

# Introducing Aerot® Oars at METSTRADE 2024:

## The New Nature of Rowing by Päijän Boats



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**AMSTERDAM, 19 November 2024 – Päijän Boats is proud to unveil its groundbreaking Aerot oars at METSTRADE 2024**, the world's largest trade show for marine equipment, happening from November 19-21 in Amsterdam. After years of meticulous development, these revolutionary, hydrodynamic oars are setting new standards for rowing comfort and efficiency, eliminating the familiar drawbacks of traditional wooden oars, which have remained largely unchanged

since 5000 BC, when the first records of wooden oars appeared. We invite you to experience the future of rowing with Aerot® oars at our METSTRADE exhibit!

## Effortless Rowing, Elevated

The innovative Aerot oars by Päijän Boats transform rowing into a smooth, silent, almost meditative experience, enabling rowers to immerse themselves fully in the natural surroundings. CEO Antti Mäkelä explains why Päijän embarked on reimagining traditional oars:

"We wanted to enhance the rowing experience by addressing the limitations of conventional wooden oars, such as discomfort and reduced durability. Our boats are recognized for exceptional design and function, and developing Aerot oars was a natural progression to bring that same quality to rowing itself."

The Aerot oars were created through a rigorous, multi-phase development process with the LAB Institute of Design and Fine Arts, Lahti, Finland. The result? An ergonomic, efficient design that maintains the classic weight of wooden oars while providing a larger blade area and smoother propulsion. With advanced grip options—fixed traditional Tunto and angled rotating Ote—the Aerot handle minimizes strain, ensuring a comfortable and effortless experience for rowers of all levels. Paired with an innovative oarlock featuring a customizable stainless steel shaft, quick-adjust mechanism, and rubber cushion, Aerot delivers precision, stability, and fluidity in every stroke.

## Built to Last and Sustainably Crafted - New modular design presented in Metstrade.

Traditional wooden oars have faced durability challenges, but Päijän's Aerot oars are designed for longevity using 100% recycled and anodized aluminum, composite materials, and stainless steel for the oarlock shaft. "Sustainability is essential to us," says Mäkelä. "We're finalizing carbon footprint testing to confirm

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that Aerot oars meet our highest standards for environmental impact and durability.”

Launched in Finland in 2023, Aerot has undergone significant improvements over the past year, including an updated oarlock design. At this exhibition, we are excited to introduce Modular Aerot, which can be easily packed into a smaller package for convenience. This modular system not only allows customers to customize their oars and adapt to changing boat requirements by simply purchasing new-length shafts as needed, but it also paves the way for future options, including different types of blades and handles tailored to individual preferences. This flexibility enhances the longevity of Aerot while making a substantial impact on sustainability, as every broken part can be replaced, ensuring that the entire product is not wasted.

## Päijän’s Vision for Rowing, Across All Waters

With patent-pending designs, Päijän Boats aims to extend its reach beyond Finnish waters to serve rowers worldwide. “At Päijän, we consider our boats a platform for continuous innovation,” Mäkelä shares. “Our mission is to enhance the rowing experience for everyone, from recreational users to professional rowers, by building a closer connection between people and nature.”

Inspired by humanity's long history of navigating lakes, rivers, and oceans, Päijän Boats blends tradition with innovation, creating a timeless product that allows rowers to experience the water in a whole new way.

## Visit Us at METSTRADE 2024

Experience the future of rowing firsthand with Aerot oars at METSTRADE 2024 in Finland Pavilion booth: **01.780** . Join Päijän Boats from November 19-21 in Amsterdam to see how Aerot oars redefine the rowing experience.

## Q&A with CEO Antti Mäkelä

Why did you decide to redesign traditional oars?

The idea has been on our minds for a long time. We reimagined the entire boat concept, and oars are central to the experience. Traditional wooden oars have a shorter lifespan, so we wanted to develop a more durable, comfortable option. Thinking outside the box was essential, and various ideas led us here.

What was the product development process like? What were the main challenges?

The development process had multiple phases, and our partners were instrumental. We collaborated with the LAB Institute of Design and Fine Arts, where three teams brainstormed and tested different solutions. Once we finalized designs for comfort and durability, component manufacturers came on board, and we're now focused on refining materials to ensure Aerot oars are as sustainable as possible. Our patent application has received positive feedback, and we expect final confirmation soon.

What were the key challenges you addressed?

The main objectives were to improve rowing comfort and eliminate the blisters and squeaky sounds associated with wooden oars. We focused on ergonomics, ease of use, and reducing distractions for a seamless rowing experience.

Who are these oars designed for? Can rowers of all ages use Aerot oars?

Absolutely—these oars are designed for everyone. They're adjustable to suit any rower, from holiday-goers to fishing enthusiasts and children, ensuring an

effortless experience across all ages and skill levels. Also customizable stainless steel shaft at rowlock makes it possible to fit Aerot to any rowlock standard in any country.

## What materials are the Aerot oars made from?

The shaft is crafted from anodised aluminium, while the blade and handle are made of composite materials - fibre strengthened polyamide and oarlock shaft is stainless steel to guarantee reliability in all conditions. We're continuing to refine the materials to ensure maximum sustainability.

## Are Aerot oars heavier than wooden oars?

They weigh about the same as traditional wooden oars but have a larger blade area for better propulsion, making rowing feel more easy, efficient and smoother. Päijän boats glide well by design, but these oars enhance that affect even further.

## What's the lifespan of Aerot oars compared to wooden ones?

While wooden oar quality has declined due to rising high quality lumber costs, Aerot oars are built to last. Each component can be replaced individually, making Aerot oars a practically "eternal" product.

## Where are the Aerot oars made, and how long does the production take?

The Aerot oars are assembled in Finland, with components sourced from carefully selected local suppliers. We're proud to keep production local.

## What future plans do you have for Päijän Boats?

Continuous improvement is our priority. We envision Päijän as a platform for adding new features, aiming to enhance the water experience for everyone. We

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plan to expand globally, offering something unique to the rowing market, with safety, reliability, and eco-friendliness at the core of our mission. We're inspired by the idea that people have always traveled over water, and with Aerot oars, we respect the past while advancing toward a new, sustainable future for rowing.