



PO Box 360  
Gurnee IL 60031 USA  
Phone: 847-662-9070  
Fax: 847-336-7126  
info@martinflory.com  
www.martinflory.com

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## SHADOW-CASTER SIGNS MARTIN FLORY GROUP FOR PR

Shadow-Caster, a leader in next-generation marine lighting controls, as well as underwater, exterior and interior LED lamps, has hired Martin Flory Group as its PR firm. The Gurnee, Illinois-based agency will promote Shadow-Caster's growing line of products and company news in the US and Canada.

Shadow-Caster's pioneering technology helped form NMEA 2000 lighting control standards and many of its products utilize this plug-and-play protocol. The company manufactures all its products in the US, based in Clearwater, Florida. It has longstanding partnerships with numerous marine electronics manufacturers and boatbuilding OEMs to deliver integrated lighting control solutions. Its website is [www.shadow-caster.com](http://www.shadow-caster.com).

"Shadow-Caster is the bar-setting standard in marine lighting controls," said Martin Flory Group general manager Kelly Flory. "As boat electronics become more integrated, we're excited to help educate the industry about their innovative solutions."

Martin Flory Group represents a diverse global client base in the marine, RV and outdoor industries. It works with writers and editors worldwide to gain credible media coverage to help grow businesses.

Contact Martin Flory Group, PO Box 360, Gurnee, IL 60031. 847-662-9070. [info@martinflory.com](mailto:info@martinflory.com); [www.martinflory.com](http://www.martinflory.com).