



## FOR IMMEDIATE RELEASE

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### **Mira Commerce Launches CaliberStack - A Headless Ecommerce Platform Engineered for the Tactical & Firearms Market**

**Walnut Creek, CA** - Mira Commerce ([miracommerce.com](http://miracommerce.com)), a leading digital commerce agency specializing in purpose-built ecommerce solutions and member of NSSF, today announced the launch of **CaliberStack** - an industry-optimized headless ecommerce application designed specifically for firearms, tactical gear, and outdoor brands. CaliberStack is engineered to help merchants overcome the limitations of generic ecommerce templates by offering a scalable, compliance-ready, high-performance commerce platform built for the unique demands of the 2A market - manufacturers, brands, multi-brand distributors, omni-channel retailers.

Unlike traditional ecommerce web themes and platforms that rely on heavy custom plugins and workarounds, CaliberStack provides a purpose-built foundation that tackles regulatory and operational complexity head-on. The platform accelerates time to market and delivers enterprise-level performance without the cost and timeline of a full custom build.

*“Generic web themes don’t support 2A without massive customization and workarounds” said Sergei Ostapenko, CEO of Mira Commerce. “CaliberStack was engineered to solve the real-world challenges faced by firearms and tactical merchants - from compliance workflows to complex catalog structures - right out of the box.”*

#### **Key Features of CaliberStack**

- **Composable, Modular Architecture** - Built with modern headless principles that enable brands to swap components and scale without breaking the backend.
- **Accelerated Deployment** - Preconfigured workflows allow merchants to launch faster than traditional custom projects.
- **Compliance-Ready Logic** - Native support for FFL workflows, restricted goods rules, and age verification embedded directly into the platform.

- **Best-In-Class Tech Stack** - Powered by Commerce.com Catalyst framework (Next.js) for blazing performance, hosted on Vercel for global reliability, and integrated with BigCommerce for secure checkout and customer management.
- **Enhanced Operational Tools** - Intelligent search, multi-warehouse inventory automation, and advanced shipping logic ensure accuracy and speed across all customer touchpoints.

CaliberStack also includes a robust backend command center, designed to give merchants granular control over FFL selections, customer accounts, and order management - turning complex compliance requirements into streamlined workflows.

### **A Ready-to-Launch Commerce Engine**

With CaliberStack, tactical and firearms merchants can bypass the prolonged timelines typical of ground-up platform builds while still benefiting from a highly tailored, future-proof architecture. The solution includes tools for data migration, mobile performance optimization, and ongoing support to help clients stay ahead in a competitive market.

### **About Mira Commerce**

Mira Commerce is a digital commerce agency that empowers brands to grow through customized enterprise ecommerce solutions, unified commerce strategies, and advanced technology integrations. With decades of experience and partnerships with leading platforms like BigCommerce, Mira Commerce builds high-performance digital experiences that drive business outcomes for brands like Staccato 2011, Primary Arms, Cheaper Than Dirt, Nightforce Optics, Sierra & Barnes Bullets, Blackstone Shooting Sports, and others. Contact us at [info@miracommerce.com](mailto:info@miracommerce.com) or at (415) 456-5600.