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***Federal Custom Shop Ammunition Explained***

*Answers to frequently asked questions about Federal’s New Custom Shop Ammunition built to customer’s preferences.*

Federal recently introduced its new online custom-loaded ammunition shop. Here, customers can order direct from several different shotshell and centerfire rifle offerings, with a wide selection of the best bullets from Federal, Speer, Nosler, Sierra, Berger, and more. In addition, custom TSS Shotshells for turkey, waterfowl and upland game are available.

“The Federal Custom Shop is an all-new way to deliver your preference of the perfect centerfire rifle or shotgun load built by our ammunition experts,” said Federal Ammunition President Jason Vanderbrink.

Custom Shop products are for hunters and shooters who demand ammunition tailored for their individual needs at the highest level of quality, or who can’t find the right ammunition on the retail shelf.

“If it’s not in Federal’s vast catalog as factory-loaded ammo, we may have it listed on our website as a load we will custom hand-load for you. We now have a specific selection of rifle and TSS shotshell loads that we will build on-demand, per order.” Vanderbrink said. “For example, Barnes 120-grain Tipped TSX in 6.5-284 Norma and 28-gauge TSS turkey loads aren’t products we list in our catalog, but you can certainly order them through our Custom Shop.”

This new line of ammunition will be packed inside durable, high-quality Custom Shop packaging and then shipped directly to customers.

The following questions were answered by the Custom Shop team to provide more information about the Custom Shop.

**Is this factory ammunition or hand-loaded ammunition?**

An elite group of Federal’s most experienced employees were selected to work in the Custom Shop. They are true experts, because every round of Federal’s industry-leading ammunition starts at the reloading bench. Using the best components available, these expert engineers handcraft this ammunition to order. In fact, each box of Custom Shop ammunition will be signed by the Federal employee who hand-loaded it.

**Where is Federal’s Custom Shop located?**

The Federal Ammunition factory in Anoka, Minnesota, is a 700,000-square-foot state-of-the-art facility where 1,400 employees work in three shifts, 24/7, to produce millions of rounds of centerfire, rimfire and shotshell ammo per day. The custom shop is a separate, secured room inside the huge Federal Ammunition facility. It is a dedicated, state-of-the-art reloading workshop focused on the utmost attention to detail, quality and care for each hand-loaded round produced.

**How will the order process work?**

A dedicated page on www.federalpremium.com takes Custom Shop users to an order form, where they select their ammunition options and preferences, then purchase the custom ammunition via credit card. There will be a comment section where customers can add notes for Federal’s hand-loading technician to consider when building the loads. The order will then be meticulously hand-loaded in the Custom Shop. Each round is then hand-checked with a final cleaning and inspection before being packed in Custom packaging and shipped out. Since ammunition is made-to-order, typical lead time is approximately 3 to 4 weeks to produce. Buyers will receive their order after a few days of shipping time.

**How much detail will a customer get to choose online?**

Federal’s online shopping site for the Custom Shop offers visitors the ability to select their version of the perfect rifle or shotshell load. For centerfire rifle, customers can choose from a variety of cartridges and then select a specific bullet type and weight. For shotshell, customers can select gauges, hull sizes, shot size and other options. The Custom Shop is a way to provide customers with more options that are not in its vast commercial catalog. If a desired custom ammunition option is not listed, it is simply not possible through the shop at this time. The long list of options on the Custom Shop menu is set, although options will change as the shop grows.

**What cartridge options will be available for centerfire rifle?**

Hunters and shooters select cartridge, projectile, and grain weight, choosing from a menu of available options. The Custom Shop will include ammunition for hard-to-find, SAAMI-approved cartridges that will be offered by Federal for the first time. Examples include 6.5-284 Norma, 26 Nosler, 257 Weatherby, 264 Win. Mag., 284 Win., 300 PRC, and 6.5-300 Weatherby Mag. Expect to also find popular calibers such as the 243 Win., 257 Roberts +P, 270 Win., 270 WSM, 308 Win., 7mm Rem. Mag., 30-06 Springfield, 6.5 Creedmoor, and 338 Federal in the Custom Shop.

