



INSPIRING ADVENTURES

SINCE 2008





WHERE IT BEGAN

2008 - Red Founded

SUP essentially unheard of.
The first Red Paddle Co 10'6 launches.



2013 - Tec Air Process Introduced

Red first touring board launches.
Red innovates its first High pressure pump.



RED PADDLE COMPANY - 2013 INFLATABLE SUPS



DIVERSIFYING THE BUSINESS

2022 – REVOLUTION

Red Original Revolution 3-in-1 Parka launches. The beginning of our B-corp journey



2023.....



DEFINING THE AUDIENCE

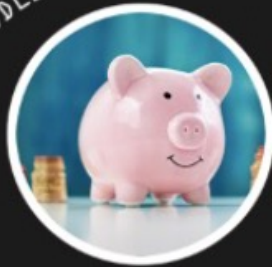
Red Equipment - Site

Highest indexing demographic:
Males aged 35-44



M 55%
F 45%

Highest indexing spending power:
MIDDLE BRACKET



Lowest Low Middle High Highest

Skyrise

The best performing City is **Edinburgh** with an audience percentage of **0.8%**

The best performing location is **Wareham** with an audience percentage of **2.0%**



Top Brand E



UKC
UK Climbing

Mindful Chef

PELOTON
Peloton

AllTrails
Alltrails

Strava

Under Armour
Under Armour

liftshare
Liftshare

top 3:
next 3:
3 more:

Top Media Affinity:





Free Delivery over £50

Free Dry Pouch with Every Red Board

5 Year Warranty on Boards

PRO CHANGE ROBE EVO
AN EVOLUTION IN CHANGING

FREE DRY POUCH
WITH EVERY RED BOARD

SUP SEASON — STARTS HERE

[SHOP EVO](#) [SHOP PADDLEBOARDS](#)

INSPIRING ADVENTURES AND PIONEERING PERFECTION SINCE 2008. OUR MISSION HAS ALWAYS BEEN TO **NEVER COMPROMISE**

STRIKING A BALANCE BETWEEN BRAND AND SALES



[Shop](#)

PADDLEBOARDING

Whether you've never been on a SUP or are looking to head off on a multi-day adventure, there is a Red Paddle Co inflatable SUP board for you.



[Shop](#)

CHANGING

Say goodbye to those awkward car park changing moments with our range of changing solutions. With re-imagined design features, they make getting dry



[Shop](#)

GEAR

Make your life easier with the Red Paddle Co range of accessories for you to take on your next adventure. Insulated Drinks Bottles, microfibre towels and more.



[Shop](#)

SAFETY

Whether you're paddle boarding on a lake or wild swimming at sea, safety should always be your first consideration. Keep you, your possessions and your four



BEST SELLERS

SUPPORTING RETAILERS WHILST ASSISTING CONVERSION ON SITE



PADDLE

Prime (+ £100) ▾

This performance paddle uses a carbon weave for greater strength whilst keeping the paddle super light and responsive. The blade shape is a teardrop design with a single dihedral blade face. This allows water to flow evenly off each side creating a smooth and stable stroke, whilst the double concave offers the user to really put the power down.



ADD TO BAG

COLLECT IN STORE

Shop Locally in Exeter. [change](#)

AS Watersports
1.3 mi

✓ Some Sizes/Colors in Stock!
Store Pickup Available

Receive a FREE Waterproof Dry Pouch with any order Over £699. [View offers](#) ▾

- Max Rider Weight: 95Kgs
- Rider Style: All Round
- Min Experience: Beginner
- Colour Options: Blue, Purple



HELP CUSTOMERS FIND THE RIGHT PRODUCT FOR THEM



WHAT TYPE OF PRODUCT ARE YOU SEARCHING FOR?



PADDLE BOARDS



CHANGING



WATERPROOF BAG



PADDLES

WHO WILL BE USING THE BOARD?

SELECT WHETHER IT WILL JUST BE YOU, USED BY ALL THE FAMILY OR MAYBE JUST THE KIDS?



A BOARD JUST FOR ONE PERSON



A BOARD TO SHARE WITH THE FAMILY



MULTIPLE PEOPLE ON A BOARD



A BOARD FOR ME AND A PASSENGER

THANK YOU

ANY QUESTIONS



RIDE - 10'0" x 24"

RED PADDLE CO

EXPLORE YOUR WORLD

