

## Press release

Fuerth, March 8<sup>th</sup>, 2018



SINCE 1886



More clarity. More precision.

### **IWA 2018: New RWS Packaging Refines Brand Profile and Simplifies Selection**

**Fuerth, Germany. The RWS ammunition brand has more clearly defined the brand's profile and redesigned the brand's identity. This is clearly evident from the packaging concept. The new design makes it easier for both dealers and customers – hunters and sports shooters – to quickly and easily select just the right ammunition. RWS is presenting the first new packages at IWA 2018 in Nuremberg.**

The traditional RWS brand is making itself fit for the future with a more sharply defined profile. Determination, precision, and effectiveness are values that are to be communicated. The focus on success is most clearly seen in the black background color, which best accentuates the RWS logo. In contrast, there will only be three color options in the future, which will also define the respective product segment: A wood look for hunting, and yellow and orange for the sports ammunition lines. This reduction will make differentiation easier within the RWS brand, especially for specialist dealers. However, users will also benefit from being able to identify the product more quickly.

## The New Packages: Clear and Use-Optimized

The new measures have been thought through down to the last detail. For instance, the new packaging is meant to make consultations easier for specialist dealers in the future – and to simplify handling for hunters while hunting. With the dominant background color of black, the wood look signals the hunting line. The most important information, such as the caliber and bullet symbol, are also displayed on the side to enable the right ammunition to be found on the shelf right away, even after it has been stacked with the side facing out.

The product is the hero: A window enables the hunter to immediately see how much ammunition remains. Moreover, each package also contains plastic inserts that can be broken apart into groups of 5. RWS was thinking of practicality here as well. For one thing, the inlay provides the bullet with optimum protection; for another, it gives the package considerable overall stability, making it more practical. The box and its contents are prevented from being crushed during transport and in a backpack while hunting. Moreover, the individual cartridges will no longer jingle in the bag, scaring off the game.

A separable folding card provides information on all data relevant for cartridges and bullets, such as the bullet type, ballistic data in the metric and imperial systems, bullet deformations, weight in grams and grains, caliber information, and the recommended use. This is not only helpful during consultation – but especially during hunting as well – in order to select the suitable bullet in each situation.

RWS will be introducing the new packages gradually in retail outlets starting in February 2018. Since the goods that are currently in the warehouse will be delivered first, the transitional phase will presumably last until the middle of the year.



You can find more information on RWS at [www.rws-ammunition.com](http://www.rws-ammunition.com)

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### **RWS is a quality brand of RUAG Ammotec GmbH**

The RWS brand originated with the Rheinisch-Westfälische Sprengstoff-Fabriken, which came to Dynamit Nobel in 1931, and then to RUAG Ammotec. Both demanding hunters as well as sport shooters from around the world value the quality that comes from Fürth. RWS offers not only rifle cartridges, but also shotgun shells, rimfire cartridges, and air pellets.

RUAG Ammotec belongs to the Swiss technology corporation RUAG Holding AG, which is headquartered in Bern.

RUAG develops and sells internationally renowned technology applications in the field of aerospace along with safety and defense technology for use on land, sea and in space. 57% of RUAG's products and services are for civilian use and 43% are intended for the military market. Its corporate headquarters are in Bern (Switzerland). Production sites are located in Switzerland and in 13 other countries in Europe, the USA, and the Asia-Pacific region. Around 8,700 employees – 430 of them trainees – represent 48 nationalities and generate revenue of around CHF 1.86 billion.