**What bullet options will be available for centerfire rifle?**

Customers will also be able to buy ammunition with bullets not currently offered in Federal’s factory ammunition lineup. Examples include the Nosler AccuBond Long Range, Speer Impact, Barnes Tipped TSX, Nosler Partition, and Hornady ELD-X. Other bullets include Trophy Copper, Federal Premium Terminal Ascent, Berger Hunter Hybrid, Sierra MatchKing, and Nosler AccuBond. The specific list of available bullets varies per cartridge selected.

**For Custom Shop Centerfire ammunition, how are components selected?**

All components will be hand-selected for each load ordered. Custom Shop centerfire brass is selected and stocked for each cartridge. Primers are all Gold Medal Match, appropriately specified GM210M for standard cartridges or GM215M for magnums. Powders are chosen in the load design phase for optimum pressure, velocity and accuracy for the application. Each cartridge and bullet combination is a specific design in and of itself.

If Federal produces the brass we will use it, otherwise we source from top-quality suppliers such as Norma, Lapua, Nosler, Weatherby and others. Non-Federal brass will most likely not be FC headstamps, but rather the manufacturer’s headstamp. All brass will be nickel plated.

**What types of inspection are done to make this ammo accurate?**

Expert loading technicians will check multiple accuracy-enhancing specifications to maximize the potential of Custom Shop ammo. Technicians start with case/hull inspection, culling any potential defects, and will execute a series of inspections including, bullet-to-case concentricity, overall length, and base-to-bore dimensions. These checks coupled with extremely tight powder drop tolerance will ensure the maximum potential accuracy of all Custom Shop loads.

**Can customers specify other aspects such as overall cartridge length or desired velocity?**

Loading process aspects such as cartridge length and bullet seating depth, as well as performance criteria such as velocity will not be available for selection at this time. Rest assured, every ammo combination offered in the Custom Shop has been optimized for peak performance by Federal’s expert engineers. The experienced craftsmen and women in the Custom Shop will be combining only the best components with hands-on quality checks at every stage of the loading process. This attention to detail will produce consistent velocity, accuracy, safety, and overall performance for each round.

**What shotshell options will be available?**

The Custom Shop will offer more than 35 possible shotshell combinations loaded with Federal’s dense tungsten super shot (TSS) that is designed with turkey and waterfowl hunters in mind. Customers will choose their gauge, shell length, shot size and shot weight from a list of options. Gauges will include 10, 12, 16, 20 and 28, as well as .410 bore, with shotshell length varying from 2¾ inch up to 3½ inches. Payloads will range from 11/16-ounce up to a heavy-hitting 2½-ounce, and TSS shot sizes such as 7, 8, 9, and 10 will be available for selection.

**Will the ammo be test-fired for accuracy or pattern tested?**

Each batch of centerfire Custom Shop loads is tested for pressure and velocity. Accuracy is also validated for each batch of centerfire rifle loads. For shotshell loads, the design and pattern is pattern tested, but each batch is not, which is the same procedure for our standard factory-loaded shotshell products.

**For Custom Shop Shotshell, will Tungsten Super Shot (TSS) be the only shot type offered?**

At launch of the Custom Shop, other shot type and material are not offered.

TSS is an incredibly dense shot that has taken the hand-loading world by storm in recent years, and it’s an integral part of Federal Premium’s HEAVYWEIGHT TSS and Black Cloud TSS loads. Shotshells loaded with TSS represent a big upgrade from anything previously available, letting hunters kill gobblers, waterfowl and upland game farther than they ever thought possible. Payloads of No. 7, 8, 9 or 10s TSS shot provide high pellet counts—in many cases, more than double compared to lead loads of the same weight. The shot is 18 grams per cubic centimeter density and is 56 percent denser than lead. TSS provides optimum energy and the highest velocities at long ranges. Customers who have been asking for more options in TSS loads, such as 2¾-inch shell length, 28-gauge or 16-gauge, can now get them from the Federal Custom Shop.

**What primers and powders will be used for shotshells?**

All components will be selected appropriately for each load ordered and hand-loaded. This means components vary depending on the load ordered. All primers are selected appropriately for each specific load. Although 28-gauge hulls with primers are currently sourced by Federal. All powders used are of high-quality, reliable propellants from Alliant Powder and other sources, selected appropriately to create the most ideal loads for the best performance based on the Federal Custom Shop’s expertise.

