FOR IMMEDIATE RELEASE

## The First New Technology for Ammunition Cases in Decades;

### “Meet the New Kid on the Block”

#### Shell Shock Technologies, LLC.

**Westport, Conn. (May 2, 2016)** – [Shell Shock Technologies](http://Shell Shock Technologies), LLC., a start-up technology and manufacturing company focused on developing disruptive case technologies for the ammunition industry, has officially launched their first product; the NAS<sup>3</sup> two-piece 9mm Nickel Alloy Shell.

Founded in August 2015, Shell Shock is committed to developing industry leading new technologies that combine low-cost with unprecedented performance.

The NAS<sup>3</sup> two-piece case consists of a solid nickel-plated aircraft aluminum head and a proprietary enhanced nickel alloy stainless cylinder. The 9mm case is 50% lighter and costs significantly less than conventional brass cases. The weight savings will be even more dramatic for rifle cases. Shell Shock will be releasing additional pistol cases (380 and .45ACP) by year-end and a selection of rifle calibers over the next 12 months, all of which will feature NAS<sup>3</sup> technology. All Shell Shock products come with a 24-month price guarantee and are proudly made in the USA!

The nickel plated aircraft-grade aluminum head, offers greater lubricity than brass and will not abrade, clog, foul, wear-out or damage breach and ejector mechanisms. Shell Shock’s patent pending design also prevents ‘ballooning’ caused by pistols and automatic weapons with an unsupported breach. The head can be anodized in different colors for branding purposes and easy load identification. Polished Nickel and Black heads are immediately available, additional colors will be introduced later this year.



The proprietary nickel alloy stainless cylinder offers uniform wall thickness and a case capacity that is fractionally larger than a standard 9mm shell. Outside dimensions comply with SAAMI specifications. In addition, the case design incorporates a fractionally larger flash hole which helps eliminate back-face pressure, increases burn efficiency and is ideal for the new generation of environmentally friendly primers.

The combination of materials offers greater corrosion resistance, tensile strength (2x stronger) and elasticity than brass. NAS<sup>3</sup> cases will not split, chip, crack or grow (stretch) and are fully-reloadable with Shell Shock's custom reloading dies. Testers have reported up to 40 reloads. NAS<sup>3</sup> cases eject cool to-the-touch and can be picked up with a magnet (great for outdoor ranges). Shell Shock will buy back spent cases from range operators for the same price per pound as brass cases.

NAS<sup>3</sup> cases have been successfully tested on a variety of automatic and hand loading machines including Ammo Load, Camdex, Alpha/Bitterroot, Hornady and Dillon Precision.

NAS<sup>3</sup> cases are the perfect platform to support lead free and frangible projectiles. Lighter bullets demand +P and +P+ loads to achieve desired energy levels; NAS<sup>3</sup> cases have been tested successfully with pressures up to 65k psi.

NAS<sup>3</sup> is "Best in Class" for maintaining consistent velocity between rounds. In an independent test performed by H.P. White Laboratory (a major munitions testing facility), rounds fired using NAS<sup>3</sup> cases achieved a velocity standard deviation of 0.093 FPS (124 grain FMJ bullet, 4.2 grains Titegroup powder, 10 rounds, extreme variation 3fps). Unbeatable performance!

## NAS<sup>3</sup> Two-Piece Shell Technology: Best in Class

### Features

- Engineered for the future: 50% lighter and 2x stronger than brass
- Outperforms nickel-plated brass on every level
- Unique patent pending construction offers reliable and consistent velocity; 0.93 fps standard deviation (test results overleaf)
- Reloadable
- Ejects cool to touch
- Made in the USA

### Technologically Advanced Design

#### *Nickel-Plated Solid Aircraft-Grade Aluminum Base*

Will not abrade, clog, foul, wear-out or damage breach or ejector mechanisms

Will not "balloon" when fired in an unsupported chamber: dramatically reduces tendency to jam

Fractionally larger flash hole eliminates back-face pressure, ideal for environmentally friendly primers

Custom headstamp available



#### *Any Existing Bullet* (Frangible or Non-Frangible)

#### *Nickel Alloy Stainless Cylinder*

Functionally less abrasive than brass, self-lubricating and corrosion resistant

Ideal for lead-free and frangible bullets

Stronger and more elastic than brass; 65,000 psi pressure rating, springs back to original shape when fired (higher tensile strength)

Magnetic, easy clean up (indoors and outdoors)

Will not chip or crack: perfect for +P and +P+ loads

[www.shellshocktech.com](http://www.shellshocktech.com)



Cost is king and NAS<sup>3</sup> cases are priced lower than brass and beat brass on every performance metric. NAS<sup>3</sup> cases contain no 'red metal' based raw materials. Unlike brass, unstable and unpredictable swings in copper prices do not effect NAS<sup>3</sup> pricing. In addition, NAS<sup>3</sup> cases are drawn not extruded, drawing is a cheaper, faster and a more accurate production process.

In sum, NAS<sup>3</sup> wins on Price, Process and Performance and most importantly gives ammunition manufacturers a way to get out of their reliance on brass.

NAS<sup>3</sup> is hosting an introductory shooting event on Thursday, May 5, 2016 at the Centennial Gun Club, Centennial, Colorado from 10AM – 2PM. Please call 203-246-3457 to receive an invitation.

Loaded 9mm ammunition (using NAS<sup>3</sup> technology) can be purchased from Shell Shock's customers listed on Shell Shock's Website. Unloaded cases and reloading dies can be purchased directly from [www.shellshocktech.com](http://www.shellshocktech.com).

**About Shell Shock Technologies, LLC:**

Founded in Westport, Connecticut in 2015, Shell Shock is a start-up technology and manufacturing company focused on developing disruptive case technologies for the ammunition industry. Shell Shock is a component manufacturer supplying shell cases to the shooting sports market as well as to U.S. and foreign ammunition manufacturers, law enforcement, military and other government agencies.

[www.shellshocktech.com](http://www.shellshocktech.com)

