



AMMUNITION MANUAL

CENTERFIRE / HUNTING

norma

DEDICATED SINCE 1902

Ammo of the north since 1902

Since 1902, our products have been assembled at the hands of specialists that over the years have mastered the art of producing the finest precision ammunition in the world. Locally produced from the heart of Swedish moose country, we take personal pride in delivering Swedish quality in every single cartridge we bring to the market.

Like a micro brewery of ammo, we represent craftsmanship, quality and expertise.

It takes more than 120 years to uphold a promise of delivering perfection in 0,11 seconds of a shot.

We've done our part. Now it's up to you!



NORMA ACADEMY

THE CHALLENGE WITH OUR PRODUCT ...

We don't sell a product. We sell a promise to fulfil a perfect experience.

But we as a product, is only as good as the person pulling the trigger. Therefore, we must always place the shooter first.

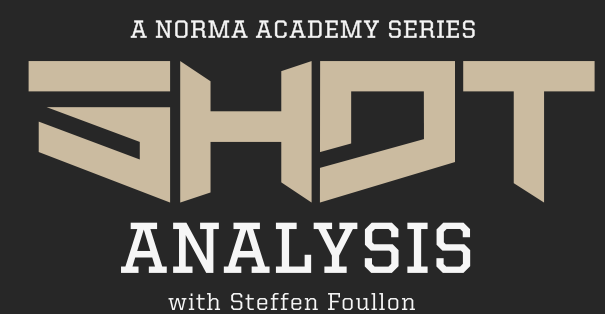
Because if the shooter understands everything that contributes to a perfect result, we empower him or her to choose the best possible product to realize their dreams.

Besides making the best product there is, our task is to inspire, engage and educate our users in all aspects of shooting.

This is NORMA ACADEMY.



THE EPIC HUNT

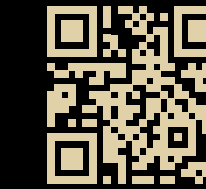


FROM FIELD  TO PLATE

CENTERFIRE PORTFOLIO

PREMIUM LINE

	Bullet type	Lead free	BC	Knock down	Long range	Allround	Short barrel/silencer	Penetration	Retained weight
BONDSTRIKE	PARTIALLY FRAGMENTING (CLOSE RANGE) EXPANSION (LONG RANGE)	—	██████████	██████████	██████████	██████████	—	██████████	██████████
TIPSTRIKE E	PARTIALLY FRAGMENTING	—	██████████	██████████	██████████	██████████	✓	██████████	██████████
DRYX	EXPANSION	—	██████████	██████████	██████████	██████████	✓	██████████	██████████
WHITETAIL	PARTIALLY FRAGMENTING	—	██████████	██████	██	██	—	██	██



PRECISION AT ALL RANGES

BONDSTRIKE™ is a high speed, flat trajectory projectile, developed with high precision and performance from NORMAL to long hunting ranges.

Bondstrike offers superb accuracy over long ranges and is the perfect choice for the hunter who needs a reliable bullet on a wider variety of ranges.

This is NORMA's Formula 1 projectile in design and technology and is used by the true experts who push their products to the absolute limits.

