

GOOD VIBES ONLY

EAT
DRINK
AND BE
LOCAL®

EDBLife.com



Island Water Sports

1985

OPEN

REEF
SAFE



REEF

BUY ONE GET ONE ON ALL RENTALS!

MONDAY THRU THURSDAY

WHEN YOU MENTION YOU'RE LIVIN' THE "EDBL LIFE"

THE ISLAND WATER SPORTS EDITION



OWN YOUR BRAND

**DOZENS OF BRANDED IWS STYLES TO CHOOSE FROM
HATS TO HOODIES, THEY HAVE IT ALL**

OAKLEY



NAMES YOU KNOW



ONE STOP SHOP



ITS ALL ABOUT THE
BRAND SYNERGY





SIP WHILE YOU SHOP



**DRESS LIKE A
LOCAL**



LIVE EDBL AND SAVE

BOGO RENTALS

JUST MENTION YOU'RE LIVIN' THE EDBL LIFE!

MONDAY THRU THURSDAY

OUR HISTORY

Island Water Sports was first opened on October 20, 1978 in Pompano Beach, behind McDonald's, off Atlantic Boulevard. With \$15,000 and about 500 square feet, the venture began. That first year was very difficult. Being "off the beaten path", combined with the fact that we really didn't know what we were doing, sales were slow and break-ins were common. (We had nine that year - without insurance!) However, we persevered. We also learned the the location we were in was very localized and so we decided to move the store to Deerfield Beach, where we took over the lease of an existing surf shop (750 square feet) who's owner didn't enjoy his customer base (mostly young people!). It was September 1979, and things started to happen. It was the year Hurricane David cam through town. Of course, everything was closed except our surf shop as the waves were good and our customers need supplies. We thank the Lord for a grand opening sales boost.

In 1982, we moved the store to the East (closer to the beach) and spaded it at the same time to approximately three times it's size. "Surf" (the beach look) and sales grew! And even that new retail space, which we thought when we first committed to the leas was way too big, was becoming too small for ur increasing business. So, we expanded again and again and again, taking more space, building a loft, building out the back , etc. until we reached over 7,000 square feet of space. The 80's were a time of incredible sales increase and Island Water Sports branched out by forming a franchise company. At one time, we had twenty-six IWS stores! However, unknown to us, difficult times lay ahead.

1989 was the bubble before the burst. Sales were booming, money was cheap ad the owners are leveraged. Then the 90's hit. Sales went down, people wanted to be pad and the owners found themselves deep in debt. It was time for humble pie. We recommitted the company to the Lord (now hat it wasn't with anything!) and got back to our surfing roots. In 5 shorts years, we were miraculously able to pay off all our debt and began to reestablish ourselves with a more conservative appeal to business, having learned our lesson.

VISIT THEM ONLINE!

