



SureShade Names Indemar 2017 Dealer of the Year

Italian Marine Distributor Indemar Awarded for Expanding SureShade's International OEM Client Base in Europe

PHILADELPHIA, PA – March 8, 2018 - [SureShade](#), the U.S. designer and manufacturer of patented retractable sunshade systems for the marine industry, is pleased to announce that Indemar has won the SureShade 2017 Dealer of the Year Award for their outstanding sales and service of SureShade sunshade systems throughout 2017.

The SureShade Dealer Award and Recognition program is designed to formally recognize top boat dealers for their sales and service efforts throughout the year. Boat dealer performance is evaluated throughout the year on the criteria of sales performance, installation expertise, customer service, co-marketing efforts and private boat owner feedback.

Indemar, SureShade's Italian distributor, was selected as Dealer of the Year for contributing significant OEM client wins in 2017, as well as actively promoting and selling SureShade's American-made telescoping shade systems to clients and at boat show events throughout Europe.

New OEM client wins by Indemar include factory-installed SureShade systems on the Pardo 43 by Pardo Yachts and the Absolute 58 Fly and 73 by Absolute Yachts. Most recently, the Absolute 58 Fly debuted at the 2018 Dusseldorf Boat Show featuring a SureShade ATF automated shade system installed on the top bridge deck, replacing a previously utilized European-made component.

"While we continue to see strong momentum with many dealers across the U.S., we have selected an international partner for our dealer of the year award based on SureShade's significant global growth in 2017," said Dana Russikoff, business leader and co-founder at SureShade. "Indemar has excelled in growing business for us internationally and has done an outstanding job introducing SureShade's American-made product line of sunshade systems to clients throughout Europe seeking a sunshade solution that offers improved design, functionality and value."

For more information on SureShade's OEM and dealer resources, visit

<http://www.sureshade.com/marine-trade/>.

ABOUT SURESHADE

SureShade® is the U.S. based designer and manufacturer of innovative retractable sunshade systems for the marine industry that extend social zones, improve sun protection and make the boating experience even better. Utilizing a globally patented self-supported telescoping framework technology, SureShade products feature automated or manual boat shade systems available for factory or aftermarket/refit. Factory installed by top boat brands on over 100 boat models and installed on thousands of boats worldwide, SureShade is the new standard for shade in the marine industry. For more information, visit <http://www.sureshade.com>.

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