



Innovating since 1907 – First kayak manufacturer in the world

The Über Cool Folding Kayaks

Press Release – For Immediate Release

February is Klepper Month in Canada

January 29, 2010 – Ottawa, Ontario - Klepper, the world-leading manufacturer of folding kayaks, is set to take the stage at trade shows across Canada in the month of February. From Calgary to Halifax, Klepper Folding Kayaks will be on display for eager Canadian paddlers to discover.

"Klepper Folding Kayaks are often sold 'sight-unseen' because of the niche market, high-quality hand-crafted product, all in an effort to keep prices accessible" explains Gerhard Schedel from the Klepper head office and manufacturing facility in Rosenheim Germany. But, he adds, "in Canada we have active dealers who go the extra mile and have for years been attending trade shows and paddling events across the country." What is unique in February 2010, however, is the fact that Kleppers will be on display at the Calgary Boat & Sportsmen's Show, Toronto Outdoor and Adventure Show, Red Deer Sportsman & Outdoor Adventure Show and at the Halifax International Boat Show all in the same month, a first in Klepper history.

"Our approach to getting the word out on Klepper Folding Kayaks has evolved over 103 years, and modern Canadian paddlers want more than print advertising or internet websites, they want to touch the boats and compare products in person", Schedel muses, fresh on the heels of the world's largest boat show in Dusseldorf where Klepper launched its new solar-powered kayak. He continues, "folding kayaks have entered the mainstream and are the ideal paddling solution for Canada's large urban population." Klepper Folding Kayaks are at the ready, with the help of its new Canadian agent and outstanding dealers, to get Canadians on the water... in Klepper Folding Kayaks!

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For more information: Please visit www.klepper.ca and the News page for entry discount coupons. Details on the '2010 Win a Klepper Folding Kayak Contest' are also on the website.