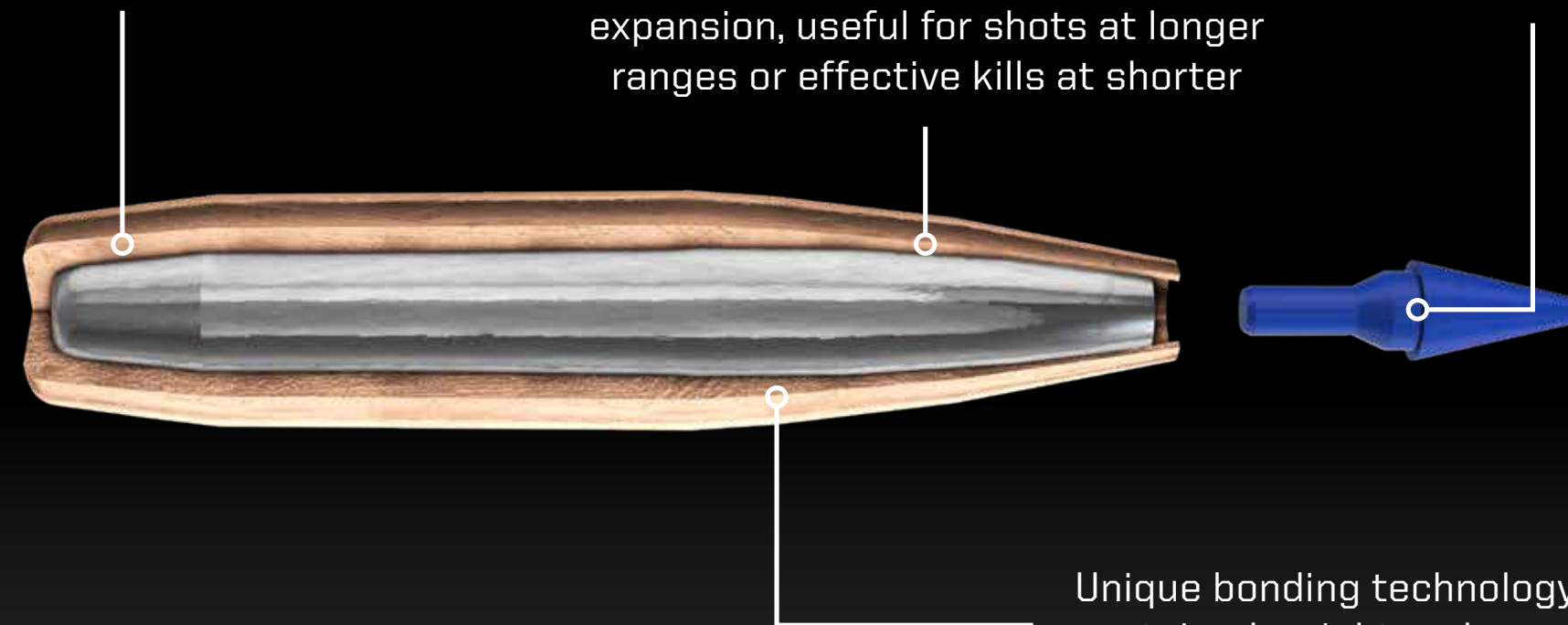
BULLET POINTS

Match boat tail for minimal drag and consistent accuracy over longer ranges

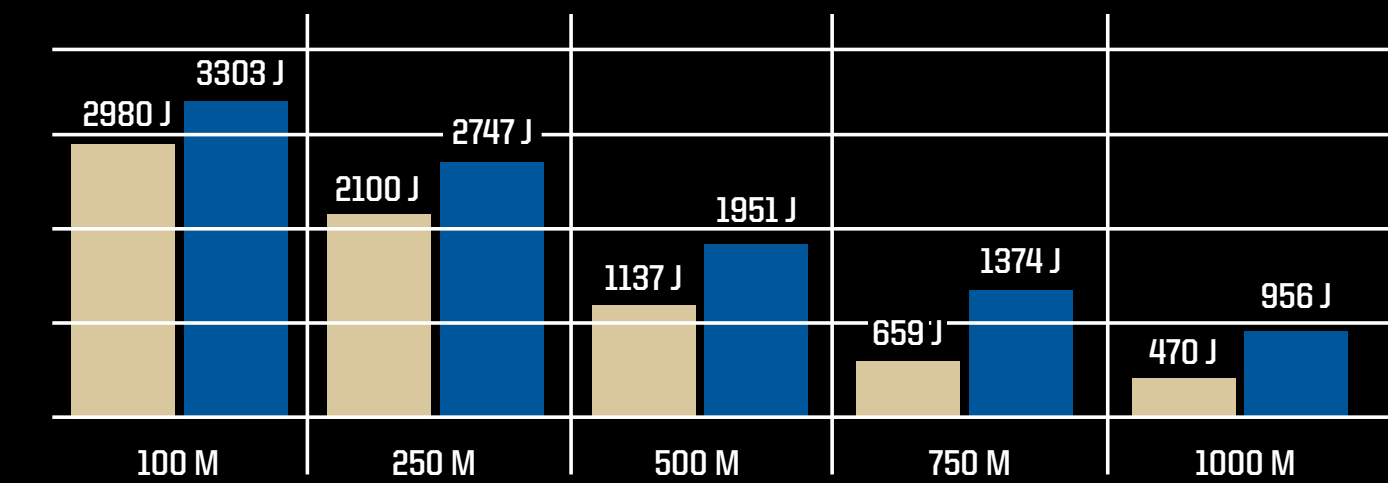
Thin front-jacket ensures rapid expansion, useful for shots at longer ranges or effective kills at shorter

Aerodynamic polymer tip for high BC and quick expansion

Unique bonding technology for high retained weight and penetration



IMPACT ENERGY GRAPH UP TO 1000 METERS



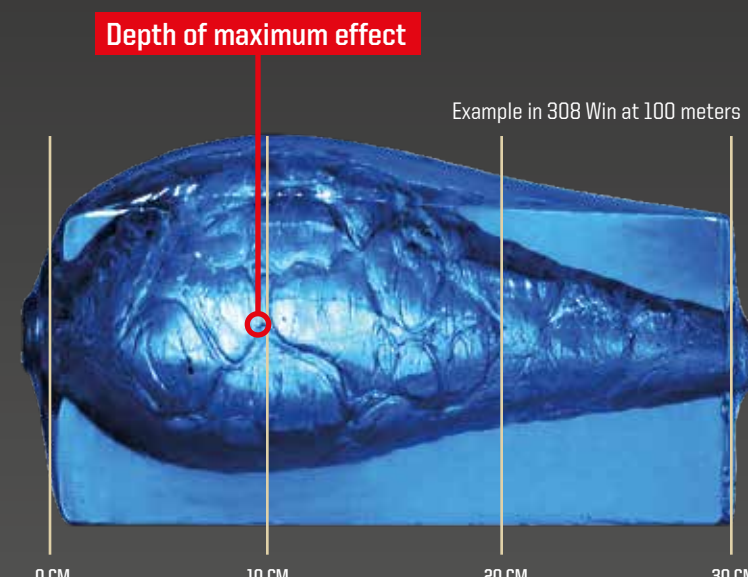
MUSHROOMS (.308 WIN)



BOX DESIGN



BALLISTIC GEL



PROPERTIES

	Long range	Allround	Penetration	Retained weight
BONDSTRIKE	██████████	██████████	██████████	██████████
ORYX	██████████	██████████	██████████	██████████
TIPSTRIKE	██████████	██████████	██████████	██████████
EVOSTRIKE	██████████	██████████	██████████	██████████
ECOSTRIKE	██████████	██████████	██████████	██████████

COMPETITORS

ACCUBOND LR - EQUAL OR SLIGHTLY BETTER PERFORMANCE. BONDSTRIKE HAS HIGHER RETAINED WEIGHT AT SHORTER DISTANCES.

HORNADY ELD-X - NOT A BONDED BULLET WHICH MAKES IT MORE UNRELIABLE AT IMPACT - VERY IMPORTANT WHEN TALKING ABOUT EFFECT IN GAME.

SIERRA TIPPED GAME KING - NOT BONDED WHICH MAKES IT MORE UNRELIABLE AT IMPACT.

BONDSTRIKE™ SIX COMMON QUESTIONS



01.

What happens with Bondstrike at short to medium ranges?

Naturally, Bondstrike becomes a more aggressive bullet at shorter ranges. But it still shows comparatively higher residual weights than competitors due to its unique bonding technology, borrowed from the ORYX. Many hunters today still use the Bondstrike as the perfect all round bullet for modern hunts, when effect and precision at various ranges are prioritized.

02.

Why can't I find Bondstrike in all calibers?

We continuously release new calibers in the Bondstrike series as factory loaded ammunition. Today we also offer Bondstrike as a reloading component which makes it possible for you to laborate with more calibers and different loads.

03.

What's the difference between Bondstrike and Oryx?

Both bullets are bonded with NORMA's unique bonding technology but Bondstrike is designed to consistently and precisely hit the target and effectively deliver energy even at very long distances. Thinner front jacket and a tip, which guarantees expansion at low velocities. Generally speaking, one can say that Bondstrike performs at 300 meters the same way Oryx performs at 100 meters. This is a gross simplification since it differs a lot from caliber to caliber. But it helps understand how the different designs delivers different results.

04.

How do we define "Long range hunting" when we talk about Bondstrike?

"Long-range" is a wider field of shooting that we don't fully cover when talking about hunting. The "ethical" aspect is important and hunting game at long ranges is generally something we don't promote unless circumstances are special. The bullet performs at distances up to a 1000 meters with satisfactory expansion on targets equivalent to medium game. However, we recommend extra precaution to shoot at distances already beyond 300 meters which would then give us an interval of approximately 300-800 meters for effective "long-range hunting."



BONDSTRIKE 6.5 100 M



ORYX 6.5 100 M

05.

How does Bondstrike compare to similar long range hunting bullets on the market?

We have benchmarked Bondstrike against the Accubond LR and the ELD-X bullets. At medium to long range we see more or less similar results with the Accubond LR which is also a bonded bullet. But at shorter distances, below 100 meters, Bondstrike shows a higher residual weight.

The ELD-X is not a bonded bullet at all and in our tests it basically disintegrates at short distances while also giving a less consistent result at medium to long distances.



06.

Do you sell Bondstrike as a reloading component?

Yes.

