



Contact: Kristen Veverka
Communications Manager

Tactical Products & Shooting Accessories
(913) 689-3630

FOR IMMEDIATE RELEASE

E-mail: pressroom@vistaoutdoor.com

RCBS Celebrates 75 Year Anniversary

OVERLAND PARK, Kansas – June 28, 2018 – RCBS, the leading manufacturer of ammunition reloading equipment for rifles and pistols, is celebrating 75 years in business this month.

RCBS was born in a small 12 by 6 foot room in the back of a laundry mat in Oroville, California in the year 1943. In the early days following the attack on Pearl Harbor, there was a tremendous shortage of bullet-making equipment. RCBS founder Fred T. Huntington had been shooting and hunting all of his life and wanted to make sure he would be able to continue pursuing his passion, even with limited products in his reach.

The first dies were named Rock Chuck Bullet Swage as they were specifically designed for making jacketed bullets to shoot the Rock Chucks in the Western United States, providing the acronym RCBS that the company would become known by in later years.

By 1950, RCBS reloading equipment was in full production, and the company successfully launched the now famous A-2 Press – a vast improvement over reloading equipment of the time. By 1958, the RCBS Junior Press and Reloader Special were introduced to customers. These products showcased the secret of RCBS “Precisioneered” quality and the company’s ability to combine the old with the new to bring customers the finest, most efficient, precision-engineered reloading tools available.

In 2015, RCBS became part of the Vista Outdoor portfolio. Continuing the tradition of releasing high quality products, shortly after this, RCBS released popular items to the market such as the Brass Boss, Vibratory Case Polisher, and the ChargeMaster Lite to customers.

“At RCBS, we continue to work hard to bring exciting products to our consumers,” said Global Product Director, Jason Slinkard. “Seventy-five years in business is a spectacular accomplishment. It’s an honor to work with a legacy brand known for dedication to innovation, accuracy and quality.”

With over 150 employees and 75 years of product design and customer service, RCBS still stands proudly in Oroville, California today. Consistently releasing new and innovative products, RCBS has the precision engineering to stake the claim of a true original. With outstanding craftsmanship and an uncompromising dedication to service, RCBS stands alone as the brand of choice for reloaders and shooters everywhere.

RCBS, a brand of Vista Outdoor, is the leading manufacturer of ammunition reloading equipment for rifles and pistols, offering reloading equipment throughout the world. For more information, please visit www.RCBS.com.

About Vista Outdoor

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, and Europe. For news and information, visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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