



*PRESS INFORMATION*

For Immediate Release  
Not SHOT Show 2021

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### **Celebrating 75 Years, Redding Reloading Equipment Freezes 2020 Pricing**

Cortland, NY.....Redding Reloading Equipment was founded in Upstate, NY in 1946. That was 75 years ago and today we remain a 100% American made staple of the precision handloading market. From our people, to our steel and our machinery we continue a proud tradition. We are also still located in the same area where it all began in a chicken coop with one product, a powder scale.

While 75 years is a significant achievement for any business, we take great pride in accomplishing this in a demanding industry and in a State that is anything but fully supportive of us and our customers. It is those customers who have made all of this happen and we truly appreciate each and every one. As this year marks an important anniversary and as it follows a financially difficult year for so many in our shooting community, we have decided the best way to celebrate this milestone is to give back as a way to thank each of them.

Therefore, Redding Reloading Equipment will freeze their 2020 pricing throughout 2021. Our sincere hope is that this will assist our customers in some measure as we all recover from COVID-19 and the restrictions which have caused so much pain. While our costs will increase and our employees will get their raises, we feel that on this anniversary year we will celebrate by giving back to all of you, the Redding customers, who have made this journey possible.

Redding Reloading Equipment has focused on building the finest quality, American Made products for the precision handloading market since 1946. To learn more about our ongoing commitment to the precision handloading enthusiast and to request a copy of the current Redding catalog visit: [www.redding-reloading.com](http://www.redding-reloading.com)