



## NEWS RELEASE

For Immediate Release  
August 9, 2017

### **Bonafide Kayaks launching manufacturing operations in Greenville County**

*Startup business creating 76 new jobs in Greenville*

**GREENVILLE, S.C. – August 9, 2017** – Bonafide Kayaks, a manufacturer and producer of fishing kayaks, is launching new manufacturing operations in Greenville County. The company is investing \$2 million to create 76 new jobs over the next three years.

Bonafide Kayaks was formed in November 2016 and has spent the last several months designing its first models of fishing kayaks from the ground up. Led by Luther Cifers, an industry professional who also established YakAttack, a leading kayak fishing accessory brand, Bonafide Kayaks had a highly-successful debut at the iCAST trade show in July 2017. The company anticipates rapid growth over the next several years.

Located at 10 Quest Lane, Suite B in Greenville, S.C., the company's manufacturing operations will include rotomolding and assembly. Construction on the facility is already underway, and the first manufacturing operations are expected to come online by December 2017. Hiring should begin in the third quarter of 2017, and interested applicants should email [buff@bonafidekayaks.com](mailto:buff@bonafidekayaks.com) for more information.

“We looked long and hard for the best place to set up our manufacturing operations, and Greenville, S.C. offers everything we were looking for. It's one of the best places in the world to live; there's a thriving workforce available; it's a great shipping point; and, every resource and utility we need are readily available. We couldn't be happier to call Greenville our new home.” –**Bonafide Kayaks CEO Luther Cifers**

“The talented workforce in South Carolina has established a reputation as one of the best in the world that can build anything they're asked to build. Bonafide Kayaks' decision to invest in Greenville and its people is another example of our state being open for business to companies of every kind.” –**Gov. Henry McMaster**

“South Carolina is home to a broad range of companies, both large and small. We’re proud that Bonafide Kayaks has decided to add their company to the list of diverse firms that operate within our borders.” –**Secretary of Commerce Bobby Hitt**

“In Greenville County, we cherish up and coming small businesses. They are the foundation and the future of our strong, diverse economy. We could not be more proud to have Bonafide Kayaks join our great community.” –**Greenville County Council Chairman H.G. “Butch” Kirven, Jr.**

###

*The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 23,000 new jobs and more than \$4 billion in capital investment in Greenville County, SC. To learn more, visit [www.goGADC.com](http://www.goGADC.com) or call (864) 235-2008.*

**MEDIA CONTACT:**

Tavia Murphy Gaddy  
Project Manager  
Greenville Area Development Corporation  
(864) 235-2008  
tgaddy@greenvillecounty.org