

NEWS OF OUR CLIENTS



5301 N. Commerce Ave Suite C
Moorpark, CA 93021

Tel 805 529 3700
Fax 805 529 3701

Contact: Jonina Costello / jcostello@full-throttlecom.com
Jason Bear / jbear@full-throttlecom.com
Phone: (805) 529-3700

BASCHIERI & PELLAGRI (B&P) AMMUNITION SELECTS FULL-THROTTLE COMMUNICATIONS AS NEW MARKETING AND PUBLIC RELATIONS AGENCY

Moorpark, CA-based Full-Throttle Communications, a full-service marketing, advertising, sales management and public relations agency in the shooting, hunting and outdoor industry, is proud to announce it has been selected by Italy-based Baschieri & Pellagri (B&P) Ammunition – manufacturer of the finest quality shotgun shells in the world— to spearhead future marketing communications efforts in the U.S.

“For more than 130 years the B&P name has been synonymous with world-class quality in both the hunting and competitive shooting market and the company is committed to maintaining its legacy,” said George Klaybourne, Vice President for B&P Ammunition. “Our customers have come to rely on B&P’s unmatched product excellence, reliability and superior performance, and we are excited to have Full-Throttle work alongside us in marketing while we expand into the United States,” he added.

B&P Ammunition’s long heritage of product excellence began with the company’s first introduction of smokeless gunpowder in 1885. Today, the company is recognized worldwide for its quality production and distribution of powders, Gordon System® cases, plastic wads and cartridges in smooth bore guns, for the competition shooting and hunting markets. In fact, the company is proud to be the ammo of choice behind eight Olympic Gold medals, four Silver medals and two Bronze medals, in addition to countless Championship Gold medals. Its new U.S. line will offer hunters several options for every type of game including upland, waterfowl, turkey, hog and big game. In addition, competitive shooters won’t be disappointed with a wide range of options that will deliver consistent accuracy for target, skeet, sporting clays and more. B&P truly has a global presence with distribution in 50 countries, and growing.

“The B&P brand represents the pinnacle in premium shotgun ammo, and our team is honored to help the company successfully bring the brand and their message to the U.S. market,” said Jason Bear, President/CEO for Full-Throttle Communications. “Our team shares their passion for the hunting and shooting industry, and we look forward to putting some unique and innovative marketing programs into play.”

For more information about B&P Ammunition visit www.baschieri-pellagriusa.com

The team at Full-Throttle Communications is comprised of industry-leading professionals who are masters at creating brand awareness by providing powerful marcom insights, savvy creative solutions and incredibly strong media outreach that gives companies that competitive edge needed to grow their business.

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, sales management and public relations services, contact the agency at 5301 N. Commerce Ave, Suite C, Moorpark, CA 93021. Telephone: (805)-529-3700 or visit online at full-throttlecommunications.com.

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