



## BORÉALDESIGN changes hands

Saint-Augustin-de-Desmaures, January 21, 2008 – Quebec-based **BORÉALDESIGN**, specializing in the production of sea kayaks, is changing hands.

**BORÉALDESIGN** has begun an ownership transfer plan to ensure that company assets remain in Québec and that the company continues to pursue its development on a permanent basis. The company watchword has always been innovation: in the way it has created and marketed high performance products, the way it has been managed and now the way in which it will be transferred. **BORÉALDESIGN** is involving its employees, transferring shares to them so that the company's living assets may be mobilized and channelled towards continuing progress and development.

*"We are very pleased to see the company built over the past fifteen years now in the hands of the team that contributed to its success. Thanks to the involvement and know-how of our employees, **BORÉALDESIGN** will remain in Québec and continue to meet new challenges,"* explained company co-founders Nathalie Simard and Éric Blouin.

Co-founder Éric Blouin will continue working as Operations Manager. On January 28, 2008 two new executive partners will be joining him: current Sales Manager Guy Bourassa and new **BORÉALDESIGN** General Manager Jacques Boulanger. Co-founder and current President and Director General Nathalie Simard is withdrawing to pursue a different career path.

In August 2007, the company introduced its twenty-fourth kayak model, the BAFFIN. This model has been immensely successful on the market and is considered to be the best market launch ever for a new model kayak.

Founded in 1991, **BORÉALDESIGN** is a Quebec company specializing in the production of plastic and composite sea kayaks, paddles, clothing and accessories. The company employs close to fifty at its two plants in Saint-Augustin near Québec City and distributes its products across Canada, the United States, Northern Europe, Japan and Australia.

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