

FOR IMMEDIATE RELEASE

Built American Equipment Announces Exclusive Q&A with Ultimate Reloader and Cerakote at SHOT Show 2026

Las Vegas, Nevada January 2026— Built American Equipment is proud to welcome **Ultimate Reloader** and **Cerakote** to its booth at SHOT Show 2026 for two exclusive Q&A sessions. This will highlight exciting next steps in a partnership that has already delivered meaningful impact across the industry.

The two Q&A sessions with Gear will be on Wednesday, January 21st from 3:00 to 3:30 & the second on Thursday, January 22nd from 11:00-11:30. Join us at Booth #80626 in Caesars Forum near the Archery Shooting Lanes.

Ultimate Reloader, led by founder and creator **Gavin Gear**, has long been a strong proponent of Built American Equipment's tools and solutions. Through his hands-on use and trusted voice in the industry, Gear has demonstrated how Built American Equipment products can help businesses scale efficiently while maintaining precision, quality, and innovation.

At the booth, Gear will share his journey and firsthand experience using Built American Equipment tools to grow Ultimate Reloader, offering insight into how the right equipment can elevate both productivity and performance. The collaboration with Cerakote further underscores the commitment all partners share in advancing modern manufacturing and finishing standards.

"We've truly enjoyed working alongside Gavin and the Ultimate Reloader team," said Tom Haarlander of Built American Equipment. "This collaboration is a natural progression of a partnership built on shared values—craftsmanship, innovation, and pushing the industry forward."

Built American Equipment looks forward to continuing its work with Ultimate Reloader and Cerakote and celebrating the innovation, education, and growth that come from strong industry partnerships.

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About Built American Equipment

Built American Equipment is committed to creating products made in the USA where quality and price are equally balanced. We are more than just a manufacturing company; we are a testament to the American spirit of innovation and craftsmanship. Our commitment is simple yet

profound – to create products made in the USA where quality and price are equally balanced.
As a team, we believe in the power of locally crafted solutions that stand out for their excellence.