

FOR IMMEDIATE RELEASE

SR500 Steel Targets Offer Major Upgrade in Durability and Longevity for Modern Shooters

AR500 Target Solutions brings under an innovative high-performance steel to the shooting market

Spoooner, WI December 2025, AR500 Target Solutions, owned by Jason and Holly Meyers, has announced national availability of targets made from **SR500**, a high-performance steel that offers a significant improvement over standard AR500. Although SR500 has been used in limited industrial applications, it has seen little promotion within the shooting industry. AR500 Target Solutions is among the first companies to make SR500 widely accessible to recreational shooters, professional marksman, military, law enforcement and ranges.

Higher Hardness and Longer Life

SR500 delivers a hardness range of 500 to 590 HBW, with most plates averaging 540 to 550 HBW, which provides improved resistance to pitting and cracking when compared to AR500. This results in a notably longer service life and the option to use thinner plates without sacrificing performance.

Performance Under Modern Ammunition

High-velocity rifle rounds that frequently damage AR500 at extended distances can be safely absorbed by SR500 at much closer ranges. SR500 maintains a smoother strike surface, reduces pitting and cratering, and supports safer training environments for both recreational shooters and professional training programs. This advancement represents a meaningful shift in durability and close-range reliability across today's shooting disciplines.

"SR500 isn't just an upgrade - it's a fundamental shift forward in what shooters can expect from steel," said co-owner Jason Meyers. "For years, AR500 has been the industry baseline. But with modern ammunition, higher velocities, and evolving training needs, shooters deserve steel that can keep up. SR500 does exactly that."

About AR500 Target Solutions

AR500 Target Solutions manufactures USA-made steel targets for recreational shooters, competitive environments, military and law enforcement. The company is based in Wisconsin and focuses on durability, safety and performance across all product lines.

SR500 will be used in upcoming episodes of Wild Shots and Lions Den from American Stories Entertainment later this year.