



A Statement to our Customers Regarding Primer Sales and Liability Waivers

The past decade has been tough for hand-loaders seeking primers. In typical markets, manufacturers eagerly increase production to satisfy unmet demands. However, for reasons unclear to those outside the industry, major ammunition producers have not increased primer output to meet the high demand from millions of reloaders.

Prime Munitions aims to break the stronghold on primer supply by offering a premium alternative for centerfire primers. After complying with the regulatory and licensing requirements, then pursuing a multi-year program of R&D, engineering, toolmaking, and testing, Prime Munitions now offers centerfire primers for purchase.

Entering the firearms industry is challenging, with one significant hurdle being the difficulty and cost of obtaining liability protection. Anti-gun activists have used legal tactics to extract substantial settlements that are changing the liability landscape for firearms companies. Consequently, Prime Munitions is required to obtain a signed liability waiver and indemnity agreement before any sale or use of our products. While this is rare among long-established competitors, it is becoming an increasingly-necessary measure when navigating today's litigious society.

We are thrilled to introduce our centerfire primers to the market and look forward to serving you—our friends and partners who uphold and protect the freedoms guaranteed in our Bill of Rights.