



Carolina Paddleboard Company Announces Deal with Naish Stand Up Paddle Boards

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East meets West as Carolina Paddleboard Company of Wilmington, NC signs on for a special promotion with Naish Stand Up Paddle Boards (SUP?s) out of Hawaii. Jason Colclough of Carolina Paddleboard Co has announced an exclusive partnership with Naish to bring their premium-branded Naish SUP?s and surfboards to Mainland and East Coast enthusiasts. These will be at newly discounted prices unavailable to the public before now. The initial run of boards will mostly be surf-style and all around SUP?s, but other styles may follow as demand and availability increase.

The sport of stand up paddleboarding has its roots in Hawaii but is steadily spreading to waters worldwide. There is no more authentic, premium brand of paddleboards than the designs by Robby Naish, founder of Naish Paddleboards on the island of Maui. And now with a surf shop and online paddle store dedicated strictly to SUP on the East Coast, Colclough is one of the retail pioneers in stand up paddleboarding on the Mainland. In fact, he gets calls from all over the U.S. from customers looking for paddle products as the sport continues to grow inland. It seems only natural for the two companies to join forces and expand their collective footprint.

After a lifetime on the water, Colclough didn't actually get involved in SUP until he tried the sport on a trip to Maui in 2005. At that time though there was no resource in the lower 48 for the highly specialized boards for stand up surfing. After returning home with no options on the east coast, he had to order a regular longboard surfboard in XL dimensions 12 feet long in order to get the necessary float for stand up paddle surfing.

It wasn't long before the wheels started turning to make his new hobby into a business, and soon a retail location was in place offering dedicated stand up paddleboards with all the necessary accessories, board rentals and certified SUP lessons.

10 years after that first trip, Carolina Paddleboard Company is now offering the Naish boards that originated in Hawaii and are now ridden by Maui native and 2014 SUP World Champion, Kai Lenny.

Although not everyone will be as competitive as Kai Lenny, with the variety of equipment choices available now, paddleboarding is something the whole family can enjoy. Carolina Paddleboard just wants to spread the love of the outdoors and the water with everyone. As Colclough says, "Any day on the water is a good day, and now our customers will be able to get into a premium brand like Naish at the most affordable prices ever."

For more information on Carolina Paddleboard products or the company, please visit their website at <http://carolinapaddle.com/>. In addition to retail, the company offers demos, rentals and lessons and is open 7 days a week. Interested parties are encouraged to contact them by email or phone if they have any further questions.

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For more information about Carolina Paddleboard Co, contact the company here: Carolina Paddleboard Co
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Carolina Paddleboard Co

Located right on the Intracoastal Waterway between Wilmington and Wrightsville Beach, NC, Carolina Paddleboard Co is one of the East Coast's largest paddleboarding suppliers carrying all the major brands of SUP's, paddles, fins and accessories.

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