

## **UNFOLD YOUR GETAWAY! OUTDOOR SHOW AWARD WINNER ONAK LAUNCHES FIRST ORIGAMI CANOE!**

Canoeing and city life, two concepts not commonly linked to each other. Dragging the canoe on your car, transporting it hundreds of miles, and taking it all the way back home? Thanks to ONAK, this is a story of the past. Get home from work, take off your suit and feel like going for a paddle? With the foldable ONAK canoe, people can launch their boat onto the water in no time. Thanks to critical innovations in material and design, it is suited for urban adventures as well as exploring the wild outdoors. The ONAK canoe was successfully funded on kickstarter on August 1st 2016, where they raised 156 % of their goal.

ONAK was in the running for the prize for best innovative product at the Outdoor Show in Friedrichshafen, Germany. On Wednesday the 13th we were announced as winners. ONAK also won the Bizidee competition for the best business plan in May 2016 and is nominated for the Accenture Innovation Awards.

### **An out-of-the-box solution for canoeing in inner cities**

Combining city and adventure, that's the whole idea behind ONAK. Otto Van de Steene and Thomas Weyn, two passionate canoers, don't let their city life disturb their quest for adventure. Every big city has a waterway that's perfect for canoeing. A conventional canoe with its usual size, however, is not very useful in a city area. The people behind ONAK invented a solution for this problem: a robust and foldable canoe. The lightweight canoe (17 kg / 37 lbs) can easily carry 250 kg / 550 lbs, is no bigger than 120 x 40 x 25 cm / 47 x 16 x 10 inch when folded and can be assembled in only 10 minutes. That's good news for adventurers who want to move fast. It is available now for € 1295 including two adjustable paddles, € 1195 without. Fast buyers will get their boat delivered in March 2017.

### **The origin story**

"It all started back in 2013", says Otto Van De Steene, ONAK co-founder and designer. "I had just come back from a photographing trip in Norway and lost my cameras in an accident. To clear my head, I started making little paper canoes. That's when it struck me: what if I could make real-sized origami foldable canoes? Hundreds of paper canoes and dozens of prototypes later, I'm proud we persisted with our idea." According to co-founder and engineer Thomas Weyn, canoeing is a relaxing way of spending time together. "We wanted people to be able to experience canoeing wherever they are, even in the city.

### **Technical innovations**

Together, they started looking for the right materials. "It took us a long time", Otto says, "but with the EconCore technology and the honeycomb-curv™ composite, we put the final piece into the puzzle." ONAK managed to remove virtually the whole framework to keep the weight down as much as possible. The canoe is firm, yet easy to assemble and take it through the city. Thanks to the thermo-formable honeycomb-curv™ composite, the material is 10 times stronger than normal polypropylene. The ONAK team even paddled it through a centimeter of ice.

### **What the future holds**

ONAK is launching a community on [www.onakcanoes.com](http://www.onakcanoes.com) soon, where people can share personal experiences and favorite canoeing hotspots. Moreover, at ONAK every client is an ambassador.

Press kit available at [onakcanoes.com/press](http://onakcanoes.com/press)