



## **NOC Names Astral Designs Its 2014 Vendor of the Year** Asheville, NC Company Leads the Way in Products, Support and Sales

**Salt Lake City, UT (August 6, 2014)**— Nantahala Outdoor Center (NOC) named Astral Designs the winner of its prestigious 2014 Vendor of the Year award today at the Outdoor Retailer Summer Market in Salt Lake City, UT. With a long-standing commitment to quality and design, the Asheville, NC brand has led the way in developing gear that enhances on-the-water experiences for NOC's guides and guests. Astral continues to produce excellent floatation products and innovative footwear that make the brand one of the strongest in NOC's retail locations.

"Astral really stepped up in the last year to find that synergy of great product, vendor & sales representation support and ultimately sales performance" said NOC Vice President of Retail Jay Curwen. "Their support of our Master Guide program—the crucible through which NOC guides pass to become truly World Class—has really elevated Astral Designs in the eyes of the user. We are proud to have them, not only as a leading vendor partner, but as a neighbor here in Western North Carolina."

The 2014 Vendor of the Year award was presented to both Astral senior management and their sales representation Effort, Inc.

### About Astral:

Founded in 2002, Astral leads the life vest industry in innovative design and responsible manufacturing. Expanding on its commitment to serving core outdoor enthusiasts, Astral now offers award-winning footwear and an innovative collection of products made from industry scrap materials. Astral operates out of three locations worldwide: North Carolina, Vietnam, and Bali. For more information about Astral and its new footwear line, see [astraldesigns.com](http://astraldesigns.com).