



Media release

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Torpedo7 reveal world's first kayak made with wool



Image: Torpedo7 Kakapo Woollen Single Kayak SE

Kiwi outdoor adventure retailer, Torpedo7, has collaborated with wool engineering company, Shear Edge, to bring water-sports enthusiasts the world's first kayak made with New Zealand grown wool – the *Torpedo7 Kakapo Woollen Single Kayak SE* - which uses the natural wool fibre to replace 2kg of plastic – the equivalent of 400 plastic bags.

Named after the Kakapo bird, which is celebrated for its uniqueness, the kayak is made from Shear Edge Roto - a highly engineered natural fibre composite comprising of 35% strong wool fibres embedded in high-density polyethylene.

Torpedo7 CEO, Simon West, says kayaking is a year-round popular sport in New Zealand and Torpedo7 are excited to provide keen kayakers with an option that is kinder to the environment they paddle in.

"Whether it's a paddle in the Waitemata Harbour, down the Whanganui River, or in the Marlborough Sounds, New Zealand offers some of the best kayaking spots in the world all year round.

"Our team alongside Shear Edge have been working hard to innovate a kayak that has a reduced environmental impact and doesn't sacrifice on performance. To develop the world's first woollen composite kayak that is 100 per cent Kiwi made is a huge feat for our team and just one example of how we're pushing the boat out with our product designs and sustainability goals. We're committed to bringing Kiwis the best adventure gear for New Zealand's unique climate."

The kayak is coloured in green, black, and beige to signify Kiwi innovation, and the importance of Kaitiaki, our collective guardianship over the world's outdoor playground.

Shear Edge head of marketing and operations, Thomas Nye, said the partnership was a no brainer. “Everything we do is centred around our goal to accelerate the world’s transition to more natural, renewable materials. We know collaboration is the key to pushing meaningful change, and like our friends at Torpedo7, we believe that New Zealand is the most epic outdoor playground in the world.

“We’re here to protect it, to innovate, and create products with purpose. Our relationship with Torpedo7 is a fantastic opportunity to be part of their sustainability journey and wow consumers with some pretty radical kiwi ingenuity.”

Together, the two proud kiwi brands also offer a circular take back system, where at the end of the Kakapo kayak’s life cycle, it can be returned to store and recycled into a new wool composite product.

The Torpedo7 Kakapo Woollen Single Kayak SE is available nationwide at Torpedo7 stores and online at www.torpedo7.co.nz.

Product information:

Torpedo7 Kakapo Woollen Single Kayak SE

Retail \$1,199.99, Club \$949.99

Specifications: Weight: 20kg | length: 2.9m | Width: 0.76m | Max Paddler Weight: 145kg

Colours: Green, black, beige

Paddles sold separately.

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For more information, please contact our Corporate Affairs team:

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About Torpedo7:

Torpedo7 is one of New Zealand’s top outdoor adventure store, with 23 stores nationwide. We live and breathe outdoor sports, and we’re passionate about helping our customers do the same. Because our people use our products themselves, we can help our customers choose exactly the right gear – and then we’ll “see you out there”. Torpedo7 is a subsidiary of The Warehouse Group, which comprises six market-leading retailers - The Warehouse, Warehouse Stationery, The Market, 1-day and Noel Leeming. The Group’s vision is to build New Zealand’s most sustainable, convenient, and customer-first company, with our people, customers, communities, and the environment at the heart of our business. Over the years, the Group has raised over 50 million dollars for New Zealand communities, and in 2019, was the first larger organisation in New Zealand, and third major retailer globally, to go carbon zero. To find out more, visit www.thewarehousegroup.co.nz

About Shear Edge:

Shear Edge Our mission is simple. Accelerate the world's transition away from synthetics to natural renewable materials. We help brands experience the wool effect! Shear Edge began as a state of the art materials engineering company finding new and radical uses for wool fibres. Now our sustainable, wool fibre composites can be made into any product in the world. Creating beautiful, sustainable products with purpose. Everything we do is aligned with our goal to become the trusted ingredient brand that unleashes the potential of wool, and replaces plastic with cutting edge materials engineering, and radical innovation. Find out more about Shear Edge and Keravos Technology at www.shear-edge.com