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NRS Named Paddlesports Manufacturer of the Year

Moscow, Id (Nov. 4, 2010) – Nantahala Outdoor Center (NOC), the nation’s largest outdoor recreation company, has presented NRS its 2010 Paddlesports Manufacturer of the Year Award for Paddlesports Accessories.

Cited for its “quality products and strong dealer support,” NRS shares top honors with Pyranha Mouldings, which was named Kayak Manufacturer of the Year. “Pyranha and NRS have proven their support of NOC and the whitewater paddlesports industry in the 2010 Season,” says NOC Retail Director Chris Hipgrave. “Both are brilliant sponsors and have shown stellar support of NOC retail staff and our instruction programs.”

“To be chosen for this award by a first-class organization like NOC is not only an honor, it’s an inspiration,” says NRS Sales Manager Josh Davis. “We work hard to make good products and provide great service, and this is motivation to do even better in 2011.”

The 2010 Paddlesports Manufacturer of the Year Awards were handed out at NOC’s annual [Guest Appreciation Festival](#) in September, but the winners were not made public until November 3. The official NOC announcement can be viewed on the company’s [Paddlesports Awards](#) webpage.

More resources:

[NRS](#)

[NOC](#)

[Pyranha Mouldings](#)

About NRS

NRS is a leading manufacturer and distributor of innovative, rugged paddling gear and high-performance inflatable boats. Born in a college professor’s garage in 1972 as Northwest River Supplies, the Moscow, Idaho company has become a major force in the outdoor industry and an important ambassador for the paddlesports community – inspiring and equipping countless boaters in the US and around the world.

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