



FOR IMMEDIATE RELEASE

Wave Sport Celebrates 40th Anniversary with Strategic Return to the U.S. and New Cross-Country Retail Network

UCKFIELD, East Sussex, UK — June 23, 2026 — Legendary paddlesports brand **Wave Sport** has today announced its official commercial return to the United States market as a highlight of celebrating its 40th anniversary. This marks a return to home soil for the iconic brand, as parent company and historic UK manufacturer **Gaybo Limited** reestablishes global supply lines. A country-wide retail foothold has now been secured in the U.S. through strategic shipments spanning the Midwest and the West Coast.

The American re-entry was sparked by a collaborative initiative between **Offshore Marine** in Illinois and **Headwaters Kayak** in California. Cooperating on an initial mixed shipment of Wave Sport's **Hydra** performance touring series and **Horizon** tandem touring models, both retailers reported swift sell-through. Consumer demand has scaled so rapidly that a further shipment has already landed, and both dealers are transitioning to independent, full-container shipments to satisfy distinct regional markets.

After previous brand owners ceased U.S. manufacturing for Wave Sport to focus on other portfolio lines, Gaybo Limited stepped in to preserve the iconic lineup. Gaybo purchased the brand outright in 2018 following nine years of manufacturing Wave Sport for the European market under licence.

*"Paddlers are walking in specifically asking about Wave Sport's return," said **Matt O'Brien of Offshore Marine**. "The brand has a legendary history in the U.S., and seeing these new touring models on the water is creating a massive buzz in the community. Sharing that initial container allowed us to prove the market, and now we are ready to scale up independently to meet the Midwest demand."*

In its 40th year, Wave Sport is also debuting its new **TriFuse Technology** in the U.S. market on two flagship models: the Hydra 145 and Hydra 145 LV. TriFuse Technology is an advanced material lay-up that sandwiches a specialized foaming polyethylene core between layers of Wave Sport's proven SuperLinear high-density polyethylene (HDPE). This fusion delivers a highly rigid hull with improved shape retention under load, giving paddlers a quicker, truer, and more responsive ride in dynamic open-water conditions. All at the exact same weight as the standard single-layer construction.

*"We knew American paddlers missed Wave Sport, but the response to this first container completely blew us away," said **Dan Arbuckle of Headwaters Kayak**. "The Hydra models and the Horizon tandem have been flying out the door. Our customers are loving the performance, and with the new TriFuse Technology landing this summer, the demand is only going to grow. We are already stepping up to full, dedicated containers to keep our showroom stocked."*

This focus on high-performance design is nothing new for the brand. On the world stage, Wave Sport's whitewater DNA remains firmly alive. Proving the enduring performance of the brand's designs, long-standing Wave Sport European team paddler Michele Ramazza continues to dominate the extreme racing and boatercross circuit. Ramazza consistently secures podium finishes at major European whitewater events in the **Wave Sport Phoenix** fast-river kayak.

Establishing a reliable supply chain in the U.S. through Wave Sport's versatile touring platforms provides an opportunity to benefit from the support of one of the world's most influential paddling communities. Growing a stable network of American dealers opens up the possibility of Wave Sport rebuilding its American athlete sponsorship infrastructure and collaborating on the development of future models on legendary American rivers.

*"Celebrating 40 years of Wave Sport by bringing the brand back to the United States is a significant step for us," said **André Goldsmith, Director of Gaybo Limited**. "Our European team is proving on the water every weekend that our whitewater designs like the Phoenix are world-class. Since we were last truly in the U.S., we have expanded this pedigree to our touring lineup with designs such as the Hydra, which have redefined touring paddling in every country we introduce them. It is with genuine excitement that we now have widespread availability of these kayaks in the U.S."*

"We know our core U.S. community is eager to see a brand-new Wave Sport whitewater model," Goldsmith explained. "The reality of modern manufacturing is that next-generation whitewater engineering requires a wide market presence and brand support. By growing our U.S. retail footprint and establishing consistent shipping channels, we would have a potential opportunity to consider including whitewater in our development plan. It's not quite a 'watch this space' situation yet but it's on our radar."

The dual-region expansion provides an opportunity for additional retailers in or near the regional hubs to combine efforts with either Offshore Marine or Headwaters Kayak to compile economic shipments of class-leading touring craft with a mix of niche whitewater hulls or even sporty sit-on-tops. Wave Sport is actively requesting interested parties to join the container-sharing program by contacting Offshore or Headwaters Kayak directly.

Retailers outside of these existing territories who are interested in establishing a new regional hub are encouraged to contact Wave Sport directly. Consumers looking for local inventory, or wanting to view the complete product portfolio, can find authorized dealer listings and product details at www.WaveSport.com.

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About Wave Sport

Founded in 1986, Wave Sport is an iconic paddlesports brand recognized globally for premium hull design and innovative outfitting. Celebrating 40 years of design innovation, the brand produces elite whitewater, performance touring, and premium recreational kayaks.

About Gaybo Limited

Incorporated in August 1968, Gaybo Limited is the UK's longest-established kayak manufacturer remaining under original ownership. Operating from its custom factory in East Sussex, Gaybo purchased Wave Sport outright in 2018, consolidating global production within the UK.

For media assets, high-resolution imagery, or interview enquiries, please submit a request through the contact form at www.WaveSport.com.