

**Arsenal Inc.**

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FOR IMMEDIATE RELEASE

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Arsenal Announces Exclusive Dealer Specials for SHOT Show 2026 Through MSR Distribution

Arsenal, Inc. announces exclusive dealer-only programs in conjunction with **SHOT Show 2026**, offering limited-time specials available through **MSR Distribution** and reserved exclusively for **brick-and-mortar retailers**. These SHOT Show initiatives are part of Arsenal's ongoing commitment to supporting physical retail stores and strengthening long-term in-store dealer partnerships.

SHOT Show 2026 dealer programs

Dealers attending SHOT Show 2026 can take advantage of substantial savings and incentives designed to maximize inventory value during the industry's largest trade event. Programs include:

- Up to **25% off** select Arsenal firearms
- Up to **\$500 in rebate credits** applicable toward special show-only items

These offers are available only during SHOT Show and only through MSR Distribution.

Premium Arsenal Products Featured

The SHOT Show 2026 programs highlight Arsenal's **premium milled-receiver firearms**, recognized for durability, precision manufacturing, and professional-grade fit and finish. Select **parts and accessories** are also included, featuring products from the **Eternity Case** line, providing dealers with expanded merchandising opportunities across multiple product categories.

Commitment to Brick-and-Mortar Retailers

These exclusive programs reinforce Arsenal's focus on supporting physical retail locations by delivering meaningful, dealer-focused incentives that drive in-store sales and strengthen partnerships at the local level. By working closely with MSR Distribution, Arsenal ensures participating retailers receive dedicated access to SHOT Show-only opportunities.

Availability & Participation

SHOT Show 2026 dealer specials are available to eligible brick-and-mortar retailers attending the show. Dealers should contact **MSR Distribution** during SHOT Show for full program details, qualifying products, and ordering information. Offers are subject to availability and program terms.

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More information

Full product specifications and imagery: [SHOT Show 2026 Dealer Specials - Arsenal Inc](#)

About Arsenal, Inc.

Arsenal Inc. is the exclusive U.S. manufacturer and importer of the finest, most authentic semi-auto sporting rifles and tactical accessories, combining legendary Eastern European craftsmanship with modern manufacturing. With decades of experience and a reputation for uncompromising quality, Arsenal continues to set the standard for durability, performance, and innovation in the firearms industry.

About MSR Distribution

MSR Distribution is a trusted wholesale distributor serving the firearms industry, providing authorized dealers with access to leading brands, competitive programs, and dedicated support.

Media contact

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