

Winchester Safes to Drive Demand with Destination Booth Experience at SHOT Show 2026

For immediate release

Fort Worth, TX - Winchester Safes, the most trusted name in safe innovation and reliability, is bringing an experience-driven booth to SHOT Show 2026. The Winchester Safes Booth # 12027 will serve as a destination for show attendees combining product education, exclusive giveaways, ambassador appearances, and activations to generate meaningful new connections and celebrate the community.

What to expect:

Steel Wall of Fame for Donation: A one-of-a-kind, clear coat Winchester safe has been designed exclusively for SHOT Show and designated as the “Steel Wall of Fame.” Showgoers are invited to visit the booth and leave their signature on this unique piece. Visitors can also enter their charity organization, or nominate an organization, for a chance to receive the Steel Wall of Fame safe to support their fundraising efforts. One organization will be randomly selected following SHOT Show.

Exclusive Merch: Winchester Safes hats with limited edition retro logo patch, stickers, and koozies will be available in the booth only while supplies last.

Custom Engraving Showcased by Baron Engraving: Winchester Safes is proud to display three custom rifles generously provided by Baron Engraving in the booth, highlighting the artistry, craftsmanship, and timeless designs from the best of the industry.

Throughout the show, Winchester Safes ambassadors and content creators will be in the booth talking about security solutions, adventures, signing autographs, and taking photos.

Ambassador schedule (all times in PST):

Tuesday January 20

- Melissa Bachman 2-3pm
- Chris & Casey Keefer 2:30-3:30pm
- The Collector 3-4pm
- Hannah Barron & Cowboy Cerrone 3:30-4:30pm

Wednesday January 21

- Chris & Casey Keefer 2:30-3:30pm
- The Collector 3-4pm
- Hannah Barron & Cowboy Cerrone 3:30-4:30pm
- Melissa Bachman 3:45-4:45pm

Thursday January 22

- The Collector & Austin Legg 2-3pm

In-Booth Happy Hour: Winchester Safes will host the ‘Combination Keepers Club’ Happy Hour in Booth 12027 on *Wednesday, January 21, from 3:00 to 5:30 PM PST*, inviting dealers, retailers, media, and industry partners to stop by for product education, hydration, and meet and greets with Melissa Bachman, the Keepers, The Collector, Hannah Barron, and Cowboy Cerrone.

“SHOT Show is an important opportunity for us to connect with current and potential partners, and increase visibility across the industry,” said Stevie Barefield, Marketing Director of Winchester Safes. “Our goal is to build demand, open new doors, and celebrate the outdoor community that supports us. We take pride in our innovations, but we also believe in being a brand people enjoy working with. And that’s exactly what we’re bringing to the show.”

Visit the Winchester Safes Booth # 12027
SHOT Show 2026 | January 20–23, 2026
Las Vegas, NV | Venetian Expo

For additional information about Winchester Safes visit www.winchestersafes.com

Sign up for the [newsletter](#) and connect with Winchester Safes on [Instagram](#), [Facebook](#), [X](#), and [Tiktok](#).

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About Granite Security Products/Winchester Safes

Granite Security Products/Winchester Safes has been a prominent figure in the U.S. gun safe industry for 35 years. Founded in January 1990 by Vietnam veteran Kyle Walters, who serves as the President and Owner, the company boasts a rich history steeped in expertise and dedication. Before establishing Granite, Walters held the esteemed position of President at American Security Products in California for a decade, accumulating

invaluable experience within the safe industry. In December 1991, Granite achieved a significant milestone by securing the first prestigious UL Listing of RSC (Residential Security Container) for a gun safe. In 1999, Walters acquired the gun safe product line and Winchester License from Meilink Safe Company in New Albany, IN. By integrating the iconic Winchester brand with our extensive gun safe line, Winchester Safes experienced exponential growth, firmly establishing itself as a leader in the industry. Today, Winchester Safes operates with a remarkable unit capacity of over 1 Million safes per year, demonstrating its dedication to meeting the evolving needs of customers nationwide. Strategically located in Texas, our centralized position offers customers a significant freight cost advantage to any shipping point across the United States.