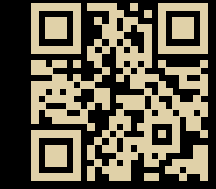
norma

DEDICATED SINCE 1902

PREMIUM LINE

ORYX™

PREMIUM BONDED CORE



PREMIUM BONDED ALL ROUND BULLET

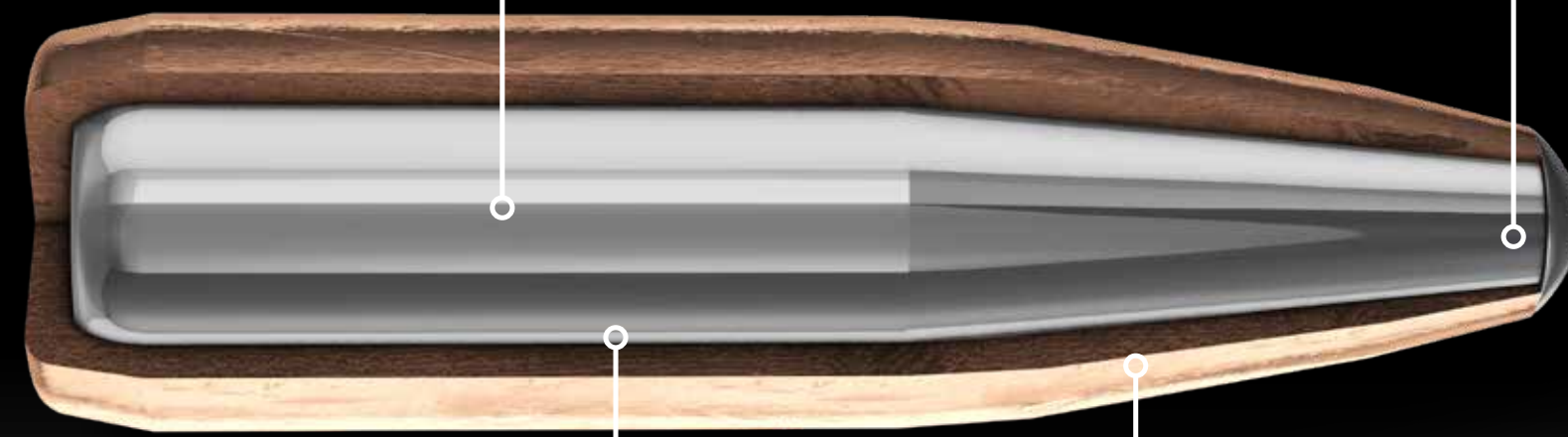
Since the introduction of ORYX in 1996, we have been the industry benchmark in bonded bullets.

With a combination of rapid expansion, high residual weight and deep penetration, ORYX is the number one all-round hunting bullet. When hitting the target, it expands quickly without fragmenting or breaking apart. Thanks to the unique bonding technology, ORYX offers residual weights up to 99% in some calibers on standard hunting ranges.

BULLET POINTS

Unique bonding technology that gives a retained weight up to 99% in some calibers

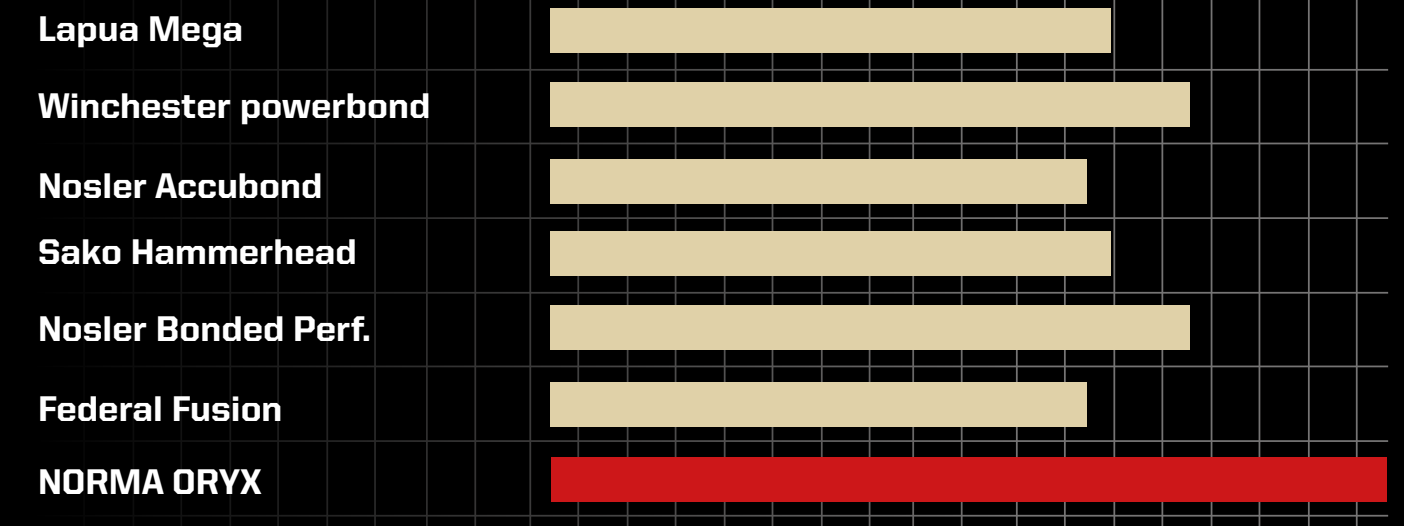
Soft nose to secure massive mushrooming



Designed for optimal penetration

Lead core with thin copper jacket

RESIDUAL WEIGHT COMPARISON 308 WIN AT 100 METERS



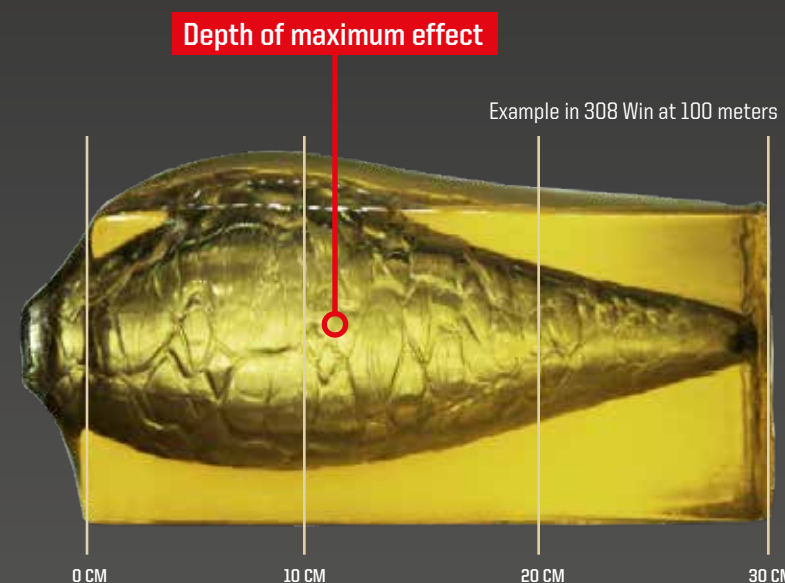
MUSHROOMS (.308 WIN)



