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Blue & White GmbH – Stand I54

**Safety managed, adventure unleashed - Yak Adventure Equipment launch new range at PADDLEexpo 2018**

Join the Yak team at this year’s [PADDLEexpo](https://paddleexpo.com/) where they will be launching their brand-new range of performance apparel and safety essentials - including clothing and Personal Flotation Devices (PFDs).

When developing the 2019 range our specialist design team were tasked with drawing on their huge amount of technical knowledge to produce a range of products that fitted the specific needs of each intended user. The result, a coherent collection that caters for everyone, from the first-time paddler, through to the whitewater guru, without being confusing and overly complicated. Add to that some killer price points that offer excellent value, what’s not to like.

Whether it’s whitewater, touring or recreational equipment that floats your boat, Yak has your adventure safety covered. Join the team on the Blue & White stand (I54) to catch up on all the latest developments and view the complete range of PFDs, clothing and safety essentials, including throw bags, buoyancy bags and paddle leashes.

Pete Ford, Yak Brand Manager said *“We all make our own adventures and we pride ourselves in combining safety, performance and style so you can unleash yours. It’s a vital balance to get right and we’re looking forward to introducing our new 2019 range to the trade at PADDLEexpo 2018”*

**WIN A YAK WHITEWATER PACKAGE – ENTER THE #WheresYakAt COMPETITION**

Enter Yak’s PADDLEexpo competition to WIN a complete range of whitewater essentials including the Taurus 70N PFD, Zeus Cag and Chinook trousers!

Simply head to stand I54 at PADDLEexpo and enter the Yak photo competition for your chance to win.

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F**or media information, hi-res images or product tests please contact:**

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**Notes to Editors**

Part of the Survitec Group which also owns Crewsaver. Yak Adventure Equipment produces and manufactures products that are purposely designed for whitewater, recreational and touring kayaking as well as canoeing. A wide range of products suit all styles and experience, giving paddlers more choice and opportunity to enjoy their sport with total peace of mind. Yak’s products include buoyancy aids, drysuits, cags, trousers, spray decks, gloves, footwear, headwear and buoyancy bags. Together with Crewsaver, Yak has 60 years of experience manufacturing marine safety products that combine cutting edge technology with high performance and ultimate practicality.

**www.yakadventureequipment.com**

**Survitec Group** is a global leader in survival and safety solutions to the marine, defence, aviation and offshore markets. Survitec has over 3,000 employees worldwide covering 8 manufacturing facilities, 15 offshore support centres and over 70 owned service stations. It is further supported by a network of over 500 3rd party service stations and distributors. Across its 160-year history, Survitec Group has remained at the forefront of innovation, design and application engineering and is the trusted name when it comes to critical safety and survival solutions. **www.survitecgroup.com**