

PACK'N HEAT

Pack'N Heat Heads to SHOT Show 2026 – Booth #42608 Featuring Special Guest Royce Gracie

Las Vegas, NV — January 15, 2026 — Pack'N Heat, the luxury tactical brand redefining functional fashion, is proud to announce its official presence at SHOT Show 2026, taking place at the Venetian Expo in Las Vegas, January 20–23, 2026. Attendees can find Pack'N Heat at Booth #42608, where the brand will showcase its latest collection of high-end tactical gear and statement accessories.

As part of this year's showcase, Pack'N Heat will host a special meet & greet with Brazilian Jiu-Jitsu legend and UFC Hall of Famer Royce Gracie on Wednesday, January 21 from 1:00 PM to 3:00pm PST. Visitors will have the opportunity to meet Royce in person, take photos, and hear how Pack'N Heat is bringing tactical performance and personal protection to a new level.

Known for blending style, performance, and protection, Pack'N Heat has become a rising force in the modern tactical lifestyle space. The company's newest line, including its signature luxury earmuffs, and crystal-embellished tactical accessories, pushes the boundaries of what's possible in both form and function.

“At Pack'N Heat, we believe protection should be just as bold as the people who wear it,” said Tonya Kearney, owner of Pack'N Heat Products. “SHOT Show 2026 is a powerful moment for our brand, from hosting a meet and greet with Royce Gracie to showcasing our crystal ear protection and full lifestyle product line. We're excited to connect with current and future dealers and welcome new retail partners who are ready to offer their customers something truly different.”

Visitors to Booth #42608 will get exclusive first looks at upcoming releases and live demonstrations available only at SHOT Show.

For media appointments or collaboration inquiries, please contact julya@packnheatproducts.com

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About Pack'N Heat: Founded in 2013, Pack'N Heat is a women-owned and operated company dedicated to empowering the shooting sports community through luxury, style, and innovation. Blending fashion-forward design with functional performance, Pack'N Heat creates premium ear and eye protection, apparel, and accessories that let individuals express their strength and personality both on and off the range.
www.packnheatproducts.com