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VICTORY ARCHERY® LAUNCHES NEWLY REDESIGNED WEBSITE

Updated Site Offers Intuitive Design Focused on Allowing Customers Access to Information When and Where They Need it

Victory Archery®, the premier manufacturer of high-performance, 100% carbon fiber arrows for hunting and target archers, announced the launch of a newly redesigned company website as part of their commitment to setting the bar when it comes to superior products and service. Hunters and target archers can easily navigate through the site – at victoryarchery.com – and quickly find information on the company and its products in addition to helpful information such as product selection criteria, dealer locator and more.

The site features a thoughtful layout allowing customers to browse and find the exact information they are seeking in fewer clicks. With sections devoted to arrow models organized by usage, shooters will also find details on what makes Victory arrows the top arrow choice for so many hunters and archers including specifics on their expansive technology research and the testing and implementation of top of the line composite materials. Visitors to the site can also meet the company’s pro staff, review archery safety and see what adventures and accomplishments fellow hunters and archers have recently completed in the gallery section.

“We created the new site to support our main goal – to create superior arrows with unmatched accuracy, strength and penetration,” said Stephen Greenwood, General Manager for Victory Archery. “We also wanted to build into our site a sense of community letting people know who we are as a company as well as a way for others to meet our ‘extended family,’ the hunters and archers who trust our products.”

Victory Archery has been a pioneer in developing the most technologically advanced arrows on the market with its full line of the world’s finest 100% carbon fiber arrows. With a team of engineers comprised of aerospace and composite material veterans, the company is more than an arrow company. Victory continually researches potential physical and chemical compounds in order to consistently bring leading edge products to market, first. While other companies are repainting old arrow designs, Victory Archery offers real innovation implementing proprietary computer aided design and exclusive carbon fiber materials technology having resulted in a number of design and process patents.

Victory Archery offers a wide variety of products for both hunting and target shooters of all ages. For more information about Victory Archery visit www.victoryarchery.com, or call toll-free 866-934-6565. Connect with us on social media.



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