

4. March 2015

## **Reload Swiss RS expands its sales territory**

Reload Swiss RS, Nitrochemie Wimmis AG's new brand for high-performance propellant powder, is expanding into new sales territories. The company's acclaimed reloading products – four for pistols and seven for rifles – will now be available in Denmark, Norway and Sweden also, together with Italy and the United Kingdom.

Following last year's successful launch, the Reload Swiss RS team will be on hand this year too at IWA&Outdoor Classics in Nuremberg. From Friday, 6 March to Monday, 9 March 2015, visitors from around the world to Europe's largest and most important trade fair for sport shooting and hunting will be able to find out all about Reload Swiss RS products at Stand 447 in Hall 7.

Whether for sport shooters or hunters and whether for pistols or rifles – no matter what the discipline or application, Reload Swiss RS offers the right propellant for individual loading operations of every type. Consistent quality coupled with even combustion characteristics assures identical, reproducible precision in all weather conditions. New products, including another pistol powder, the RS12, appeared on the market late last year. A further rifle powder is currently under development and is likely to be ready in the first quarter of 2016.

A joint venture of Rheinmetall und RUAG, Nitrochemie Wimmis AG is an internationally renowned maker of propellant powder.

Nearly a hundred years of experience with high-performance propellant powder flows into the development and manufacture of all Reload Swiss RS products. State-of-the-art production facilities assure the safety of people and the environment alike, while comprehensive quality control from production to packaging guarantees a level of perfection commensurate with the most exacting requirements. All of this culminates in outstanding value for money and superb accuracy.

A highly efficient sales network ensures reliable availability. Reload Swiss RS products have already won over well-known international competition shooters. Among the most prominent are top Swiss sharpshooters Dominic Meier and Christine Burkhalter (runner-up world champion in 2014); Peter Heller, Sascha Back and Nils Nothnagel of Germany; and Gerald Reiter of Austria. England's renowned long-distance marksman Nigel Cole-Hawkins is a further member of the Reload Swiss RS squad of elite shooters.

Nitrochemie and its sales partners are constantly available to customers, enabling them to exchange loading information, tips and experience, resulting in an ever-widening Reload Swiss RS product knowledge base. The contact address is [martin.wenger@nitrochemie.com](mailto:martin.wenger@nitrochemie.com).

Much more information can be found by going to [www.reload-swiss.com](http://www.reload-swiss.com).

We look forward to welcoming you to our stand in Nuremberg!

**For more information, please contact:**

**Oliver Hoffmann**

**Head of Public Relations**

**Rheinmetall AG**

**Tel.: +49-(0)211-473 4748**

**[oliver.hoffmann@rheinmetall.com](mailto:oliver.hoffmann@rheinmetall.com)**