

NEWS OF OUR CLIENTS



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GRIZZLY® CARTRIDGE CO. ANNOUNCES PARTNERSHIP WITH FULL-THROTTLE COMMUNICATIONS FOR HIGH VELOCITY PR, MARKETING AND ADVERTISING

Rainier, Ore. – Grizzly® Cartridge, Co., the company committed to providing shooters and hunters across the globe with quality hand-loaded ammunition that is ‘*Second to None*’, is proud to announce it has appointed long-time industry marketing and public relations specialist Full-Throttle Communications as its new agency of record. Through the new partnership, the full-service marketing, advertising and PR agency will launch a series of media relations, advertising and marketing initiatives on behalf of the brand in order to help build brand awareness as well as share the Grizzly Cartridge story and its commitment to creating quality ammunition that delivers powerful precision with every round.

“We’re confident that our bullets and cartridges will deliver exactly what you need — every round, every time,” said Mike Rintoul with Grizzly Cartridge. “We have zeroed in on delivering the highest quality hand-loaded ammunition available to hunters and shooters and we’re excited to work with Full-Throttle Communications to help us drive home our message through effective advertising, marketing and PR initiatives,” Rintoul added.

For premium performing bullets/cartridges for rifles and handguns, shooters need to look no further than to Grizzly Cartridge, Co. What sets Grizzly’s offering apart is the development and attention that only a small company can provide. In fact, each round is meticulously crafted under the strictest controls. Through Grizzly’s personal quality inspection process, the company is proud to exceed its commitment to providing innovative, quality products alongside unmatched customer service.

“When it comes to hand-loaded premium ammunition, Grizzly takes pride in crafting the highest quality rounds available to shooters and hunters and this level of excellence is clearly apparent in the performance of their products,” said Jason Bear, President/CEO of Full-Throttle Communications. “We’re proud and excited to work alongside the company and look forward to implementing some effective and powerful marketing and PR solutions for the brand.”

About Grizzly Cartridge Co.

In 2003 Grizzly Cartridge Company started with the idea from founder Mike Rintoul, that all engineering, manufacturing, marketing, quality assurance and service functions for every product would routinely undergo his personal inspection, maintaining the highest level of quality assurance and customer satisfaction. That same commitment goes into every product made and sold, including the Cast Performance bullets. The company is committed to providing shooters and hunters with innovative and quality products. The trained professionals offer you unparalleled support to ensure all of your adventures in the great outdoors will be enjoyable and successful. For more information visit www.grizzlycartridge.com.

About Full-Throttle Communications

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level. For more information about Full-Throttle Communications, visit: full-throttlecom.com.

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