



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 Outdoor] 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.](#)

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