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3119 S.W. 42nd Avenue, Palm City, FL 34990-5558
www.shurhold.com

SHURHOLD LAUNCHES AUTHORIZED DEALER PROGRAM

Shurhold Industries, a leading manufacturer of professional-grade marine detailing and maintenance products, has launched an Authorized Dealer Program. The initiative provides a broad range of front- and back-end benefits, but with minimal sign-on requirements. The program launches at the Land N' Sea Distributing Show, October 12-13, Las Vegas, booth 231.

The Shurhold program has two commitment levels: standard and platinum. Both receive a wide array of in-store marketing collateral, training tools, priority technical support and listing in the company's online dealer locator. Platinum dealers are additionally promoted within local Google search results—an incredibly effective marketing tool—and given 20 custom-branded Shurhold World's Best Rope Handle Buckets.

Requirements involve displaying a window decal, merchandizing in-stock products and, through an authorized Shurhold supplier, placing a minimum \$2,500 order at the Platinum level; the standard level has no minimum. The application is at www.shurhold.com/onboard.

"Our knowledgeable dealers are the face of the Shurhold brand and why customers prefer to purchase locally. We're pleased to further support them with this program," said Barry Berhoff, company CEO. "They assist marine professionals in being more efficient and profitable, as well as inspire DIYers to enjoy maintenance and cleaning projects and take pride in their results." Shurhold Industries celebrates its 50th anniversary this year.

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Dedicated to educating boat owners, Shurhold provides key tips for boat value preservation at 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.

Contact Shurhold, 3119 SW 42nd Ave., Palm City, FL 34990.
800-962-6241; Fax: 772-286-9620. www.shurhold.com.