

Are You a Hilljak? StudioMoya's Mission to Bring Adventure into Everyday Life

Written by Australian Business

COLUMBUS, OH, June 09, 2014 /**24-7PressRelease**/ -- There are Hilljaks among us. According to Joe Moya, Principal and founder of StudioMoya in Columbus, one of those could be you.

In the summer of 2013, StudioMoya, a product design and development firm, decided to create a brand that would bring out the "Hilljak" in all of us. For the past year the studio has worked to create its own series of outdoor products that it plans to launch this summer. "We wanted to create a line of products that speak to the outdoor enthusiast and adventurer in every one of us, but that are also sophisticated enough to fit into our day-to-day lives," says Moya.

The first product to receive the Hilljak label was the Hilljak Quickie Loader, a performance gun magazine loader offering superior comfort, speed, and design and made entirely in the U.S. using environmentally-friendly bio-plastic. The launch of quickie loader was met with great success, but Moya plans to turn to the crowdfunding community to release its next product: the Hilljak TUUL. The TUUL is a compact new multi-tool that "seeks to combine rugged practicality with a more mature, refined design profile," according to StudioMoya's [website](#) .

The Hilljak TUUL kickstarter is slated to launch in mid-to-late June with the promise of high quality materials and manufacturing if they are fully funded. And as for the future of Hilljak, Moya says that they have many products currently in-development. "We're very fortunate to have been able to start this brand and see some of our own ideas come to life."

[StudioMoya, LLC](#) is independent studio based in Columbus, OH, that provides product design and development services to established companies and start-up ventures. Through design differentiation and product innovation, StudioMoya helps clients build brands, capture market share, drive traffic to retail and increase revenue. In the summer of 2013 StudioMoya launched Hilljak, an outdoor brand geared toward the everyday outdoor enthusiast.