



FOR IMMEDIATE RELEASE
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**AGUILA AMMUNITION'S GUNS ARE HUNGRY TV SPOT RECEIVES GOLD AWARD
AT 2018 GRAPHIS DESIGN ANNUAL COMPETITION**

CONROE, TEXAS- December 15, 2017 – Texas Armament & Technology (TxAT) and Aguila Ammunition, are proud to announce the companies' *Gun's Are Hungry* TV spot, produced by SHINE United, has been awarded a Gold Award at the Graphis Annual competition. The company won the same award last year for the new packaging of the Aguila Minishell.

Aguila Ammunition is known as being one of the largest Rimfire manufacturers in the world. Over the past few years, the company has gained recognition with hunters and shooters alike with its vast product offerings and its attention-grabbing branding campaign, which includes the 30-second *Guns Are Hungry* TV spot of recognition. This TV spot also won a recent Bronze in the 38th Annual Telly Awards.

"The Aguila branding launch has been a priority since we began working with our agency, SHINE United. The creative team at SHINE understands that in order to make our advertising dollars work for us, powerful, creative, yet simple messaging is key," states Kristi Drawe, Marketing Director at TxAT/Aguila Ammunition. "The spot focuses on what guns crave most – ammunition. The music, design, and quick cuts of firing and recoiling firearms sell the concept of the need to feed your firearm with Aguila Ammunition. The spot is very deserving of this award."

Graphis is committed to presenting and promoting the work of exceptional talent in Graphic Design, Advertising, Photography and Art/Illustration. Chosen entries earn a Graphis Gold Award, and a carefully selected few will earn a Platinum Award. All featured work is carefully selected from a pool of submitted entries and a chosen few are presented in the hardcover Annuals book. Professional and corporate audiences read the Graphis publications internationally, providing all winners with global exposure. See the award winning *Gun's Are Hungry* TV spot here:

<http://www.graphis.com/entry/44e0e3b5-0d31-44f9-93bc-8430382562c1/>

About Aguila Ammunition

Aguila Ammunition, founded in 1961, is manufactured in Cuernavaca, Morelos, Mexico by Industrias Tecnos, S.A. de C.V. As one of the largest rimfire manufacturers in the world, Aguila utilizes cutting-edge technology to manufacture quality rimfire, centerfire and shotshell ammunition. Aguila offers a complete range of products for the self-defense, sport shooting, hunting, law enforcement and military



markets. Texas Armament & Technology is the exclusive North American distributor for Aguila Ammunition.

About Texas Armament & Technology

Texas Armament & Technology (TxAT) is the exclusive distributor of Aguila Ammunition in the U.S. and Canadian markets. TxAT specializes in distributing high-quality brands around the globe including distribution into the Mexican market. From marketing strategy, planning and implementation to operational optimization and logistics, TxAT has the experience to bring products to market both domestically and abroad, delivering solutions that deliver results.

For more information on Aguila Ammunition, visit the company website at www.aguilaammo.com or contact:

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