

# ADVENTURE GEAR MANUFACTURER TO INVEST \$1 MILLION DOLLARS IN OLD FORT

**Oct. 2nd, 2020**

Raleigh, NC

*Triple Aught Design, a US-based adventure gear company, will create 70 new jobs in McDowell County, Governor Roy Cooper announced today. The manufacturer will invest \$1 million to build and operate a cutting-edge apparel and gear production facility and experience center in Old Fort.*

*“Today, the second largest industry in our state, manufacturing, is continuing to grow with Triple Aught choosing North Carolina for their East Coast operations,” said Governor Cooper.*

*“Companies like Triple Aught Design are drawn to our strong manufacturing workforce and premier quality of life to support their company’s growth.”*

*An employee-owned, American company, Triple Aught Design designs, engineers, produces and retails high-quality adventure apparel and equipment. Founded in 2010, the San Francisco-based manufacturer sells their products directly to consumers online, in their flagship retail store and with a select group of international retailers. In addition to manufacturing, Triple Aught also plans to open a new retail shop and community gathering space adjacent to the factory. The company will begin accepting applications on their website at [www.tripleaughtdesign.com](http://www.tripleaughtdesign.com).*

*“We considered locations across the entire US, and are thrilled to have found a perfect location in Old Fort,” said Brett Eisenberg, CEO of Triple Aught Design. “Western North Carolina’s talented manufacturing base, proximity to our key textile partners, and inspiring wilderness areas make it an ideal location for our East Coast expansion.”*