**What hulls, wads and cards will be used?**

High quality hulls are built to needs of specific gauges. Colors will be the same as standard Federal shotshell ammunition: Brown for 10-gauge, purple for 16-gauge, yellow for 20-gauge and Burgundy (red) for 12-gauge, 28-gauge and 410 bore.

Hulls will have the length and payload information printed on the hull using a high-quality Apex printer, not a print stamp that can wear off. Wads and over-powder or over-shot cards (when appropriate) will all be of the best components available. Some loads will feature FLITECONTROL wads, others might feature standard wads, depending on gauge choice and other criteria. Card materials will depend on availability for each specific gauge. Some cards might be plain and others might be clear with Federal branding.

**Will shotshell loads be buffered and roll-crimped or fold-crimped?**

Waterfowl and upland loads will not be buffered and will be fold-crimped. The turkey loads are all buffered and roll-crimped with an over-shot card. These features are similar and consistent to how Federal’s factory-produced shotshells are offered.

**Why are Custom Shop Turkey Loads buffered and roll-crimped?**

Federal Custom Shop TSS turkey loads use buffered shot and a roll crimp to further boost effectiveness. Buffer evenly distributes the ignition force throughout the payload, allowing for uniform separation of the shot at muzzle exit. The roll crimp provides uniform compression of the buffered payload, which generates consistent ballistics and better pattern efficiency. Combined with a polymer over-shot wad, it also ensures that the entire buffer remains sealed inside the cartridge.

**Will orders be saved for a customer, so they get the exact same build again later?**

Yes, if the customer creates an online account. However, component lots could obviously change over time.

**Will customers receive ballistic information for their order of hand-loaded ammunition?**

Yes. Customers will receive ballistic chart information for their custom rifle ammunition from Federal.

**Will customers receive the component recipe or load data for their order of hand-loaded ammunition?**

No. Customers will not receive their order’s component recipe and load data from Federal.

**Can customers order wildcat cartridges?**

No. The Custom Shop will not be offering wildcat rounds or services.

**What if the Custom Shop isn’t currently offering the ammo I want?**

Shooters and hunters who can’t find their desired caliber, bullet, preferred grain weight, or shotshell load for sale in the Custom Shop can let the team at Federal know what options should be considered for future offerings via the Custom Shop order form, on social media, or via our website’s contact form at <https://www.federalpremium.com/support/contact-us>.

**Can customers order and buy factory loaded ammunition online with their Custom Shop order?**

Yes. The Custom Shop is part of Federal’s greater online shopping service. Select factory-loaded products are currently available to purchase online, direct from Federal. Customers can order both factory and custom shop ammunition on the same order, yet those products may ship separately based on factory ammunition inventory availability and Custom Shop lead times.

**What will Custom Shop ammo cost?**

Prices depend on caliber and shotshell configurations chosen. Customers can expect to see prices of $99.95 for a box of 20 rounds of rifle ammunition. A box of 10 shotshells will range from $79.95 for smaller payloads of TSS such as 410 bore, up to $120.95 for the larger 10-gauge payloads of TSS. Taxes and shipping charges will also be added. However, currently any order on federalpremium.com over $100 ships free, and customers can combine Custom Shop orders with other Federal products for sale online to receive free shipping. Pricing and shipping costs are subject to change.

**What can we expect from Federal Custom Shop in the future?**

Loading the best projectiles from across the hunting and shooting world draws on Federal’s legacy dating back to 1977, when the company first began manufacturing rifle ammunition using premium bullets from other manufacturers such as Nosler and Sierra. In the future, expect Federal to build on this legacy by offering customers an expanding suite of options such as additional calibers, projectiles, grain weights, shotshell options, packaging choices, and more. Customers with ideas for future Custom Shop offerings are encouraged to contact the team at Federal. Federal listens to customer demand, so popular and frequently ordered custom shop ammunition might be added to the catalog as factory-loaded ammunition as well.

Customers are also encouraged to sign-up for Federal’s E-Newsletter for updates on Custom Shop ammunition, new products and much more. For more information about the Federal Custom Shop and all other products from Federal ammunition, visit: [federalpremium.com/custom-shop](https://www.federalpremium.com/custom-shop).

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