

Surftech Announces Partnership With BLOOM

By Sarah De Crescenzo - SDBJ Staff • Published on July 25, 2017 at 10:51 am



EVANS TIRE & SERVICE CENTERS


Click for Sound

LEARN MORE

Materials development company BLOOM, which makes flexible foams using algae harvested from freshwater sources, announced it has partnered with Carlsbad-based manufacturer Surftech to offer paddle boards with more environmentally sustainable deck pads.

BLOOM is headquartered in Mississippi, but its California operations – including its managing director, Rob Falken – are in Solana Beach.

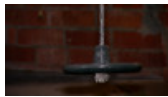
Trending Stories



CORONAVIRUS
Pentagon Chooses MCAS Miramar as 1 of 4 Military Bases for Quarantine Use



CHULA VISTA
Wrong-Way Multi-Car Crash Leaves 2 Dead



BAY HO
Police Investigating Possible Kidnapping Attempt of 3-Year-Old in Bay Ho

Surftech, which makes stand-up paddle boards and surfboards, said the foam pads, which provide traction, will be on select models of paddle boards that will be available for sale globally in early 2018.

Local



BAY HO • 5 MINS AGO

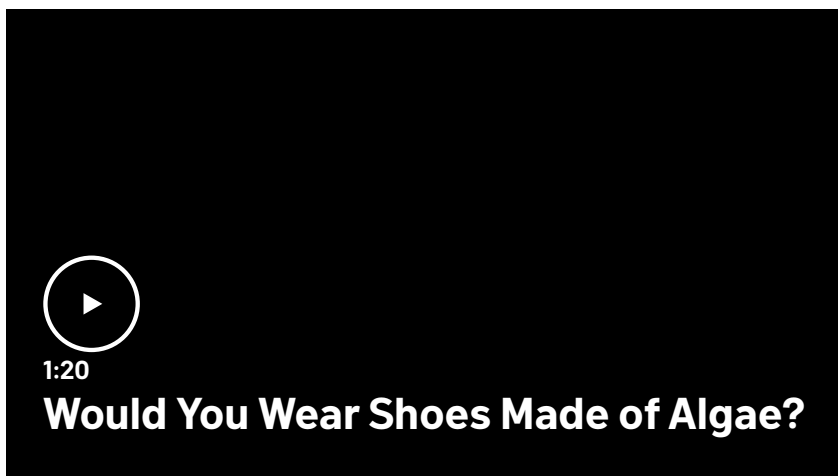
Police Investigating Possible Kidnapping Attempt of 3-Year-Old in Bay Ho



AZTECS • 2 HOURS AGO

In Front of Kawhi Leonard, Aztecs Improve to 23-0

[[425803684,C]]



A board made with the foam is a more environmentally sustainable option than conventional materials because some of the petroleum ingredients typically used in the manufacturing of the pad are replaced with algae, a sustainable resource.

One paddle board with BLOOM foam will return 176 gallons of clean, filtered water to the habitat from which the algae was harvested and keeps the equivalent of about 123 12-inch birthday balloons



AZTECS

In Front of Kawhi Leonard, Aztecs Improve to 23-0



CORONAVIRUS

Boston Student With New Coronavirus Is 1st Case in Mass., East Coast

Weather Forecast

SAN DIEGO, CA

61°



TONIGHT

52°



Clear

0% Precip

TOMORROW

67°



WHAT DO YOU THINK?



Loading survey...

...



full of carbon dioxide from entering the atmosphere, BLOOM said.

“We’re excited about our collaboration with Surftech as they are an established market leader within the paddle board industry,” Falken said. “We hope they will be a beacon for others in the industry to consider their environmental impact in all that they do.”

The boards are scheduled to debut this week at the Outdoor Retailer Summer Market, a trade show in Utah.



Additional stories from the San Diego Business Journal are available [here](#). Sign up for their free [daily email newsletter](#).



MORE FROM THE WEB

Taboola Feed

SPONSORED • EWATCH

50+? See Why You Should Be Wearing This Genius \$79...



SPONSORED • PLANET CA...

Als Sci-Fi-Fan

must du diese



SPONSORED • FORGE OF E...

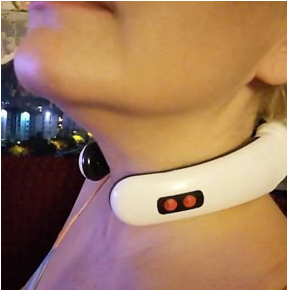
**Wenn du gerne
spielst, ist diese...**

SPONSORED • TREPPENLIFTE | GESPONSERTE LIN...

**Senioren waren überrascht als sie
nach Treppenliften suchten**

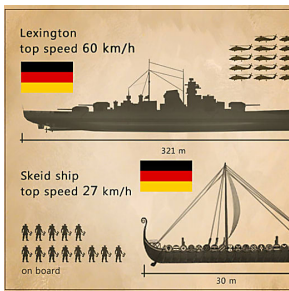
SPONSORED • AUTOS | GESPONSERTE LINKS

**Was passiert mit all den
unverkauften Autos und SUVs au...**



SPONSORED • NECK RELAX

**Switzerland:
Dieses Gerät...**



SPONSORED • VIKINGS: GR...

**Spiel das für 1
Minute und du...**

SPONSORED • KAFFEEVOLLAUTOMATEN-OFFERTEN

**Kein Scherz - so günstig sind
Kaffeevollautomaten für Firmen**

SPONSORED • ZWATCH

Neu im Jahr 2020: Die zWatch, über die alle im Internet reden



SPONSORED • VICAMPO

Warum dieser Primitivo Kritiker...

LA MESA

911 Calls Show History of Violent Confrontations Involving La Mesa Store Owner

BREXIT

After Messy Separation, UK Faces Tough EU Trade Talks



SAN DIEGO

SUBMIT TIPS FOR
INVESTIGATIONS

NEWSLETTERS

CONTACT US



[Send Feedback](#)

[KNSD EMPLOYMENT INFORMATION](#)

[TERMS OF SERVICE](#)

[Privacy policy - New](#)

[KNSD Public Inspection File](#)

[Do Not Sell My Per](#)

[Ad Choices](#)

[Advertise with us](#)

[Careers at NBC 7](#)