From New Zealand's Rugged Backcountry to SHOT Show 2027: Huntech Brings Proven Outdoor Performance to the World Stage

New Zealand hunting apparel specialist showcases decades of innovation, including the MacKinnon Waterproof Puffer Jacket, developed in collaboration with Huntech ambassador JE Wilds.

AUCKLAND, NEW ZEALAND – Born in one of the world's most demanding outdoor environments, New Zealand hunting apparel brand Huntech is bringing its heritage of technical innovation and field-tested performance to SHOT Show 2027 in Las Vegas, January 19–22.

Established in 1988 by passionate New Zealand hunter Steve Richards, Huntech was founded on a simple belief: hunting apparel should be designed by people who understand the conditions hunters face. What began with garments handmade in a single garage has evolved into an internationally recognised brand, trusted by hunters and outdoor enthusiasts for its commitment to technical performance, durability and practical design.

New Zealand's rugged mountains, dense forests and unpredictable weather provide a demanding testing ground. These conditions continue to influence Huntech's approach to product development, creating versatile technical apparel built to perform when the environment is anything but predictable.

Introducing the MacKinnon Waterproof Puffer Jacket

Among the products Huntech will showcase at SHOT Show 2027 is the **MacKinnon Waterproof Puffer Jacket**, a technical outer layer engineered to deliver outstanding warmth, weather protection and comfort without unnecessary bulk.

Developed in collaboration with Huntech ambassador JE Wilds, the MacKinnon reflects the brand's commitment to working alongside experienced outdoorspeople to create products that meet the practical demands of life in the field. The collaboration brings together real-world hunting experience and Huntech's technical apparel expertise, resulting in a versatile jacket designed for challenging conditions.

Combining 750 fill power insulation, featuring 90% responsibly sourced down and 10% feather, with a waterproof, seam-sealed 30D nylon ripstop shell, the MacKinnon is built to perform in cold and wet conditions.

With a waterproof rating of **11,286mm** and breathability of **28,000g/m^2/24hr**, the jacket offers protection from the elements while supporting comfort during demanding outdoor activities.

Weighing approximately 900g (size M), the jacket also features an adjustable hood, comfortable ripstop lining and a convenient packable storage bag. OEKO-TEX® Standard

100 certification and Responsible Down Standard materials further reflect Huntech's commitment to responsible product development.

From early morning hunts and exposed mountain ridgelines to everyday outdoor adventures, the MacKinnon embodies the brand's belief that technical clothing should be versatile enough to perform wherever the adventure leads.

Built in New Zealand. Ready for the World.

As Huntech looks to expand its international presence, SHOT Show 2027 provides an opportunity to introduce North American retailers and distributors to a brand shaped by nearly four decades of New Zealand hunting experience.

With a growing collection of technical outerwear, insulation layers and purpose-built hunting apparel, Huntech continues to combine its hunting heritage with innovative fabrics, modern garment construction and collaborations with experienced hunters like JE Wilds.

Field Tested. Hunter Approved.

Huntech welcomes opportunities to connect with retailers, distributors and industry partners during SHOT Show 2027.

Visit **www.huntechoutdoors.com** to learn more.

About Huntech

Founded in New Zealand in 1988, Huntech specialises in technical hunting and outdoor apparel designed for demanding environments. From its beginnings in a single garage to an internationally recognised outdoor brand, Huntech remains committed to creating functional, durable and innovative products tested in real hunting conditions. Huntech is part of Global Velocity Group, a New Zealand-owned company.

Media & Trade Enquiries

Scott Best
Group Head of Marketing
Scott.best@globalvelocity.co.nz
SHOT Show Booth Number: 43167