



FOR IMMEDIATE RELEASE

## **New and Improved Primos Custom Mill Shop Now Taking Orders**

*Primos Launches New Updates to Online Custom Mill Shop*

**FLORA, Miss. – November 18, 2021** – Primos Hunting, a pioneer in game calls and hunting accessories, has recently launched updates to its Custom Mill Products online store, which allows customers to create their own unique box calls, pot calls, owl calls, grunt calls, euro mount plaques and more.

The [new site](#) improves customer experience for easier customization and streamlined ordering with one convenient checkout. Customers can easily build multiple custom mill products with personalized messages for each product. They can even add a custom product to their cart while shopping for Primos' top rated ground blinds and shooting sticks.

In addition to the updated website design, the Custom Mill Products shop has added a new [custom owl call](#) and new scene engraving options for the custom boot pullers, pot calls and box calls. All Primos Custom Mill Products are handcrafted in Brookhaven, Mississippi.

"We're excited to keep building on the success of the Custom Mill Products lineup right in time for the holidays," said Jason Harris, Director of Marketing and Product Management at Primos Hunting. "Primos Custom Mill Products really speak to the heart of all Primos Hunting gear – craftsmanship, attention to detail and one-of-a-kind memories in the outdoors."

Primos Custom Mill Products are a great Christmas gift for any hunter or outdoor enthusiast, and customers are encouraged to order before the December 8 deadline to receive their order before Christmas.

To learn more about Primos Custom Mill Products or to see the full lineup of Primos Hunting products, head over to [Primos.com](http://Primos.com).

### **About Primos Hunting**

Primos Hunting, a Vista Outdoor brand, manufactures calls for elk, deer, turkey, predator and waterfowl as well as blinds, shooting accessories, game cameras, attractants and supplements, clothes and other hunting accessories. Primos also produces the ever-popular video series “The TRUTH” and the television show “Primos’ TRUTH About Hunting.” For news and information, visit [www.primos.com](http://www.primos.com) or follow us on Instagram at [https://www.instagram.com/primos\\_hunting/](https://www.instagram.com/primos_hunting/) and Facebook at <https://www.facebook.com/primoshunting/>. Stream the Language on YouTube at [www.youtube.com/user/PrimosHuntingVideo](http://www.youtube.com/user/PrimosHuntingVideo)

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