

# 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](mailto:jcostello@full-throttlecom.com)  
Jason Bear / [jbear@full-throttlecom.com](mailto:jbear@full-throttlecom.com)  
Phone: (805) 529-3700

## **BASCHIERI & PELLAGRI® ANNOUNCE UNVEILING OF AMERICAN WEBSITE New Site Part of Company's Ongoing Pledge to Excellence and Expansion into U.S.**


Baschieri & Pellagri® (B&P) is proud to announce the launch of its new website at [www.baschieri-pellagriusa.com](http://www.baschieri-pellagriusa.com) as part of their extension into the United States. The company, an Italian-based and globally renown premium ammunition manufacturer, recently introduced its full line of shotgun shells for the hunting market, which includes a dozen different cartridge designs for everything from upland, waterfowl and turkey hunting to hog and big game hunting. The new site offers quick and easy access to essential information on the company's core products, an attractive design and features the most current search and navigation technologies, all focused on a more engaging user experience.

"At B&P we have a long tradition of product reliability and superior performance for each of our products," said Vice President George Klaybourne, of Baschieri & Pellagri USA. "We believe this commitment is reflected in our new site, a place where consumers, distributors and media can connect with the company and learn about our products and be informed with the company's latest news."

The new U.S.-focused B&P website boasts a modern and refined design and in addition to product, news and general company information, features in-depth detail on the company's storied and respected 130-year shooting history, its extensive research and development (R&D) practices as well as how it works to continue its assurance to producing only the highest quality products. The site showcases B&P's legacy of unmatched passion and commitment to the hunting and competitive shooting community, and on the company's focus – to be the uniquely reliable and consistent choice of passionate shooters and hunters worldwide. It remains the cartridge of choice for Olympians and professional competitive shooters since the 1920s and has been the ammo of choice behind eight Olympic Gold medals, four Silver medals and two Bronze medals, in addition to countless Championship Gold medals.

Baschieri & Pellagri (B&P) Ammunition was founded in 1885 when Settimio Baschieri, a dedicated hunter and Guido Pellagri, a chemistry graduate, first created a smokeless or "white" gunpowder. At the time, only black powder was used which required great amounts of powder and produced large amounts of smoke. Since then, the company has grown to become a premier, worldwide leader and producer and distributor of powders, Gordon System® cases, plastic wads and cartridges for smooth bore guns. Through a simple but perfected equation of superior materials, uniquely proprietary practices and the finest, most devoted people, the company has continue to innovate and deliver the best products becoming the first choice for hunters and competitive shooters worldwide. For more information, visit [www.baschieri-pellagriusa.com](http://www.baschieri-pellagriusa.com).

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

"Like" B&P USA on  to keep up with the latest product and company news.

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