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GLIDECOAT HIRES MARTIN FLORY GROUP FOR PR

To increase brand awareness and assist in developing its North American market share, Glidecoat has hired Martin Flory Group. The PR firm will promote the company's line of high-performance ceramic surface protectants and related cleaning products for boats and RVs.

The leader in next-generation ceramic top coating protection, Glidecoat formulates and manufactures its chemicals using advanced materials and smart surface nanotechnology. Its professional and consumer products are engineered to provide a long-lasting finish that outlasts modern synthetic waxes, even in the harshest outdoor conditions. Its website is www.glidecoat.com.

"As a family-run business with a respected, quality product line made in the USA, Glidecoat's extensive educational support and superior customer service give us much B2B and B2C news to create," said Martin Flory Group general manager Kelly Flory. "Their cornerstone product, Ceramic Top Coating, has upended the boat and RV surface protection market to quickly gain traction as a long-term, low-maintenance solution."

Celebrating its 60th anniversary, Martin Flory Group serves a diverse global group of clients. Its respected marine, RV and outdoor media relationships generate a wide array of sales-boosting editorial coverage.

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