**Press information for immediate release**

Tampa, FL – January 14, 2019

**Norma ENVY – Dedicated 9mm Ammunition for Pistol Caliber Carbines**

Norma® has announced the introduction of ENVY™ -- a new line of 9mm ammunition that is designed to bring out the maximum accuracy and performance from Pistol Caliber Carbines (PCCs).

As the popularity of PCCs has surged in the past few years, so has the need for an improved target load that can bring out the best results for training and competition. Norma has answered the call with ENVY. With a more precise, uniform bullet design and improved tolerance ranges across production, Norma’s ENVY is about to set a new standard of accuracy and performance from PCCs.

“ENVY is the choice ammunition for extrapolating the utmost accuracy out of a pistol caliber carbine,” said Paul Lemke, General Manager for RUAG Ammotec USA. “The growing popularity of PCC’s extends out to both competition matches and just general fun at the range. When you can now expect groups of less than an inch at 50 yards, ENVY makes shooting PCC’s that much more fun.”

Norma ENVY 9mm features a 124gr FMJ projectile with a muzzle velocity of 1345 feet per second. The MSRP for a 50-round box is $13.01.

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**Norma is a registered trademark of RUAG Ammotec, a RUAG Group Company.**

Established in 1902 and based out of Amotfors, Sweden, Norma has built a reputation world-wide for its dedication to quality, precision and reliability. Norma’s commitment to delivering trustworthy ammunition for hunters and shooters has been the driving

force in the continual growth and expansion of Norma’s product line-up and manufacturing capabilities. For more information on Norma ammunition and components, please visit Norma-ammunition.com.

Based in Tampa, Florida, RUAG Ammotec USA, Inc. is a division of Europe’s leading manufacturer of small arms ammunition and OEM components, RUAG Ammotec GmbH. RUAG Ammotec USA, Inc. not only introduces Swiss, German, Swedish and Hungarian hi-tech offerings to the U.S. marketplace, but also leverages European offerings known for precision, reliability and innovation and combines them with disruptive U.S. components, know-how and partnerships to manufacture and deliver world-class small arms ammunition solutions for use by sports shooters, law enforcers and warfighters in the United States and abroad. RUAG Ammotec markets commercial product offerings under the Norma, Geco, Swiss P and Inceptor brands.

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 defence technology for use on land, sea and in space. A total of 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.