



## Luxury Firearms Company Aims High

*New facility, website, and products reinforce Seattle Engraving Center's reputation as the world's premier creator of luxury firearms*

TAMPA, Fla. (Jan. 11, 2023) – Luxury firearm company, Seattle Engraving Center, today announced the launch of a new, state-of-the-art production facility in Q1 of 2023. The upcoming facility opening is accompanied by a redesigned website and the release of new product offerings to mark the occasion.

The new 34,500-square-foot facility will enable the company to double its production capacity, reducing lead times for its highly sought-after collections.

The company has also launched a stylish, new website featuring enhanced discoverability, allowing customers to search items by type of finish, design collection, and firearms brands. The new site also elevates its member experience with a streamlined ordering process and access to exclusive benefits.

In celebration of its dramatic growth, Seattle Engraving Center will be revealing several new collection pieces at the 2023 SHOT Show, an annual product showcase for the firearms industry.

The dazzling new showpieces include an 18K rose gold Walther PPK engraved and encrusted with over 550 individual diamonds, a Walther PPK dipped in 24K yellow gold and engraved in a classic oak leaf and acorn pattern, and a Colt 1911 Defender coated in 24K yellow gold and inlaid with 19 carats worth of diamonds.

While the fully-functional works of art are awe-inspiring examples of craftsmanship, according to company founder and Chief Executive Officer, Haysam Gamil, they are also reflective of the company's commitment to innovation and excellence in customer service.

"Certainly, we're excited about how the expanded facility will impact customers and partners alike", says Gamil. "The increased scale will enable not only a higher throughput but equally important will be maintaining our focus on delivering high-quality customizations."

"In 2022 in particular, we witnessed a healthy shift in the market of designing products like ours, but for SEC innovation will remain a #1 priority for us and in turn delivering unparalleled firearms to our customers. We'll continue to focus on their needs and ensure that remains top of mind."

To learn more about Seattle Engraving Center and its products, visit the new website at [seattleengravingcenter.com](http://seattleengravingcenter.com) or visit its booth (# 40326) at SHOT Show 2023 on Jan. 17-20 at the Venetian in Las Vegas, Nevada.

#### About the Company

Founded in 2015, Seattle Engraving Center quickly earned a reputation for making the world's most desirable luxury firearms. Its product line of precious-metal-plated, precision-engraved, gemstone-inlaid weapons is admired by gun collectors throughout the world.

Co-founder Haysam Gamil is an internationally-accredited Master Gem Setter and Grand Master Engraver recently inducted into the prestigious Marquis Who's Who biographical registry for outstanding accomplishments and community service. Collectively their firm constitutes a team of expert craftsmen delivering objects of beauty and power that "capture the essence of our collectors".

Seattle Engraving Center is a sponsor of NSSF (The Firearm Industry Trade Association), is NADCAP Cop Accredited (pending), and is a proud partner of The Gemological Institute of America.

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