



FOR IMMEDIATE RELEASE
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**AGUILA AMMUNITION MINISHELL PACKAGING RECEIVES GOLD AWARD
AT GRAPHIS DESIGN ANNUAL COMPETITION**

CONROE, TEXAS- September 20, 2016 – Texas Armament & Technology (TxAT) and Aguila Ammunition, are proud to announce the companies' highly in-demand Minishell shotshell has been awarded a Gold Award at the Graphis Annual competition for its newly designed packaging.

Aguila Ammunition is the sole manufacturer of the minishell, a shotshell in the 1¾ " size. Over the past year, the minishell has caught the attention of shotgun shooters worldwide. Not only does the tiny shell pack a solid punch, but also offers no recoil and no noise; something that all shooters can benefit from, especially new and youth shooters.

"Launching new packaging for the minishell was our first priority after announcing our partnership with Shine United as Aguila's agency of record," states Kristi Drawe, Marketing Director at TxAT/Aguila Ammunition. "The minishell is a truly unique product and we wanted packaging that would reflect that, while catching the consumer's eye at the retail level. Shine's creative team has done an amazing job in creating packaging that showcases the shells' unique identity, thus they are deserving of this award."

The minishell packaging features a unique box shape, strong typography, and bold colors that showcase how these miniature shotshell rounds pack peak performance. The packaging is color coded by shot type, which makes for a great product family. "You only have a few seconds to catch a consumer's eye in the ammo aisle, so our goal was to create a package that had instant shelf appeal," says John Krull, Creative Director at Shine United. "The Minishells and packaging are so unique consumers are bound to pick it up, which encourages trial of the product."

Graphis is committed to presenting and promoting the work of exceptional talent in Graphic Design, Advertising, Photography and Art/Illustration. Chosen entries (like the Aguila Minishell packaging) 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 Minishell packaging here: <http://www.graphis.com/entry/64b37e28-759f-4d5c-916a-c01477a619af/>.



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 a veteran-owned business, and is the exclusive distributor of Aguila Ammunition in the U.S. and Canadian markets. TxAT's mission is to provide technical support and assist in selecting the best ammunition, equipment, and training for customer requirements – ranging from weapons to counterterrorism and national security. TxAT also provides training, consulting services and technical support for clients in the aerospace and defense industries.

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

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