



# Gulf Coast Sand Enters Retail Market with Launch of Sandpiper Play Sand & OptiFlow™ Pool Filter Sand

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*Gulf Coast Sand launches Sandpiper Play Sand and OptiFlow™ Pool Filter Sand, expanding into the retail market with high-quality consumer products.*

PICAYUNE, MS, UNITED STATES, October 23, 2024 /EINPresswire.com/ -- Gulf Coast Sand, a leading innovator in premium aggregate and sand products, is excited to announce the launch of its first-ever retail product lines, Sandpiper Play Sand and OptiFlow™ Premium Pool Filter Sand, in partnership with eCommerce leader Spreetail. This expansion represents a significant milestone in the company's growth strategy as it ventures into the retail sector, bringing its high-quality packaged sand solutions directly to consumers nationwide.

**Sandpiper Play Sand:** Engineered for a safe, clean, and enjoyable play experience, Sandpiper Play Sand is meticulously dried and screened to ensure it is free of harmful contaminants. With its smooth texture and bright white appearance, it is perfect for sandboxes, playgrounds, and other recreational spaces, combining practicality with visual appeal.

**OptiFlow™ Pool Filter Sand:** Designed for superior water filtration, OptiFlow™ Premium Pool Filter Sand enhances pool maintenance by ensuring crystal-clear water in both residential and commercial pools. Its uniform grain structure optimizes the performance of filtration systems, reducing maintenance efforts and enhancing the overall pool experience for users.

"This launch marks a new era for Gulf Coast Sand as we bring our expertise in sand products directly into consumers' hands," said Kevin Bowen, Chairman of Gulf Coast Sand. "Our partnership with Spreetail and our entry into the retail market reflect our commitment to innovation and growth. We are poised to expand our reach and deliver exceptional value with products that meet the highest standards of safety and performance."

"Spreetail is excited to partner with Gulf Coast Sand for their first retail product launch. We specialize in handling big, bulky, oversized items, and with our years of retail experience and extensive fulfillment network, we're confident we can help elevate the Gulf Coast Sand brand while ensuring a great experience for their new customers." – Owen Carr, Chief Merchandising Officer at Spreetail.

The launch of Sandpiper Play Sand and Optiflow™ Premium Pool Filter Sand is just the beginning

of Gulf Coast Sand's long-term strategy to diversify its offerings and capture new market opportunities. The company plans to leverage its extensive industry knowledge and operational excellence to continue introducing innovative sand solutions that meet the evolving needs of consumers.

These products will be available at major retailers and online platforms starting October 1, 2024, setting the foundation for further expansion into the consumer market. Gulf Coast Sand aims to solidify its position as a trusted provider of high-quality sand products, driving future growth and enhancing its market presence.

For more information about Gulf Coast Sand's new retail product offerings, please visit [www.gulfcoastsand.com](http://www.gulfcoastsand.com) or contact [retailsales@gulfcoastsand.com](mailto:retailsales@gulfcoastsand.com).

#### About Gulf Coast Sand:

Gulf Coast Sand is a premier producer of construction aggregates and industrial sand products, dedicated to delivering excellence across industrial, commercial, and residential markets. Based in Picayune, Mississippi, the company specializes in a diverse range of sand and gravel products that serve ready-mix concrete, construction, energy, turf, and manufacturing industries.

With a strong focus on safety, quality, and customer satisfaction, Gulf Coast Sand is committed to providing market-leading products and service. As the company expands into the retail sector, it continues to set the standard for innovation, ensuring that its offerings meet the diverse needs of customers nationwide.

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