

FOR IMMEDIATE RELEASE

Schmid Inside Unveils New Packaging Design and Announces Drop-In Trigger Coming in 2026 at SHOT Show

Las Vegas, NV - SHOT Show 2026 - Schmid Inside, the consumer-facing AR parts brand known for reliable components and shooter-focused design, is excited to announce two major updates at SHOT Show: **new, upgraded retail packaging** and the upcoming launch of a **drop-in trigger**, planned for release in 2026.

Making its debut on the SHOT Show floor, Schmid Inside's **new packaging design** features an **improved zip-top closure** and a **clear window**, allowing customers to easily view the components inside each pouch. The update is designed to enhance the in-store and at-home experience making parts easier to identify, store, and reuse while maintaining the clean, no-nonsense aesthetic Schmid Inside is known for.

In addition to the packaging update, Schmid Inside will also be announcing the development of its **first drop-in trigger**, scheduled for release in 2026. Designed for easy installation and consistent performance, the upcoming trigger reflects the brand's continued focus on practical upgrades that matter to builders, hobbyists, and everyday shooters.

"Everything we do at Schmid Inside is about making the builder experience better," said Karl Poulsen, Vice President at Schmid Inside. "From packaging that actually helps you see and organize your parts, to expanding into drop-in triggers, we're focused on products that feel intuitive, useful, and built for real-world use."

SHOT Show attendees can visit Schmid Inside at Booth #43042 to see the new packaging in person, preview upcoming product offerings, and learn more about what's coming in 2026.

About Schmid Inside

Schmid Inside is a direct-to-consumer AR parts brand serving gun builders, hobbyists, and shooting enthusiasts. With a focus on dependable components, thoughtful design, and a straightforward buying experience, Schmid Inside delivers parts shooters can trust without unnecessary complexity.

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