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FOR IMMEDIATE RELEASE

## **Shell Shock Technologies' NAS<sup>3</sup> Casings Used in Warhorse Firearms of the Rockies' New Ammo Line**

*Warhorse Firearms of the Rockies debuts its line of private-label ammunition featuring Shell Shock casings.*

**Westport, Conn. (March 2017) –** [Shell Shock Technologies](#), LLC., an early stage technology and manufacturing company focused on developing innovative case technologies for the ammunition industry, announces that [Warhorse Firearms of the Rockies](#) has launched a line of private-label 9mm ammunition featuring Shell Shock's revolutionary [NAS<sup>3</sup> casings](#).

Warhorse Firearms' new 9mm round starts with a Shell Shock NAS<sup>3</sup> case combined with the lightweight, lead-free Zuerillium Alloy bullets from [Advanced Ballistics Concepts](#). Zuerillium Alloy, or "Green Lead," is a blend of zinc, copper and other alloys, similar to the U.S. penny, that have been treated with a proprietary heat treating process to ensure top performance. These new bullets are seven times less abrasive than copper or copper jacketed projectiles, are non-toxic and 100 percent recyclable.

"We're delighted to partner with Warhorse Firearms of the Rockies. They are a unique full-service firearms and accessories retailer offering a variety of products designed to enhance the firearm lifestyle. We are proud to have our casings be part of the debut of their premium, private-label ammunition," said Craig Knight, CEO of Shell Shock Technologies.

Warhorse Firearms of the Rockies opened their doors in late 2010, under the name Grand Prix Guns. Unique from the start, Warhorse Firearms started above the original Indian Motorcycle dealership in Colorado where it is still located today. In 2014 the company got new owners and a new name, but still the same helpful staff.

Warhorse Firearms' private-label ammunition is currently available in 9mm Luger. Additional calibers and personal protection rounds available soon.



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**About Shell Shock's NAS<sup>3</sup> Cases:**

Shell Shock's NAS<sup>3</sup> 9mm cases are 50 percent lighter than brass cases, offer greater lubricity and will not abrade, clog, foul, wear-out or damage breach and ejector mechanisms. The cases offer 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 (using S3 Reload dies) and can be reloaded many more times than brass cases. NAS<sup>3</sup> cases have been tested successfully by customers to pressures over 70k psi. NAS<sup>3</sup> cases can be picked up with a magnet. The head can be colored for branding purposes and easy load identification.



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).

To learn more about Shell Shock's revolutionary technology, visit [www.shellshocktech.com](http://www.shellshocktech.com)

**About Shell Shock Technologies, LLC:**

Founded in Westport, Connecticut, in 2015, Shell Shock Technologies, LLC is an early stage technology and manufacturing company focused on developing innovative 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. Shell Shock does not load ammunition. [www.shellshocktech.com](http://www.shellshocktech.com)

**About Warhorse Firearms of the Rockies:**

Warhorse Firearms of the Rockies is a full-service firearms and accessories retailer offering a variety of products designed to enhance the firearm lifestyle. Now under new ownership, Warhorse Firearms opened in 2010 under the name Grand Prix Guns and is located upstairs of the first Indian Motorcycle dealership in the state of Colorado. Shooting is a lifestyle. It starts here. [www.warhorseoftherockies.com](http://www.warhorseoftherockies.com)

**About Advanced Ballistic Concepts, LLC:**

Anticipating the ammunition industry would be pressured to develop alternatives to Lead. Colorado-based Advanced Ballistic Concepts, LLC (ABC) has spent 3+ years on its Green Bullet project. Their efforts have perfected two distinct solutions; Zuerillium Alloy (Ball Ammo) & Copper-Core (Frangible Rounds) to replace Lead on a major scale. Each of the non-toxic materials are being marketed under its proprietary "Green Lead" branding. [www.mibullet.com](http://www.mibullet.com)