

News

BCLP ADVISES AMMO, INC. ON SALE OF MANUFACTURING ASSETS TO LEADING AMMUNITION MAKER OLIN WINCHESTER

Apr 24, 2025

BCLP advised AMMO, Inc., now known as Outdoor Holding Company (“AMMO”), on the sale of its ammunition manufacturing assets to Olin Winchester, LLC (“Olin Winchester”), a subsidiary of Olin Corporation.

The Asset Purchase Agreement was signed on January 20, 2025, and the transaction closed on April 18, 2025.

AMMO is the owner of GunBroker.com, the largest online marketplace for firearms, hunting, and related products. The sale represents a pivotal milestone in its transformation into a high-margin, tech-enabled e-commerce company centered around GunBroker.com. In connection with the sale, AMMO is beginning a formal rebranding process, including a corporate name change to Outdoor Holding Company, to better reflect its e-commerce identity and broader vision in the outdoor lifestyle and sporting goods sectors.

The transaction also reflects BCLP’s continued strength advising clients in the defense and advanced manufacturing space. As client relationship partner to AMMO, Jonathan Nesher also serves as the global leader of the firm’s Aviation, Aerospace & Defense Team—a multidisciplinary group that draws on deep industry experience and a coordinated global presence to serve companies navigating the commercial and regulatory complexities of this evolving sector. The group delivers tailored legal solutions to public and private companies, financial institutions, and private equity sponsors across the aviation, aerospace, and defense value chain.

The BCLP deal team was led by client relationship partner Jonathan Nesher (Corporate Transactions) with assistance from Tyler Mark (Corporate Transactions), Claire Trottier (Corporate Transactions), Hannah White (Corporate Transactions), and Alexis Dean (Corporate Transactions).

The team received invaluable assistance from Cathryn Benedict (Tax), Thea Hromadka (Real Estate), Jake Crabtree (Finance Transactions), Anthony George (Employment and Labor), Lucinda Althaus (Intellectual Property), Jason Haislmaier (Technology), Erin Brooks (Energy, Environment, and Infrastructure), Brad Copeland (Energy, Environment, and Infrastructure), Ken Achenbach (RWI),

Aaron Lapniewski (RWI), Rebecca Nelson (Antitrust), Paul Barrs (Antitrust), Megan Gajewski Barnhill (International Trade), Jennifer Kies Mammen (Government Contracts), Justin Benson (Government Contracts), Chris LaRocco (Commercial Disputes), Meryl Macklin (Commercial Disputes), Andrew Mackin (Corporate Transactions), Hallie Enix (Corporate Transactions) and Audrey Marrache (Corporate Transactions).

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MEET THE TEAM



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consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be “Attorney Advertising” under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP’s principal office and Kathrine Dixon (kathrine.dixon@bclplaw.com) as the responsible attorney.