

LENDAL



Lendal Kayak Paddles has gone through a lot in the last few years. When Alistair Wilson started the revolutionary paddle company more than 40 years ago his goal was to provide kayakers with a top of the line paddle. Gradually, these Scottish made paddles grew to be the first choice of most professional sea paddlers. When

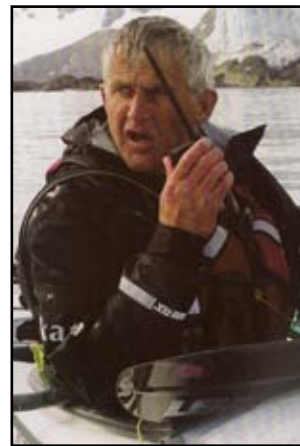


Alistair Wilson

Alistair retired, the Lendal name and its paddle designs were bought up by Johnson Outdoors. Johnson Outdoors is a huge corporation and, although I'm sure they had only the best intentions, I don't believe they truly understood that they had just purchased the most complex line of customizable kayak paddles on the market. They gave it a go for two years, struggling to maintain quality and service dealers that remained loyal to the brand. BayCreek has been one of the largest Lendal dealers in the US and, despite these problems, chose to stand by Lendal throughout a difficult couple of years.

Now there is a bright light at the end of the tunnel! At the end of the 2009 summer

paddling season Johnson Outdoors informed BayCreek that they would be "putting Lendal in moth balls". This basically meant that they were giving up and Lendal would quietly disappear. Thankfully, after a few months of talk, one of the most respected names in sea kayaking started to



Nigel Dennis

pop up. Nigel Dennis, owner of Sea Kayaking UK and world-renowned BCU coach, emailed me with news that he was purchasing Lendal! This is a great development. Nigel has been involved with Lendal in one way or another for years and has been one of Lendal's biggest supporters. BayCreek is proud to be working with Nigel Dennis as he continues to grow the Lendal line and build its reputation back up to what it should be!



Dave Hulburt - BayCreek's Head Sea Kayak Coach, Guide & Rough Riders Founder.