

COBRA



BOS
OCEANSPORT

Engineering the Next-Generation of High-Performance
Surf Skis for a Global Market

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Sydney-based BOS Oceansport (BOS) has built a reputation for producing some of the world's toughest and most advanced surf skis, precision-engineered craft designed for elite surf lifesaving competition. Their customers demand performance, durability, and speed, on the water and in delivery times. To meet these expectations and scale their business internationally, BOS partnered with COBRA International, a global leader in composite manufacturing.

COBRA approached BOS with a clearly defined objective: to help reduce the production lead times for their surf skis, which were extending up to 12 months. At the same time, BOS made it clear that maintaining the highest standards in materials, construction, craftsmanship and finish of their products was paramount. These standards are what the market had come to expect of their products — and failing to meet them meant risking lost opportunities, business and reputation.

"We needed a partner who not only understood composite materials, but also understood the athlete's perspective," said Reece Bosward, co-founder of BOS Oceansport. "Our skis aren't toys; they're like the downhill mountain bikes of the paddling world and are engineered for serious competition in surf conditions. COBRA understood that immediately."

From the start, the collaboration focused on precision and performance. The surf ski was already fully developed by Reece — proven, tested, and fit for purpose. Only new molds were produced for COBRA's manufacturing process, with both teams working together to refine certain materials and construction methods to support scalable production while maintaining quality.

Reece, who has hand-built thousands of these surf skis since 2012, trained the COBRA team on the specialized techniques required. COBRA, in turn, brought their manufacturing expertise to support collaborative improvements without compromising performance.

At the same time, BOS also launched a new website with a state-of-the-art configurator that lets owners select the size, colours and customization of their surf skis. After review and approval from BOS, orders go to COBRA, where skis are built exactly to the customers personalized specifications, packed and shipped direct from the factory in Thailand.

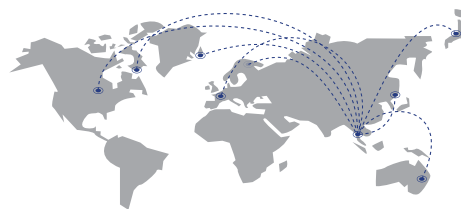


Reduced Lead Times, Increased Reach

The impact of COBRA's production efficiencies was dramatic. Lead times were reduced from 12 months to just two, allowing BOS to respond to market demand, become more accessible and delivery needs for competitive athletes and the like.

"Waiting a year for a ski was just no longer viable," Sharon Director BOS Oceansport noted. "Now, with Cobra's help, we can deliver in eight weeks. That's a huge shift, not just in logistics, but in how we do business."

This manufacturing agility also opened new global opportunities. For the first time, BOS could ship full containers of skis to international dealers, a level of volume and consistency previously out of reach. Traditionally, BOS sold skis mainly in Australia and New Zealand. Now, they have expanded the delivery network, with Thailand providing a convenient dispatch point to ship surf skis to Japan, Hong Kong, Germany, Spain, Switzerland, Ireland, UK and USA.



"We've just shipped a full container to Spain," said Sharon. "That would not have been impossible before. Now, we're not just a premium local brand, we're becoming a global one."

A Truly Open Technical Partnership

One of the most rewarding aspects of the partnership has been the technical collaboration between the two companies. BOS brought a deep understanding of composite performance and design, while COBRA brought the manufacturing scale and technical innovation to bring those designs to life at volume.

"Reece and Sharon are exceptional to work with," said Bruce Wylie, Chief Commercial Office at COBRA. "They know what they want, and they speak the same technical language we do. Together, we've been able to work through any issues and have created a process and a product we're genuinely proud of."

COBRA currently have both single and double surf ski moulds running in production, with BOS' adjustable cockpit tooling allowing the team to build perfectly sized skis for multiple users and custom sizes skis for paddlers as well as the adjustable set-up favored by the double skis and club-spec products.



In addition to building the new BOS surf skis, COBRA has helped solve a key challenge for BOS — consolidating production under one roof. While BOS already had some accessories in place, shifting their production to COBRA has streamlined the process and opened the door to a broader product offering.

Today, travel bags, EVA roof rack cradles, custom straps, and safety tailflags are all produced in-house at COBRA. This not only simplifies manufacturing for BOS but also makes it easier to refine and evolve these products throughout their lifecycle, all within a single, high-quality facility.

With the competition line of skis well-established, BOS and COBRA are now discussing the development of a more recreational-focused products, broadening the brand's appeal without compromising on quality.

"We're excited about where this could go next," said Reece. "There's a growing demand for performance-inspired recreational skis, and with COBRA, we know we can deliver something truly special."

The COBRA/BOS partnership is a showcase of what can happen when high-performance design meets advanced composite manufacturing. The result: faster lead times, stronger skis, and new global opportunities.

"At the end of the day, it's about delivering the best possible product to our customers," said Reece Bosward, co-founder of BOS Oceansport. "And with COBRA, we're doing exactly that."



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