

Newsletter

December 2007

POINT 65°N

Kayaks SWEDEN

Dear Point65 Distributors and Dealers,

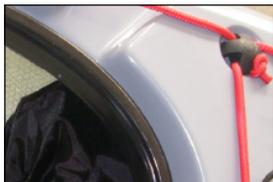
This is the first of a regular newsletter to keep you updated on models, events and news which are in development. If you have any news or interesting events that you would like to share with your fellow Point65 dealers or distributors, please feel free to send a short text and images to newsletter@point65.se

This first Newsletter is dedicated to the quality updates that are in production for the 2008 kayak range. If you have any questions, please contact your Point65 sales contact or representative

If you want to contact me personally please don't hesitate to call or e-mail

Happy Paddling!
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Quality update



Clean exterior finish

Decreased monthly production output, improved production techniques and enforced quality control have paid off. A perfect, highly polished finish, the elimination of Sika flex spillage and a neat and tidy overall look.



Contoured Bulkheads

Bulkheads are now made with clear fibreglass giving a fresh look and showing craftsmanship around the joint. The contoured flange with stronger bonding makes for even more strength.



Skeg Control unit on all models

All Skeg mounted models include the new injection molded Skeg control unit designed by KayLab.



Deckfittings & hose fittings

The deckfittings are screwed from below with rubber O-rings between deck and fitting. The rudder and Skeg wire hoses are mounted through special water-tight fittings.



Sealed & waterproof

The Skeg control unit is sealed with a PVC gasket, eliminating messy sikaflex and leaks.



Secured line and wire hoses

All hoses are secured under the deck with loops connected to deckfitting screws for a tidier look.



Clean interior finish

Clear Topcoat inside makes for a clean interior look with a smooth and shiny surface.



Line lockers

100% kevlar-core rudder lines are mounted for improved control. Between pedals and rudder a mini line-locker from Clam-Cleat has been installed for easy fine tuning.



Honeycomb core matt

Hull is reinforced with new honeycomb matt for even better stiffness and strength while reducing weight. Better looks are an advantage too.



New Rudder blade

All rudder models (except Picnic) are fitted with a larger foiled blade with improved steerage response and bite.

What's new



New retailers

We would like to welcome new retailers from all over the world. In Canada we welcome the Oasis network with 18 paddle sport speciality retailers including Trailhead in Ottawa and Ocean River in British Columbia. On New Zealand we welcome the 9 shop Canoe & Kayak

network as well as new retailers in Sweden, Australia and Latvia.

Retailer website updated

The retailer website has been updated with new high-resolution images of new kayak models, action and lifestyle shots. Also new are detail images of the new rudder. We are currently updating product images of older models with the new rudder and skeg. Let us know if you need any further images or help.
retailer web: www.point65.com/retailer
Username: retailer password: admin



Dealer stickers on the way

"Point 65 Authorized Dealer" stickers for shop doors and windows are one of the newly printed materials which will be sent out in January with the 2008 brochure.