

COFFS HARBOUR, NSW  
19 SEPTEMBER 2023



# HQ OF ONE OF THE WORLD'S MOST AUTHENTIC SURF BRANDS NOW IN COFFS HARBOUR

**Surf Hardware International** (SHI) is delighted to announce it has officially relocated its global headquarters to Coffs Harbour. It will now also be trading under the name of **Gowings Pacific Trader**.

Gowings Pacific Trader (GPT) is the manufacturer and global supplier of surf related hardware products including the brands FCS, Softech, Gorilla, Kanulock and the recently acquired Alvey fishing reels. By mid-way through 2024, all warehousing, logistics, management and accounting will be housed in the Coffs region.

Gowings has recently brought all their business together in Coffs Harbour to leverage synergies and build a strong business in regional NSW.

Gowings Executive Chairman John Gowing stated: "Gowings Pacific Trader is a unique business in a niche industry in which Australians have both a strong presence and competitive advantage."

"Gowings has strong growth plans for GPT– leveraging innovation, our Australian heritage and range extension," John added. "Part of the growth strategy is to broaden our offering as well as to grow the

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Gowings brand. Gowings Pacific Trader will now include the following brands– FCS, Softech, Gorilla, Kanulock and Alvey fishing reels. We are also excited to announce the launch of Gowings Pacific Trader as an online and retail store launching in Gowings Coffs Central in December 2023."

Gowings now employs over 90 people in the head office as well as a forthcoming warehouse in Woolgoolga. This move has provided significant benefits for locals being able to live and work in the area, as well as stimulating the local economy.

Laura Patterson, current Gowings Pacific Trader E-Commerce Manager grew up locally in Crossmaglen, Coffs Harbour. When an opportunity to not only work in Coffs Harbour but also one of the most well known surf brands in the world arose, Laura jumped at the chance.

Laura stated: "Coffs has so much to offer to fulfill an outdoor lifestyle. To be able to have a career with an international company here is amazing".

Gowings strives to play an important role in the community as well as nurturing our natural environment. John Gowing established Gowings Whale Trust in 1996 with the aim of increasing people's knowledge, involvement and protection of whales and the ocean. 1% of all Gowings Pacific Trader revenues goes to the Whale Trust.

Gowings has a commitment to the continued and steady growth of the North Coast and to play a role in delivering to Coffs Harbour 2030 plan of building a vibrant cosmopolitan regional hub. ■

More information to be found at [gowings.com](https://www.gowings.com)



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**GOWING BROS**

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