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Jacob Grey Firearms
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Jacob Grey Firearms Returns to SHOT Show 2026 with Major New Handgun Unveiling, Award Momentum, and Exclusive Daily Giveaway

Prosperity, South Carolina — January 12, 2026 — Jacob Grey Firearms is back on the SHOT Show floor — and raising the bar, yet again. Exhibiting January 20–24 at the Venetian Expo in Booth #13838, the brand returns to the same space where its Hex™ handgun helped define one of SHOT Show 2025's biggest moments winning [GunsAmerica Best Handgun](#) of Shot Show.

At last year's show, Jacob Grey Firearms captured national attention with the debut of the [Hex™](#), earning the highly regarded GunsAmerica Handgun of the Year award. That recognition marked a pivotal moment for the company and firmly established Jacob Grey as a serious contender in the premium handgun market.

Since that debut, the company has continued to build momentum. In October, Jacob Grey Firearms announced the [Nox 9™](#), which was met with significant interest and strong demand across the dealer network and consumer market. The Nox 9™ has remained in high demand, with Jacob Grey continuing to deliver firearms to dealers and customers while scaling production and maintaining a focus on quality and consistency.

While the industry's attention was focused on the Nox 9™, Jacob Grey Firearms was simultaneously working behind the scenes on an new handgun developed from the same lineage as the award-winning Hex platform. Designed with refined ergonomics, performance-driven enhancements, and the company's uncompromising approach to precision manufacturing, this new handgun represents the next evolution of Jacob Grey's design philosophy and will make its public debut at SHOT Show 2026. Attendees can expect one of the most anticipated product unveilings on the show floor.

Further highlighting the brand's rapid rise, Jacob Grey Firearms was also nominated for a [Gundie Award](#) for Emerging Brand of the Year, reinforcing its reputation as one of the fastest-growing and most closely watched manufacturers in the industry today.

In addition to major product announcements, Jacob Grey Firearms will host an innovative and highly exclusive daily handgun giveaway throughout SHOT Show 2026. Each day of the show, attendees will have the opportunity to enter for a chance to win a custom, limited-edition, one-of-a-kind Jacob Grey handgun. Entries will be limited to 1,000 participants per day, with a winner selected daily at 4:00 PM. Participants must be present at the time of the drawing to win, making each day's giveaway a must-see event on the show floor.

SHOT Show attendees, dealers, media members, and industry partners are encouraged to visit Booth #13838 to meet the Jacob Grey Firearms team, experience the company's newest products firsthand, and learn more about what's next for a brand that continues to build momentum year over year.

Additional details about Jacob Grey Firearms' SHOT Show 2026 presence, product announcements, and daily giveaway can be found at: <https://jacobgreyfirearms.com/2026-shot-show>

For ongoing updates throughout the show, visit www.jacobgreyfirearms.com and follow Jacob Grey Firearms on social media.

About Jacob Grey Firearms:

Jacob Grey Firearms is a fast-growing brand in the firearms industry, recognized for its precision, innovation, and commitment to quality. With a diverse range of cutting-edge firearms and accessories, Jacob Grey Firearms caters to the needs of both professionals and passionate enthusiasts. As an AS9100 certified manufacturing facility, the company upholds the highest quality standards derived from its aerospace background.