BOX DESIGN



BALLISTIC GEL



PROPERTIES

	Long range	Allround	Penetration	Retained weight
ORYX	██████████	██████████	██████████	██████████
TIPSTRIKE	██████████	██████████	██████████	██████████
EVOSTRIKE	██████████	██████████	██████████	██████████
BONDSTRIKE	██████████	██████████	██████████	██████████
ECOSTRIKE	██████████	██████████	██████████	██████████

COMPETITORS

- FEDERAL FUSION - HIGHER RETAINED WEIGHT WITH ORYX
- NOSLER BONDED PERFORMANCE - HIGHER RETAINED WEIGHT WITH ORYX
- SAKO HAMMERHEAD - HIGHER RETAINED WEIGHT WITH ORYX
- NOSLER ACCUBOND - TIPPED BUT NOT THE SAME RETAINED WEIGHT
- WINCHESTER POWERBOND - SIMPLER DESIGN
- LAPUA MEGA - SIGNIFICANTLY LOWER BC IN MOST CALIBERS



0 m



25 m



100 m



150 m



01.

What makes the Oryx "all-round"?

ORYX is an extremely reliable bullet with high penetration, high residual weight and deadly energy delivery. It is also offered in a wide range of calibers and bullet weights, making it the perfect choice for both the store and the end consumer.

02.

When should I choose ORYX?

Primarily the "regular" hunter who hunts a wide variety of game with his or her caliber. 308 Win is a common moose hunting cartridge as well as roebuck, fox and wild boar. You can extrapolate from that when looking at smaller or larger calibers.

03.

How effective is Oryx?

When hitting the target Oryx expands quickly and the bonding technology ensures deep penetration and massive energy delivery in the vital organs, especially in larger games.



04.

Is Oryx a Swedish bullet?

Yes, it is and has always been manufactured in our factory in Åmotfors, Värmland since 1996.

05.

What makes the Oryx core unique?

The unique bonding technology which prevents the core to separate from the jacket when expanding.



06.

Is Oryx still effective with my shortened barrel and mounted silencer?

Of course, but we have recently developed an Oryx Silencer version with higher velocity and features that will give your silencer a longer life.



ORYX™
SILENCER



ORYX™ TOP THREE USP'S

“Best moose hunting bullet on the market.”

“The only bullet you need. Comes in many bullet weights”.

“Never found any lead residues in the meat after the moose hunt”.



01.

Best in class retained weight

No other bullet on the market retains its weight like Oryx at various distances.

02.

Widest range of calibers and bullet weights

In the most popular calibers you usually have 2 to 3 different bullet weights to choose from.

03.

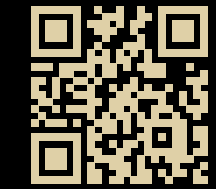
Proven since 1996

Oryx is by far the single most sold hunting bullet from NORMA on the market today.



TIPSTRIKE™

TIPSTRIKE™ VARMINT



Available calibers

Scan the QR code or go to
NORMA-ammunition.com

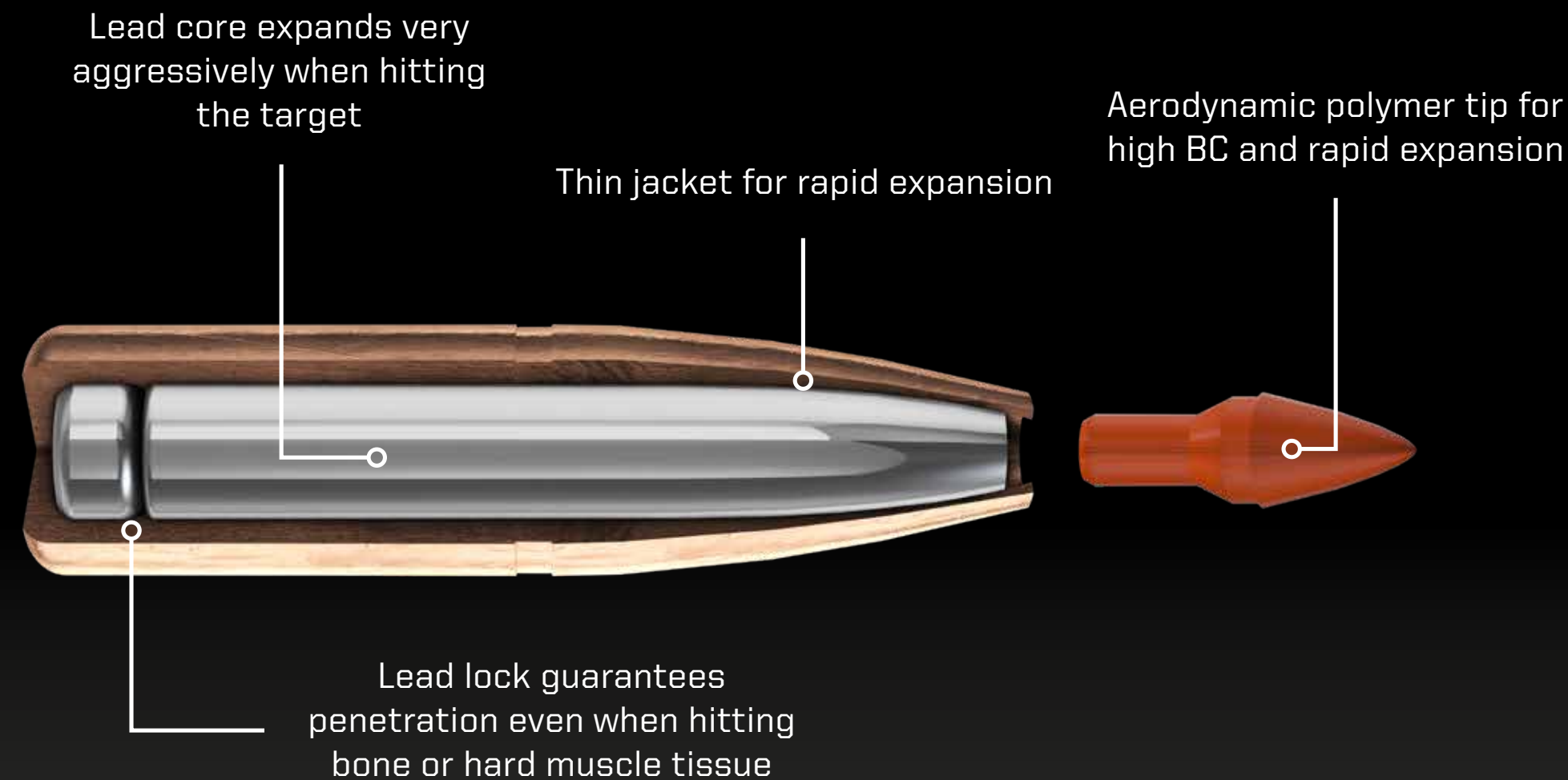
INSTANT STOP

Designed to stop the animal dead in its tracks, TIPSTRIKE offers massive effect at short to standard ranges.

