



**HEMISPHERE**  
DESIGN WORKS

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## **FOR IMMEDIATE RELEASE**

### **World's Largest Kayak Maker Positioned to Lead Booming Industry KL Outdoor and GSC Technologies are now Hemisphere Design Works**

May 8, 2018 - Muskegon, MI - As a result of a strategic 2017 merger between two industry giants focused on taking advantage of rapidly growing consumer demands in the kayaking segment, Michigan's KL Outdoor and Quebec-based GSC Technologies, are officially stepping out as Hemisphere Design Works (HDW) becoming the world's largest maker of kayaks.

The existing HDW house of brands commands an industry leading 30% of the market, and with a forecast of double-digit growth through 2020 its leading flagship brands Sundolphin, Future Beach and Evoke are positioned to capitalize on this demand. HDW is planning to further accelerate its market share in this quickly expanding outdoor segment by ramping up production to accommodate the coming needs of this category.

"The creation of Hemisphere Design Works enables us to better position our brands and capitalize on the projected growth over the next two-to-four years," said CEO, Chuck Smith. "Our goal with this merger and repositioning is to not only cement our place as the industry leader, but to also set our company up to generate higher production yields while also expanding our overall distribution capabilities."

HDW's long term plan is to create an industry leading entity that can facilitate organic growth, gain potential acquisitions and continue to design and make boats that appeal to beginners and advanced paddlers alike. HDW has begun consolidating their current brand portfolio to increase production capacity, provide a more focused and higher quality product, and better accommodate growing retailer demands.

In order to further position itself to deliver on orders faster and more efficiently, HDW is in the process of bringing a new plant online in Atlanta to be the cornerstone of a planned expansion into the Southeast region. With the newly expanded production and distribution capabilities HDW is not only seeking to expand heavily into independent retailers across the country, but grow the presence of all their brands in every retailer across the nation.

“Hemisphere Design Works is more than just a company of brands,” said VP of Sales and Marketing Wes Mooney. “Our goal isn’t just to sell more kayaks, it’s to elevate kayaking into the forefront of recreational pastimes for years to come, and we are now positioned to make this happen with more production power, better distribution, and the marketing influence to succeed.”

To learn more about the merger, production, distribution, or to book an interview, contact Joanne Raj at 414.364.7873 or email, [joanne@moonlandingagency.com](mailto:joanne@moonlandingagency.com).

### **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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