



18665

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

HIGH-QUALITY BOAT CARE PRODUCTS COST LESS IN THE END

Low prices may first attract boaters when selecting marine care products but, it's best for consumers to look beyond dollar signs. Product quality and convenience are key to simple and cost-effective boat maintenance. Less expensive products don't necessarily cost boaters less in the long run.

High-quality products are developed using superior ingredients. Shurhold's Brite Wash is scientifically-formulated to thoroughly clean fiberglass, metal, rubber and painted surfaces. This multi-purpose boat soap is also environmentally-friendly and great for cleaning dirt, grease and salt without dulling a boat's finish. A single ounce of this powerful wash cleans a 40' boat, allowing one 32 oz. bottle to last months.

Less-expensive soaps can be too harsh for a boat's fragile gelcoat and can strip its wax or polish. The price alone to repair damage caused by low-level cleaning products can overshadow any money saved.

After washing off surface grime, boaters should then seal the vessel's gelcoat. In one easy step, Pro Polish from Shurhold produces a glossy finish while protecting against harsh marine elements. Faster and more convenient to apply than conventional wax, it's formulated with cosmetic-grade ingredients. Such highly developed components allow boaters to rest

-more-

assured their fiberglass boat is well-protected. Pro Polish contains no talc or fillers, unlike cheaper waxes and less-effective polishes.

When consumers have to buy multiple tubes of a less expensive product to equal the results of one high-quality cleaner, unnecessary time and money is spent. One 22 oz. container of Shurhold's Buff Magic, a world-class deoxidizer, buffs an entire 40' boat, leaving more time to enjoy the water. User-friendly and efficient, this fiberglass reconditioner is safe on almost every surface of a boat.

Worth a few extra dollars, superior quality marine cleaning products like Shurhold's allow consumers to easily and conveniently maintain their boats. Less expensive products can translate into less effective materials, costing boaters much more money and time in the end. Looking past pricing can help ensure better results and satisfaction.

Shurhold's Brite Wash costs \$12.95 for a 32 oz. bottle while Pro Polish has a retail price of \$18.95 for a 16 oz. bottle. Buff Magic retails for \$22.95 for a 22 oz. container.

Dedicated to educating boat owners, Shurhold offers a free guide of 5 key tips for boat value preservation at www.shurhold.com/tips. Inventor of the One Handle Does It All system, Shurhold manufactures specialty care items and accessories to clean, polish and detail.

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