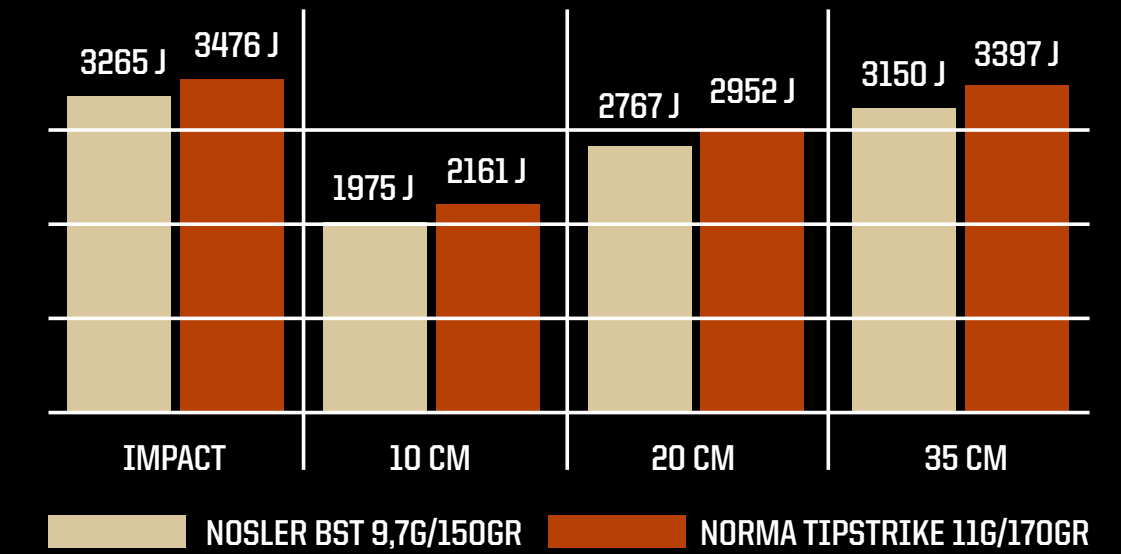
TIPSTRIKE is constructed with a thin jacket and an aerodynamic polymer tip that ensures rapid expansion upon impact. But fast expanding, aggressive bullets always run the risk of delivering its energy too early in the game, due to thick skin, bone or other hard penetrating obstacles, TIPSTRIKE is constructed with a unique lead-lock that offers reliable penetration all the way into the vital organs of the animal.

It's the perfect knock-down bullet for fast shots and moving targets. The first hand choice for driven hunts and other challenging hunting situations. TIPSTRIKE also exists in a Varmint version in 222 Rem, 223 Rem, 22-250 Rem and 234 Win without the lead-lock.

BULLET PIN POINTS



ENERGY TRANSFER COMPARISON 80 METERS



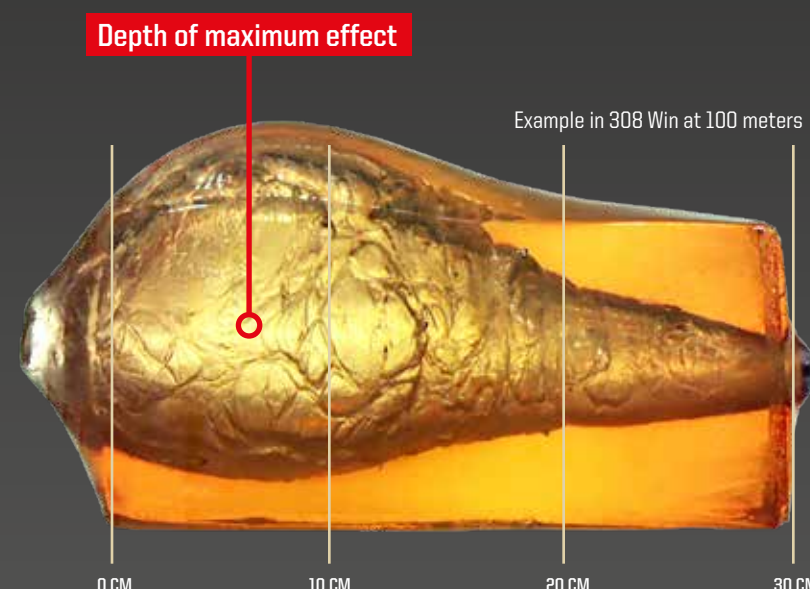
MUSHROOMS (.308 WIN)



BOX DESIGN



BALLISTIC GEL



PROPERTIES

	Long range	Allround	Penetration	Retained weight
TIPSTRIKE	██████████	██████████	██████████	██████████
EVOSTRIKE	██████████	██████████	██████████	██████████
BONDSTRIKE	██████████	██████████	██████████	██████████
ORYX	██████████	██████████	██████████	██████████
ECOSTRIKE	██████████	██████████	██████████	██████████

COMPETITORS

HORNADY SST - LESS PENETRATION WHICH SOMETIMES GIVES A SHALLOW EFFECT WHICH DOESN'T KILL THE ANIMAL.

SAKO GAMEHEAD - NO TIP AND NO LEAD-LOCK. TIPSTRIKE GIVES MORE RELIABLE AND CONSISTENT EXPANSION AND DELIVERS BETTER PENETRATION UPON IMPACT.

