



NEWS RELEASE CONTACT

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FOR IMMEDIATE RELEASE

Historic Growth Drives Massive Hiring Efforts

Western Michigan to Benefit From Large Business Expansion

Muskegon, MI - August 28, 2018 - As a result of a strategic 2017 merger between Muskegon, Michigan's KL Outdoor and Quebec-based GSC Technologies, Hemisphere Design Works has quickly become the largest maker of kayaks in the world. The success of this merger has led to rapid growth, high product demand, and a recently announced expansion of a 500,000 sq. ft. distribution facility being constructed in Muskegon, scheduled to open in 2019. This explosive business momentum is also driving the immediate need for 60 skilled machine operators to not only fulfill the growth demands of this new company, but help galvanize the future success of the organization.

This is just the tip of the iceberg, with an expectation of creating 153 jobs over the next three years, HDW has worked diligently to optimize the Muskegon foot print and expand manufacturing operations with an emphasis on developing an employee-friendly work environment. Under a new leadership team, the entire organization is currently working on implementing operation-wide changes, including plans for continued growth, facility expansions, order fulfillment and a commitment to become one of the largest job creators in Western Michigan.

"We are extremely excited about the short and long-term prospects of this unprecedented growth," Hemisphere Design Works, CEO Chuck Smith said. "But, we are just as proud of the growth we are seeing in Muskegon and its surrounding areas. Our plan from the beginning was to continue to call Muskegon home, and to become a great place to work and build a career for all our dedicated employees."

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The current 60 open positions will offer improved wages for qualified machine operators, financial incentives for current and new employees, and provide “Year-Round” employment based on the unprecedented double digit growth projected in the kayak industry. Open positions at the Muskegon, MI facility range from those with experience levels of 1-3 years, 3-5 years and 5+ years of machine operation experience. HDW is offering these positions as direct hires with competitive benefits that are available on the first day of employment such as: Medical - with access to MedNow 24/7 Virtual Care, Dental, and Vision Plans, 401K plans with employer match, and a Positive-Friendly Culture.

“As a Muskegon native, I’m proud to be a part of such a great company that’s focusing on local growth and job development” explains Katie Wierengo, SVP of Operations. “We know that there will be nearly 3.5 million manufacturing jobs created in Michigan over the next decade. Our goal is to be recognized by job seekers as an employer of choice, providing a quality place to work, competitive wages, a fun atmosphere, a lifestyle product that resonates with the Western Michigan culture, and long-term career opportunities.”

HDW will begin its search immediately by holding a series of hiring events at their Sun Dolphin manufacturing plant located near the Sherman and US31 intersection. The first events will be on September 8 from 9:00am to noon, and September 10th from 6:00pm to 9:00pm. At these events, candidates will be able to tour the manufacturing facility and will interview with the HDW hiring team. To learn more about Hemisphere Design Works, apply for an open position, attend their hiring events, or learn about future expansion plans, you can either visit the HDW website at www.hemisphere-designworks.com, email us at careers@hemispheredesignworks.com, or call our Hiring Hotline at (231) 739-2460.

About Hemisphere Design Works

HDW is the world’s largest maker of kayaks and its brands represent a dominant market share in the outdoor lifestyle industry. We are a company of passionate, like-minded makers with the collective purpose of evolving the kayak industry, while encouraging everyone to discover the freedom of the outdoors and empower the desire within themselves to make human-powered moments.

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