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## Federal Punch Ammunition Can Knock Out Competition

*Federal's new hard-hitting, high-performance self-defense ammo beats everything else in its class.*

Federal Ammunition has been a leading producer of law enforcement ammunition for more than thirty years. Drawing on that knowledge, the company recently set out to design a new self-defense load that would provide excellent overall performance from popular carry guns. The result of those efforts is one of the most exciting new line of defensive loads to hit the market in years—Federal's new Punch ammo.

### **The Purpose-Built Punch**

Prior to Punch, all of Federal's most effective defensive ammunition were developed for duty use. Additional factors that go into law enforcement ammunition such as complex barrier performance is more heavily weighted in its requirements, which can add expense.

"Many personal defenders think, 'If it works for law enforcement then it's good for me.' That is a great guideline and still our ultimate recommendation," said Laack. "But that may add features not necessarily required for everyone's daily carry."

Federal saw a need for a reliable, accurate, terminally effective option that doesn't have to be the top scoring product in duty test procedures.

"Concealed-carry permit holders, especially new shooters, need an uncomplicated answer to the question 'What ammo do I need for self-defense'," said Federal Handgun Ammunition Product Manager Chris Laack. "Things to consider such as function, reliable ignition, barrier performance, terminal performance, ballistics and other considerations are a lot to digest for most people. What consumers really need to know is it will function in their gun, every time, and that it will be effective stopping a threat as quickly as possible. Punch is our easy answer for them."

"Punch is the first Federal Premium-branded Personal Defense line we made that was not specifically designed for law enforcement," said Laack. "Punch ammo was created based on what we've learned over thirty-plus years of being the leader in law enforcement handgun ammunition."

Unlike Federal's law enforcement bullets, which are designed to perform well when fired through a variety of barriers like steel and plywood, Punch ammo is a Federal Premium product designed specifically with the personal defender in mind. During the development of Punch ammunition, Federal's engineering team set out to create a brand-new Federal Premium bullet that excelled in evaluations that were most relevant to typical self-defense scenarios, primarily bare gel and heavy clothing. They used what they'd learned about jacket skives, which metals to use, and other aspects of handgun bullet design and applied that to engineering the optimum self-defense bullet.

"We weren't as focused on barrier performance and other technical elements that goes into ammunition for duty guns," said Laack. "It is an easy solution for those shooters looking for a load solely based on being a personal protection round for common defensive situations."

With their goal of creating an effective self-defense load for the most common self-defense scenarios in mind, Laack along with the product development and engineering teams at Federal began evaluating bullet designs to provide superior performance while maintaining a specific goal for pricing.

### **Building a Federal Premium Defense Bullet**

To accomplish this goal, Federal's teams focused on making an effective Premium option through simplicity. This is something only possible to achieve through decades of market leadership which Federal is known for.

"Simply put, we know more about making duty and defensive bullets than anyone," said Laack. "We used that knowledge and experience to create a product to specifically meet the needs of self-defense with a handgun. The result of that hard work is Punch."

Punch initially launched in five cartridges, all of which utilize bullets that are optimized for proper expansion and penetration in that specific caliber. Rather than developing a single bullet design for all five loads, the team at Federal evaluated each caliber individually and determined which bullet design and weight would work most effectively for each load.

Since the bullets weren't specifically designed to perform in FBI protocol testing, Laack and his team spent time tuning each Punch load to meet the needs of the self-defense shooter—namely reliable expansion and enough penetration.

"We looked at specifications from our Hydra-Shok Deep, HST and other bullet designs, and took what made sense for Punch," said Laack. "We selected whatever elements worked best for each individual caliber. We then played with thickness of the jacket, skive depth, hollow point geometry and even differences in lead cores to build the recipe for Punch."

The result is a blend of good overall performance from a Federal Premium bullet that was designed specifically for self-defense applications.