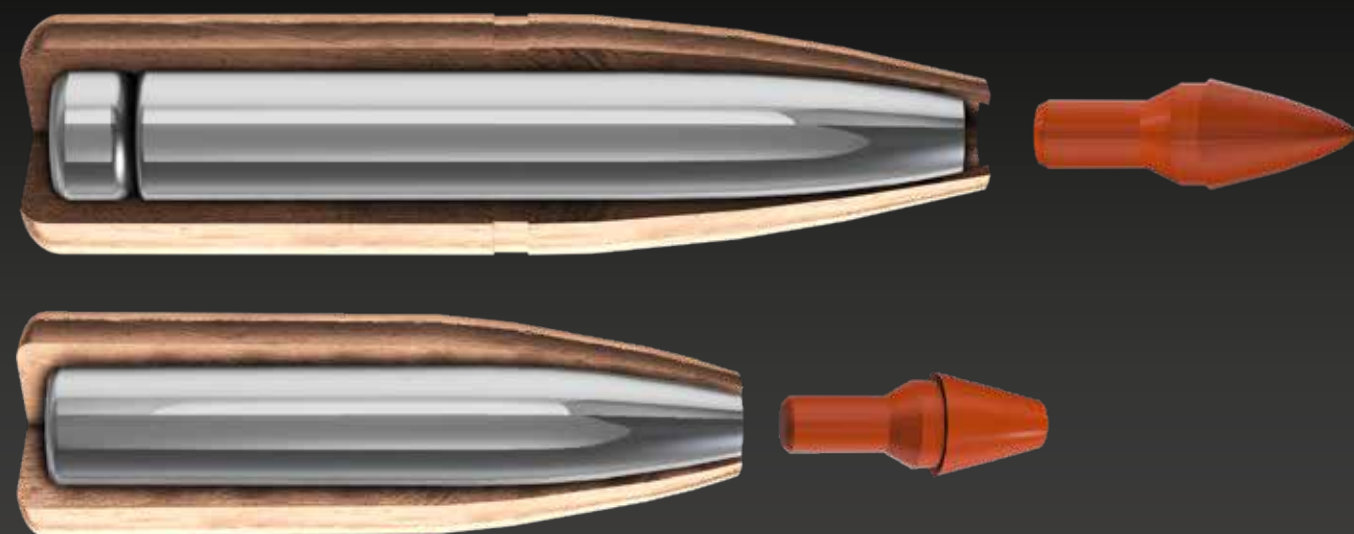
WINCHESTER EXTREME POINT - NO LEAD LOCK REMINGTON TIPPED CORE LOKT - NO LEAD LOCK AND LESS PRECISION.

WINCHESTER POWERBOND - SIMPLER DESIGN AND MUCH CHEAPER

01.

How does TIPSTRIKE differ from other "wet" bullets on the market? For example Nosler BST and Hornady SST?

The main difference is that TIPSTRIKE is equipped with an internal lead-lock that ensures penetration all the way to the vital organs.



02.

How does TIPSTRIKE Varmint differ from a regular TIPSTRIKE?

The TIPSTRIKE Varmint doesn't have a lead-lock inside. In these small calibers, it's all about effect and aggressive energy delivery, while the game is fairly small.

03.

What does TIPSTRIKE Silencer do?

The cartridge is optimized to create a minimum amount of muzzle flash in shorter barrels which is good for late night wild boar hunting for example. Also the velocity is greater, compensating for the loss of velocity in a shorter barrel. The optimized load also reduces corrosive residues that gets stuck in the silencer and the muzzle pressure is significantly lower which makes your silencer last longer, and helps when using night vision sights.

04.

When should I choose TIPSTRIKE as my ammunition?

This is a perfect bullet for driven hunt and when quick and challenging shots are required. The projectile delivers massive knock down power and penetrates effectively when hitting hard bone, thick skin or tough muscle tissue.

05.

Do you sell TIPSTRIKE as a reloading component?

Yes.



06.

Why do you call TIPSTRIKE a "wet" bullet?

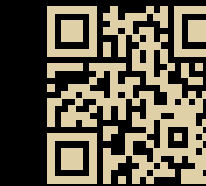
TIPSTRIKE is a lead bullet with very aggressive expansion capabilities. The front jacket is made thin to make it easier for the lead core to quickly expand. The polymer tip initiates the expansion more rapidly and the result is a devastating and lethal effect in the animal.

norma

DEDICATED SINCE 1902

WHITETAIL™

RELIABLE, EFFECTIVE, AFFORDABLE.



GOING BACK TO THE BASICS WITH NORMA WHITETAIL LINE.

When hunting season starts, you want to be able to count on your ammunition.

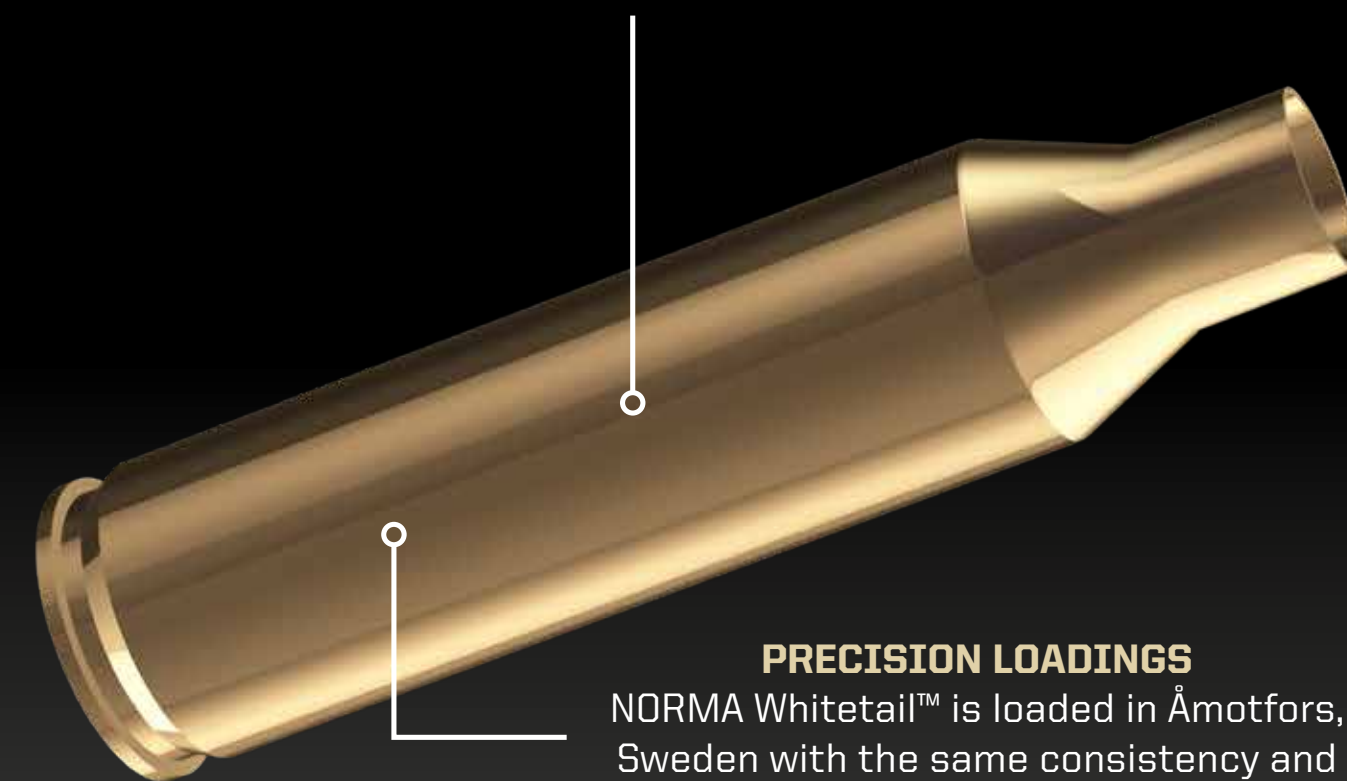
NORMA's Whitetail line of ammunition is loaded with the highest quality brass that meets and exceeds the standard set forth by reloaders. NORMA's proven soft-point bullet, matched with our premium brass case allows for confidence in shot to shot performance.

