

BLOOM and Surftech Forge a Path to Sustainable SUP Boards, Collaborates With Like-Minded Partners

By

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The collaboration includes designs from lifestyle brand prAna; and materials development company, BLOOM

SAN DIEGO, July 22, 2017 /PRNewswire/ -- Carlsbad-based Surftech, a stand-up paddle (SUP) and Surfboard manufacturing company announces its collaboration with BLOOM, a materials development company, to develop deck pad traction on select 2018 models of paddleboards.

"Surftech is very conscious about making products with environmentally-friendly materials when we can, and we are proud to partner with BLOOM," said Surftech's product director, Dan Watts. "Our waterways are our playgrounds, so we will do everything we can to keep them clean."

While not yet biodegradable, BLOOM foams offer a significant step forward in the manufacture of flexible foams. A single Surftech paddleboard using BLOOM foam returns 176 gallons of clean, filtered water to habitat and keeps approximately 123 balloons of CO2 (12" birthday balloon equivalent) from entering the atmosphere. "We're excited about our collaboration with Surftech as they are an established market leader within the paddleboard industry. We hope they will be a beacon for others in the industry to consider their environmental impact in all that they do," said Rob Falken, BLOOM's managing director.

The Surftech boards featuring Bloom deck pads will debut on July 26 to retailers and attendees of the Outdoor Retailer Summer Market in Salt Lake City, Utah, and September's Surf Expo in Orlando, Florida. The boards are expected to hit retail globally early 2018.

About Surftech

Shaping the Art of Technology: Surftech was founded in 1989 in a quest to find and utilize new technologies that would bring game improvement to surfers of all abilities everywhere. We build boards for many of the best and most popular surfboard brands on the planet and we were the first to do it! Today we continue to employ the most advanced materials and manufacturing techniques available. We continue to push every boundary utilized in manufacturing, while also attaining a high level of sustainability. We build what others can only dream of doing. Visit us at www.surftech.com for additional information.

About BLOOM

Founded in 2015, BLOOM is an American performance-based materials manufacturer based in Meridian, Miss. with operations in San Diego, California. BLOOM uses algae biomass harvested from freshwater sources around the world (like lakes, rivers, and ponds) at high risk of algal bloom. Using algae biomass helps improve technical performance and offsets the use of petroleum ingredients found in conventional foams. Learn more at www.bloomfoam.com.

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SOURCE BLOOM Foam

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