



Outdoor Products Manufacturing

AshevilleChamber.org/outdoorindustryassociation



Skilled, Creative, Diverse, Passionate

A gateway to the Southern Appalachian Mountains, Asheville, North Carolina, is an increasingly popular destination for outdoor recreation, attracting adventurous people, outdoor industry leaders and business startups.

There's a long-standing tradition in Buncombe County of creating products and making them work effectively. A legacy of self-sufficiency in the region embraces doing it right the first time while making superior products that stand the test of time. This creative, quality-driven culture is evident in Asheville's manufacturing community today where well over 300 companies manufacture products in the four-county Asheville Metropolitan Statistical Area. The diversity of products and companies is impressive: the area manufactures products for industries in outdoor recreation, computer and electronics, plastics and rubber, aerospace and automotive, machinery, paper, and much more.

2010-2015 EDC Announced Activity:

- 35 Companies
- 2,860 Jobs
- \$1,001,420,000 Investment

Focus Report from the



Asheville-Buncombe County



Asheville, North Carolina We Get Outdoors



“From the deep sense of community to the rich natural environment and the opportunity to revitalize a brownfield site near a vibrant downtown, Asheville has everything we’ve been looking for in a location for our second brewery.”

— Kim Jordan, CEO of New Belgium Brewing

The Great Outdoors

From the **Great Smoky Mountains’** 800 miles of hiking trails and the **Appalachian Trail** to the scenic **Blue Ridge Parkway**, which attracts more than 15 million annual visitors, Western North Carolina is consistently acclaimed as a top outdoor recreation destination. Popular areas close to Asheville like **Pisgah National Forest** and **DuPont State Park** attract everyone from casual day trippers to ultra-athletes for outdoor recreation such as hiking, mountain biking, kayaking and touring...ultimately making Asheville the ideal location for companies focused on outdoor manufacturing to test their gear in the field. Thanks to these abundant natural resources, a growing outdoor industry association is developing in the Asheville area. www.outdoorgearbuilders.com.

The proud tradition of handcraft, rooted in Appalachian Culture, is evident in Asheville’s advanced and outdoor manufacturing industries, as well as arts, music, and craft beverages. Here the untamed spirit collides with pioneering makers and entrepreneurs across business sectors.

*National Geographic Travel
named Asheville one of the
“World’s Best Cities.”*

- National Geographic Travel
October 2014

*Asheville named among
America’s best river towns.*

- Outside Magazine, June 2012



The Asheville Area offers a thriving economy of outdoor products manufacturers producing everything from tents to bike parts to kayaks.

Asheville ranked #8 of the smartest cities in the “small smart set” category.

- Forbes, November 2014

**Asheville MSA 2012
Manufacturing Exports:
\$5,074,253,822**

(Money received in the region through foreign and external sources.)



Outdoor Products

Outdoor enthusiasts are eager to live and work here, enjoying a natural fit with our spectacular mountains and temperate climate. Outdoor products companies can test products in their own back yard with potential customers that truly appreciate craftsmanship.

“Asheville offers four seasons, close to the mountains. The outdoor culture is what we’re about. Three of four seasons are suitable for ‘hammock lifestyle,’ it is a laid back place. Everybody wants to support the local economy—that is a common thread here.”

— Bobby Jackson, Sales Manager
Eagles Nest Outfitters, Inc.

The Asheville Region has emerged as a hot-bed of innovation in the craft beverage industry, boasting over 40 craft breweries, cideries, distilleries and the most visited winery in the world on Biltmore Estate.

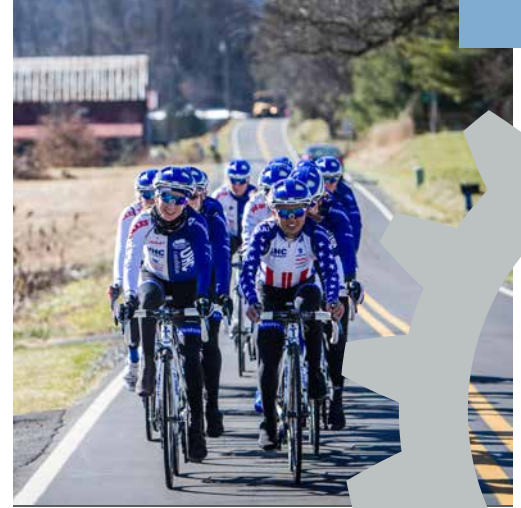
There are numerous business reasons to relocate, start, or expand your outdoor products manufacturing company here.

With quality of life in no short supply, the Asheville region allows you to live and work in what is arguably one of the most beautiful regions in the world. With easy access to most major cities on the eastern half of the United States, the Asheville area is equipped to meet transportation needs via major interstates and highways, a regional airport, and rail. Additionally, there may be available incentives for companies that meet certain criteria. We invite you to find out how your manufacturing business can benefit from choosing the Asheville region.

[AshevilleChamber.org/
outdoorindustryassociation](http://AshevilleChamber.org/outdoorindustryassociation)

“There are several reasons we enjoy being in the Asheville area. It begins with our employee base, access to customers, having suppliers within a 150 mile radius, easy to get parts, and a dynamic workforce. Then it extends to the community and culture. Access to a regional airport is also important, and Asheville’s airport serves Charlotte and Atlanta; you can get anywhere in two legs. This is important for business and our employees’ families.”

— Jeff Powers, Director of Operations,
Asheville, Thermo Fisher Scientific



A Few of the Top Outdoor Industry Leaders in the Asheville Metro Region

Astral

Shoes and Watersports

Bellyak

Kayaks

Cane Creek

Bike Components

Diamond Brand Outdoors

Camping & Backpacking Gear

Eagles Nest Outfitters

Hammocks & Camping Gear

Feel Free Kayaks

Kayaks

Industry Nine Componentry

Bike Components

Liquid Logic

Kayaks

Outrider USA

Performance Bikes

Pyranha Mouldings

Kayaks

Rightline Gear

Camping Gear & Accessories

Sport Hansa

Outdoor Clothing & Gear

Threshold Provisions

Food & Outdoor Accessories

TriBike Transportation

Logistics Services for the Triathlete

UHC Pro Cycling Team

Professional Road Cycling Team