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PRADCO Outdoor Brands Acquires Kent Outdoors

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BIRMINGHAM, Ala.--([BUSINESS WIRE](#))--[PRADCO Outdoor Brands](#) has acquired Kent Outdoors, a portfolio of industry-leading brands in the watersports and marine safety markets.

Established in 1959, Kent Outdoors serves watersports participants through brands including HO Sports, Hyperlite, BOTE, O'Brien, Connelly, Liquid Force, Onyx, Full Throttle, Kent Safety Products, Aquaglide, FatSac, Barefoot International and Seipel Marine.

The complete brand and product listing can be viewed at www.kentoutdoors.com.

Kent Outdoors will retain its leadership team, with PRADCO supporting product development and additional brand acquisitions in the watersports and marine safety categories. CEO Randy Hales will oversee the transition through 2026. President CJ Vlahovich, who has more than 30 years of experience at Kent Outdoors, will remain and lead the business.

“Joining PRADCO Outdoor Brands marks an exciting and strategically significant opportunity for Kent Outdoors,” Vlahovich said. “Our organizations share a disciplined commitment to innovation, trusted brands, and delivering exceptional products. PRADCO’s long-term investment philosophy and proven approach to building consumer brands aligns perfectly with Kent’s mission to create products that provide more opportunities in, on and around the water. Together, we are positioned to accelerate growth, expand our reach across our diverse customer network, and invest even more deeply in creating the very best branded products in watersports.”

“PRADCO’s investment and brand management approach is grounded in a long-term, generational view,” said Robert Schoenvogel, President of PRADCO Outdoor Brands. “Kent Outdoors is managed by a talented and dedicated team, and the brands represented in the Kent portfolio are trusted across a wide spectrum of watersport activities. We are excited

to partner with the team and help write the next chapter of growth for these storied brands.”

Kent Outdoors represents PRADCO’s first investment in the watersports and marine safety categories.

King & Spalding acted as legal counsel to PRADCO.

Piper Sandler & Co. acted as financial advisor, and McGuireWoods acted as legal counsel to Kent Outdoors.

About PRADCO Outdoor Brands

PRADCO Outdoor Brands, a subsidiary of privately held, family-owned EBSCO Industries, Inc., operates leading hunting and fishing brands including Moultrie, Summit, Whitetail Institute, Heddon, BOOYAH, YUM and Bobby Garland.

About EBSCO Industries, Inc.

Founded in 1944 and headquartered in Birmingham, Alabama, [EBSCO Industries, Inc.](#) is a privately held, family-owned company operating businesses across information services, manufacturing, outdoor recreation, renewable energy and real estate.

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