NORMA Whitetail is offered in a wide range of calibers and bullet weights to cover everything from small, medium to large game hunting.

BULLET PIN POINTS

NORMA BRASS CASES - UNMATCHED RELOADABILITY

NORMA Brass has become the household name among reloaders all over the world. A perfect blend of high quality copper and zinc, together with a long heritage of in-house developed manufacturing techniques, NORMA brass offers reloadability and consistency far beyond any competitors on the market.

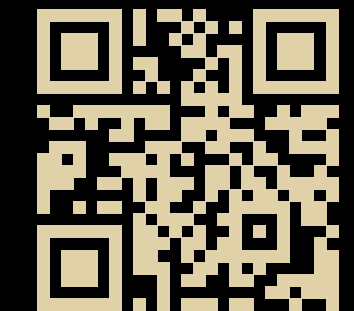


PRECISION LOADINGS
NORMA Whitetail™ is loaded in Åmotfors, Sweden with the same consistency and care as all NORMA Ammunition.

SOFT POINT™

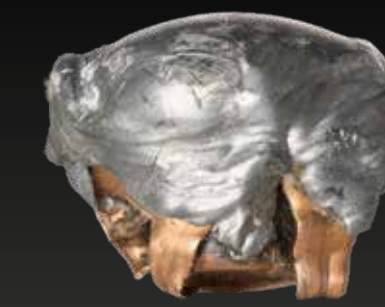
NORMA Soft Point™ is a popular classic among deer hunters all over the world. It features a flat-based bullet which offers consistent accuracy every time. The exposed lead tip, coupled with an expanding quick lead core results in fast knock down effect and deep penetrative performance, delivering all its energy in the vital organs.

COMMERCIAL VIDEO



Promo video

MUSHROOMS (.308 WIN)



25 meters



100 meters

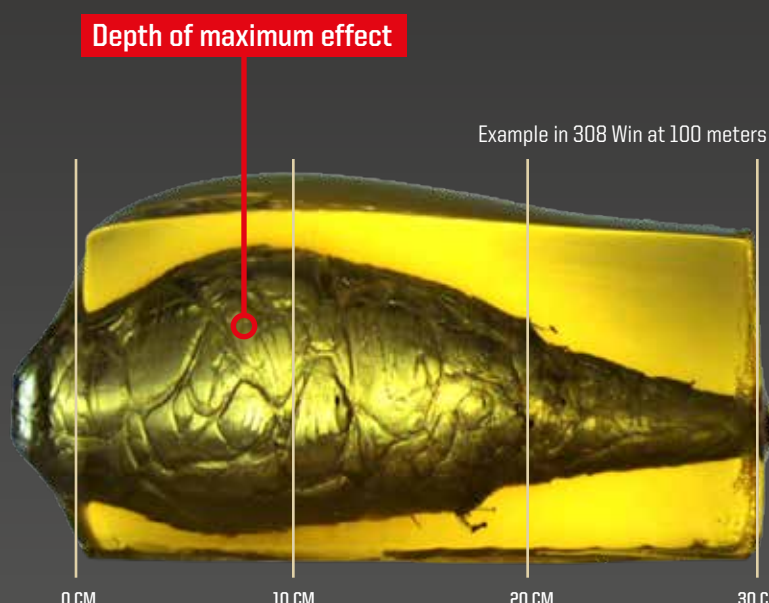


150 meters

BOX DESIGN



BALLISTIC GEL



PROPERTIES (STANDARD LINE)

	Long range	Allround	Penetration	Retained weight
WHITETAIL	██████████	██████████	██████████	██████████
VULKAN	██████████	██████████	██████████	██████████

KEY FEATURES

- Soft point nose for rapid expansion
- Flat base provides consistent accuracy
- Thin Jacket for expansion at high and low velocities



01.

Is NORMA Soft Point™ and NORMA Whitetail made in Sweden?

Yes, they are produced locally in our Swedish factory in Åmotfors.



04.

What is unique with NORMA WHITETAIL™ cartridges?

The bullet is loaded in NORMA's high quality cases well known for its superior consistency and high reloadability.



02.

Consolidation of all NORMA softpoints into one family?

2023 we make a significant line extension within WHITETAIL to consolidate all NORMA softpoints into one family. Whitetail now offers a full range of calibers as well as multiple bullet weights in popular calibers. Together with this launch we discontinue the ALASKA family as a product name as well as stand alone Soft points.

05.

Can I hunt Large game with NORMA WHITETAIL?

Yes, you can. But bonded bullets give you better penetration.

03.

What explains the bullet's rapid expansion?

The NORMA Soft Point™ is not bonded.



06.

Why is NORMA WHITETAIL™ cheaper than your other bullets?