"We just used a softer lead, so the jacket skiving gives you the nice opening," Laack said. "The softer lead produces a more traditional kind of mushroom around the jacket."

In doing this, Federal managed to produce a high-performing hollow point defensive load that meet all its specific design goals.

"The fact that that we're launching Punch in the top five, most popular, self-defense chamberings on the market—all at once—makes a statement," said Laack. "Typically, a new self-defense ammunition is launched in only one or two calibers then others are added later. But not Punch, we believe in it and know shooters looking for effective defensive ammunition with its specific features will love it."

Also, in the build, Federal utilized nickel-plated cases, high quality powders, reliable primers with primer seal. Proven bullet profiles and geometry for reliable feeding.

The five Punch options include a .380 Auto 85-grain offering with a muzzle velocity of 1,000 feet per second, a .38 Special +P 120-grain load at 1,070 fps, a 9mm 147-grain load at 1,150 fps, a .40 S&W 16-grain load at 1,130 fps, and a .45 Auto 230-grain load at 890 fps. What's more, all these loads will be available immediately, and with MSRPs from \$15.95 to \$20.95 per box of 20.

### **Punch Outperforms Competition**

"Federal's best, top-of-the line self-defense ammunition will always come from the superior performance of HST and Hydra-Shok Deep, designed for duty guns and to meet FBI protocol measures," said Laack. "But, now for those shooters that don't care so much about those aspects, and just want good, solid performance can rely on Punch."

To prove that Punch ammo lived up to its promises of better penetration and expansion than competing defensive loads, Federal's engineering team conducted a side-by-side evaluation of Punch 9mm ammo with other 9mm self-defense bullets, at its price point, at the company's Anoka, Minnesota facility.

When compared to Hornady's Critical Defense ammunition, Federal's evaluations show that Punch provides better expansion in both the bare gel and heavy clothing tests. Punch also proved to have significantly deeper penetration measurements due to Critical Defense commonly stopping short in protocol measurements.

When compared to SIG V-Crown ammunition, Federal's test data reported that Punch showed similar expansion when shot through bare gel but Punch radically outperformed Sig in the heavy clothing test due to V-Crown bullets commonly failing to open. Punch had better measurements for penetration in bare gel and proved to be drastically better through heavy cloth due to V-Crown's failure to expand resulting in over-penetration.

Although all three loads have nickel plated cases, Punch was the only load of the three that comes with sealed primers. What's more, Punch ammunition was the least-expensive ammunition in the test.

In the end, it was obvious to Federal engineers that Punch ammunition offers superior performance over competitors, at a better price.

### **The Natural Choice**

Federal has made Punch ammunition a natural choice for concealed carry. Borrowing upon decades of law enforcement bullet design, the engineers at Federal have created an all-new, Federal Premium bullet that works effectively for personal protection and focuses on the needs of the personal defender.

Concealed carry permit holders are less concerned with factors such as barrier penetration through steel, plywood and auto glass and more concerned about choosing a bullet that is engineered from the ground-up to stop an attacker and work effectively in their chosen firearm. And, as the data shows, Punch bullets perform well in the tests that matter most to the average shooter—penetration and expansion through bare gel and heavy clothing.

What's more, Punch ammunition features Federal's smooth-feeding nickel-plated cases, advanced powders, and the sealed reliability of high-quality, sensitive primers. With Punch, personal defenders can be assured its components will do its job when it matters most.

Bottomline, Federal focused on creating a new product aimed at the most popular defense handguns, in the most popular calibers, and developed rounds that provide the best all-round product for that specific use. Punch delivers effective terminal performance based on a blend of penetration and expansion with a focus on use through clothing and in tissue. Without a doubt Federal's Punch ammo offers the best self-defense bullet performance in its class and could be a stepping stone product to higher more complex defensive rounds.

Federal ammunition can be found at dealers nationwide or purchased online direct from Federal. For more information on all products from Federal or to shop online, visit [www.federalpremium.com](http://www.federalpremium.com).

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