



## SHELL SHOCK TECHNOLOGIES TO CREATE 50 NEW JOBS

ShellTech, a new subsidiary of Shell Shock Technologies, is set to open a new ammunition casings plant

With an investment of approximately \$3.2 million, the new manufacturing plant will create 50 new full-time jobs in Pulaski County in Eubank, Kentucky, focusing on the manufacture of Shell Shock Technologies' NAS3 cases.

"We are proud to announce the creation of our subsidiary ShellTech; this new high-volume manufacturing operation will significantly accelerate the rollout of Shell Shock's NAS3 case technology. We are especially happy to be opening this plant in Pulaski County and can't thank the county, the Commonwealth of Kentucky or the various regional and local development agencies enough for helping to make this plant a reality," commented Craig Knight, president and CEO of Shell Shock Technologies and ShellTech.

The Kentucky Economic Development Finance Authority (KEDFA) has preliminarily approved ShellTech for tax incentives of up to \$800,000 through the Kentucky Business Investment program, which is intended to spur investment and job growth. In addition, ShellTech can receive resources, such as no-cost recruitment and job placement services, reduced-cost customised training and job training incentives through the Kentucky Skills Network.

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



# AMERICAN OUTDOOR BRANDS TO ACQUIRE BUBBA BLADE

American Outdoor Brands Corporation, a leading manufacturer of firearms and a provider of quality products for the shooting, hunting and rugged outdoor enthusiast, announced that its accessories business, Battenfeld Technologies, has agreed to acquire all of the assets of Fish Tales, a provider of sportsman knives and tools for fishing and hunting.

James Debney, president and CEO of American Outdoor Brands, said: "In August of last year we purchased the assets of Taylor Brands, LLC, a designer and distributor of high-quality knives and speciality tools and the owner of a number of highly regarded legacy brands, including Schrade, Uncle Henry, Old Timer and Imperial. The purchase of Fish Tales will expand our presence in the knife and tool markets and establish our entry into fishing accessories. The Bubba Blade brand is widely recognised among outdoor enthusiasts for some of

the finest knives and tools for fishing, hunting and kitchen use. The company's proprietary design has gained popularity due to an enhanced handle grip, which is highly effective in adverse environments.

"With an existing product line that spans knives, pliers and other tools, and a distribution channel that includes wholesale, major retail and direct-to-consumer sales, Bubba Blade products are a natural fit with our accessories business. We look forward to further innovating and expanding this popular product line into adjacent markets that we believe will benefit from the Bubba Blade design."

The company intends to complete the acquisition utilising cash on hand. The transaction is expected to close this summer, after which it will transition the business to its facility in Columbia, Missouri.

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

## Huge award for Wiley X



The European arm of global eyewear giant Wiley X has picked up Best New Product in the eyewear category of this year's EFTTEX show.

Although the show is aimed at the angling trade, the award shows the crossover capabilities of the Wiley X range of eyewear and the winning style – WX Boss.

"The Wiley X name is known around the world for Absolute Premium Protection, so the WX Boss is more than a match for any fishing, hunting or outdoor challenge," says Wiley X EMEA vice-president Thomas Wæver. "It was the first time Wiley X

attended the Best New Product at EFTTEX. Already during the show, after it was announced that Wiley X won Best New Product, new potential distributors asked for the distribution of Wiley X in their country. Leaving the show, we had signed with distributors in France, Hungary and Iran as well as bringing strong leads back from Bulgaria, Germany, Ukraine and Finland, just to mention a few.

"With prestigious awards such as these we're confident that the WX brand will continue to grow globally, both from a distribution and consumer standpoint, while further solidifying itself as the

industry symbol for premium polarised protection in the Outdoor and Angling markets."

The new WX Boss combines Wiley X's advanced polarised Venice gold mirror lenses with a frame dressed in Kryptek Highlander camouflage. Unlike traditional leaf and stick camouflage, Kryptek's design incorporates micro and macro layering inspired by artillery camouflage netting. The result is a 3D appearance on a 2D surface and the ability to increase stealth while pursuing a wide range of quarry in mixed terrain.

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