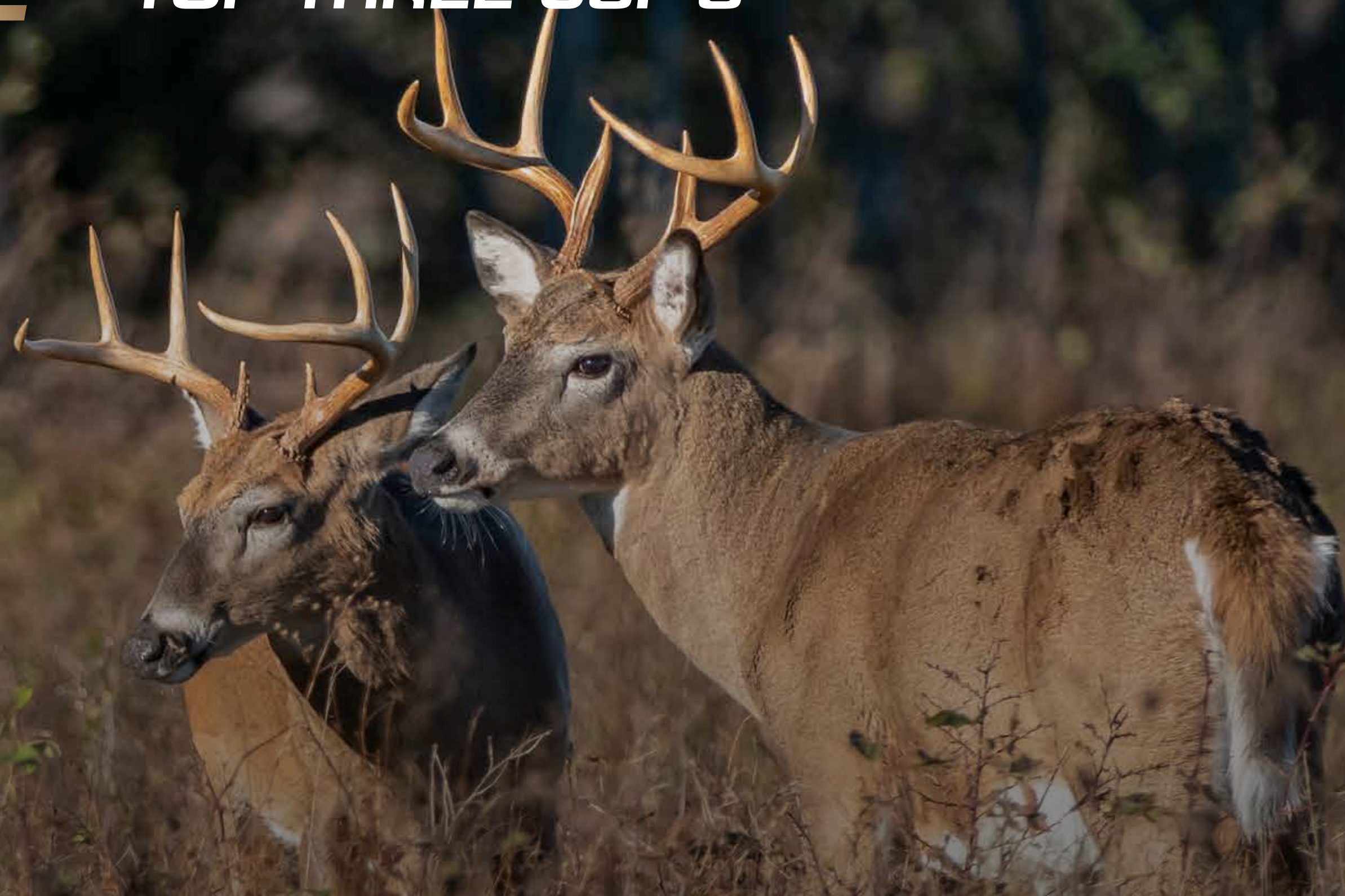
We developed NORMA WHITETAIL™ as a simple traditional soft point lead bullet for the avid volume hunter with great precision at an affordable price. It is also produced in a considerable bigger volume for the US market which keeps the cost of production down.





WHITETAIL™

TOP THREE USP'S



01.

Affordable

Great "wet" bullet at an affordable price.

02.

Highly effective

Rapid expansion with superior accuracy.

03.

Reloadable

Reloadable premium NORMA cases.

STANDARD LINE

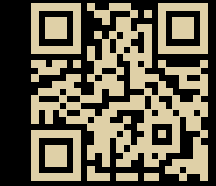


JAKTMATCH™

PRACTICE WITH THE BEST



JAKTMATCH™



Available calibers

Scan the QR code or go to NORMA-ammunition.com

BULLET PIN POINTS

PREMIUM FMJ AMMO FOR EVERYDAY PRACTICE

JAKTMATCH is THE practice ammunition on the market. Consistent firing in tight groupings - identical to most of NORMA's hunting bullets at standard ranges. Also loaded to similar velocities as our standard hunting ammunition, for practice on moving targets.

Practicing your shooting, zeroing your rifle or hunting Capercaillie in the tree tops, JAKTMATCH has been the number one choice for Nordic hunters through decades.

A meticulous production process, refined over decades, ensures high quality and consistency in every round. Bullets and cases are produced on site and the cartridges are all assembled here in the NORMA factory in Åmotfors Sweden to ensure the highest quality all the way.

"The Running Moose"

What many hunters don't consider is that a regular FMJ bullet on the market is usually lighter than standard hunting bullets, which affects velocity. Practicing on moving targets, this makes a considerable difference switching back and forth between practice ammo and your hunting rounds. The Jaktmatch is loaded so that your practice rounds resemble the performance of your NORMA hunting ammunition. Especially on the "running moose" which is a mandatory standard shooting test on a moving target in Sweden.



Full metal jacket with high demands on precision and consistency.

BOX DESIGN



COMPETITORS

SAKO SPEEDHEAD - JAKTMATCH HAS A BETTER BC. LOADED WITH SLIGHTLY LESS SPEED BUT WITH A HEAVIER BULLET FOR BETTER AND MORE CONSISTENT PRECISION.

SELLIER BELLOT FMJ - 96 BULLET HAS SLIGHTLY LOWER BC. SB CARTRIDGES HAS SIGNIFICANTLY LESS CONSISTENT PERFORMANCE IN TERMS OF PRECISION AND RELIABILITY

THREE COMMON QUESTIONS

01.

Can I use Jaktmatch™ for anything else than practicing?

Yes, it works very well when hunting birds. Especially Capercaillie in tree tops.

02.

Is it true that I can use Jaktmatch™ to zero my regular hunting ammo from NORMA?

Yes and no. Most ammunition from NORMA do not deviate considerably at regular hunting distances of 50-100 meters. It is up to you as a hunter if you want to use cheaper practice ammunition to zero your rifle. Products like Bondstrike™, Ecostrike™ and Evostrike™ are especially designed with better ballistics for flatter trajectories which will give you greater deviations the further away you want to shoot at. Given that you are aware of these limitations, the choice is yours how you want to use your practice ammunition.

03.

Is Jaktmatch™ loaded in NORMA's regular cases?

Yes, Jaktmatch is loaded in NORMA's high quality brass cases. The cases can be used as high quality components for reloading.

JAKTMATCH™ TOP THREE USP'S



01.

Calibrated for the Swedish "running moose"

What most people don't know, is that Jaktmatch - with a comparatively lighter bullet than our standard hunting bullets - is loaded to similar velocities as our standard hunting ammunition. Therefore you are safe to practice with Jaktmatch on the Swedish "running moose" target at the range. A test which is mandatory for all hunters in Sweden. And then use your regular hunting ammo in the forest, knowing that you will hit the target where you practiced.

02.

Grouse and capercaillie hunting

What most people don't know, is that Jaktmatch - with a comparatively lighter bullet than our standard hunting bullets - is loaded to similar velocities as our standard hunting ammunition. Therefore you are safe to practice with Jaktmatch on the Swedish "running moose" target at the range. A test which is mandatory for all hunters in Sweden. And then use your regular hunting ammo in the forest, knowing that you will hit the target where you practiced.

03.

Only practice ammo you need

Only practice ammunition you need in the store because of the wide range of calibers available and the availability at NORMA due to high volumes.



DEDICATED SINCE 1902

For nearly 120 years, NORMA has been the microbrewery of the ammunition industry. Care, passion, quality, and an endless search for the “perfect bullet” makes this a particularly relevant analogy. Producing advanced ammunition at this highly technological level is a demanding process that incorporates deep respect for this ancient craft and a genuine passion for the world of hunting and marksmanship.

www.norma-ammunition.com