



*PRESS INFORMATION*

For Immediate Release  
SHOT Show 2017

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**Redding Reloading Equipment Adds  
New Die Sets for 300 Norma Magnum**

Cortland, NY..... Redding Reloading Equipment introduces new die sets in 300 Norma Magnum for 2017. They will be available in Type-S, Type-S Match die sets and Competition Seating Dies for the most demanding precision handloading enthusiasts. Redding is responding to a significant demand spurred by the buzz about US SOCOM interest in this cartridge for its new long range interdiction rifle program.

Sharing a case head dimension with the 338 Lapua Magnum this chambering has quickly gained acceptance as an excellent long range precision round.. Factory brass is already being produced and with the current military we anticipate a number of new precision rifles to be available at the show. Redding will always respond to innovation in the firearms market and keep the serious handloader ready for the next new addition to the precision cartridge world. Customers should know that these dies will be available shortly after the SHOT Show in retail distribution and that Redding Reloading Equipment will continue to support popular, precision chamberings as they are introduced and accepted.

It is important to note that Redding continues to produce truly “Custom” die sets as well. The Engineering Group at Redding requires only a chamber reamer drawing or 5 fired cases from the firearm in question to quote the production of dies for virtually any caliber and firearm which can be made with a 7/8 x 14 TPI die body. Prices are quoted on an individual basis depending upon the complexity of the chambering and any need for tooling. Those seeking dies for a truly unique or obsolete cartridge should contact the Redding Custom Die Center in the company’s Engineering Department.

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 handloader and to request a copy of the new 2017 Redding catalog visit: [www.redding-reloading.com](http://www.redding-reloading.com)