



BOATBUILDERS EMBRACE NEW SHORE POWER SYSTEM

Boatbuilders who understand cost-benefit analysis take the long view when rigging their boats. That's why notable manufacturers such as Catalina Yachts, Fleming Yachts, Marlow-Hunter, Nordic Tugs and over 50 additional OEMs have embraced the innovative SmartPlug system. Not only does it offer their marketers a powerful selling feature, but it provides their customers with a safer, more modern vessel.

The revolutionary SmartPlug is the next generation of shore power connections. Unlike traditional twist-type plugs that haven't changed in 80 years, it features a pin and clip design that delivers more than 20 times the metal-to-metal contact. This reduces the chance of fire due to resistance and overheating. Its unique asymmetrical shape with spring-loaded locking clips, triple-sealing design with an easy straight-in connector and LED power light makes it easier to connect when it's dark or cold.

The SmartPlug is available in 30 or 50 amp versions with stainless steel, or black, white or grey non-metallic covers. They can also be custom branded with a manufacturer's logo.

Because the cut-out and mounting hole pattern match industry standards, it's easy for boatbuilders to switch to the SmartPlug. A matching phone/TV/data inlet is now available and will debut at IBEX, Sept. 19-21, Tampa, Florida, booth 217.

Contact SmartPlug Systems, 2500 Westlake Ave N., Ste. G, Seattle, WA 98109-2262. 206-285-2990; Fax: 206-285-2981. Sales@smartplug.com; www.smartplug.com; www.facebook.com/SmartPlug; twitter.com/smartplugs