

MEDIA CONTACT



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## SHURHOLD BRINGS ON FORREST FERRARI AS COO

Shurhold, a leading manufacturer of premium cleaning and maintenance products for marine, RV, automotive and aviation, has hired Forrest Ferrari as its chief operating officer (COO). Barry Berhoff, CEO, made the announcement.

In his new role, Ferrari designs and implements robust, data-driven systems that further advance Shurhold operations. By armoring the company's supply chain, he ensures its products retain their high quality and availability. Ferrari fosters improved communication and coordination between office and factory staff, sales reps and vendors. "I'm excited to be part of this great company and look forward to working closely with Barry in delivering a premium user experience to our customers."

Ferrari comes to the marine industry with an impressive history of leadership, business development and strategy, and quality assurance. With a strong IT background, he is highly accomplished in systems process improvement. Most recently, he was the COO at Construction Journal, a leading provider of construction project information. Ferrari holds a B.S. in biochemistry and biophysics from the University of Pittsburgh and a Ph.D. in genetics and virology from the University of North Carolina at Chapel Hill.

"We're exceptionally pleased to welcome Forrest to the Shurhold senior executive team," said Berhoff. "He's a transformational leader and proven

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change agent with success in a wide range of industries. I am confident as we continue to expand our product offerings and explore new markets that he will be a tremendous asset to Shurhold."

Dedicated to educating boat owners, Shurhold provides key tips for boat value preservation at [www.shurhold.com](http://www.shurhold.com). Inventor of the One-Handle-Does-It-All-System, Shurhold is the leading manufacturer of premium detailing supplies that help clean, polish and protect vessels.

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800-962-6241; Fax: 772-286-9620. [www.shurhold.com](http://www.shurhold.com).