

AXIS DISPLAY GROUP

PERCEPTION KAYAKS

Confluence Outdoor, a world leader in the manufacture of canoes, kayaks, and paddling accessories, partnered with Axis Display Group to create their first ever retail merchandising program. Headquartered in a popular hub for canoe and kayak destinations - Greenville, SC - Confluence Outdoor both inspires and is inspired by the people who occupy their waterways. The company is parent to eight paddlesports brands - Wilderness Systems, Perception, Dagger, Wave Sport, Mad River Canoe, Adventure Technology, Harmony, and Boardwalks - offering customers of all interests and skill levels everything they “need to connect with the outdoors and find the freedom [Confluence Outdoors] believes can only be found on the water.”
Never having a formalized retail merchandising program before, Confluence Outdoor came to Axis Display Group to develop and produce a retail program for Perception Kayaks.
See more on Perception Kayaks on our Website.

ADDRESS:CHICAGOLOS ANGELESSEATTLESHANGHAI
CALL:+1 (312) 470-2288
WEBSITE:WWW.AXISDISPLAYGROUP.COM
WWW.RETAILWERX.COM

Visual Market Retail (VMR) is a division of wests Design Consultants Limited Copyright © 2025 Visual Market Retail

WWW.VISUALMARKETRETAIL.COM ACTION@VISUALMARKETRETAIL.COM TEL: 212 835 0625