



PRESS INFORMATION

For Immediate Release

Contact: Dennis Racine  
607-753-3331

**Redding Reloading Equipment Proudly  
Announces The New Benchmark in Precision Handloading Dies**

Cortland, NY..... Redding Reloading Equipment announces the new benchmark in precision handloading. The revolutionary “Z Series” Die Family utilizes Larger, Stronger and more Robust 1” die bodies.

Redding engineering has proven that the modern high performance cartridge designs of today are severely taxing the capabilities of traditional 7/8” reloading dies. The 7/8” diameter became the industry standard in the post WWII era, but today’s new cartridge designs provide numerous reasons to question that standard. In short, it is all about the strength of material, the stresses induced and the deformation that occurs in the die itself.

With the revolutionary “Z Series” Dies, the handloader can see, feel and measure and the difference. Based on relative strength, the “Z Series” Dies are as much as 2X stronger than traditional 7/8” dies. Extensive lab testing has shown that this increased strength and rigidity provides significantly reduced sizing effort as well as more consistent and measurable sized case dimensions.

The initial “Z Series” offering will include single dies, die sets and bushing dies in (31) popular cartridges from 284 Win to 375 (9.5x77). The new “Z Series” Dies are readily adaptable to most reloading presses marketed today with a simple die bushing change. Redding is now also offering new “Z Series” Turret heads to increase the flexibility of the ever-popular Redding T-7 Press.

Redding continues to provide the needed capability to produce high quality loadings for all requirements in preparation for a competition or trip to the field. Through its entire range, Redding Reloading products have been designed, produced and tested to exemplify quality and precision.

**About Redding Reloading Equipment**

Located in Cortland, NY, Redding Reloading Equipment has focused on building the finest quality products for the precision handloading market since 1946. Redding offers a complete product line including the most comprehensive variety of dies and die sets, championship winning reloading presses and powder measures as well as match precision case trimming lathes and gauging instruments. To learn more about our products, 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)