



FOR IMMEDIATE RELEASE:

SureShade Signs Derema Group as Northeast, Midwest and Western U.S. Rep
*New Partnership with Derema Group Expands Sales & Service Capabilities
with OEM Clients Across 34 States*

PHILADELPHIA, PA – September 26, 2018 - [SureShade](#), the U.S. designer and manufacturer of patented retractable sunshade systems for the marine industry, has engaged Derema Group as their exclusive sales agent representing the SureShade brand in the Northeast, Midwest and Western region of the U.S. recreational boating market.

The new manufacturer's representative relationship with Derema Group will help SureShade expand sales and service capabilities with OEM clients across 34 states in the Northeast, Midwest and Western U.S. regions. Haimes Coleman Group will continue to be SureShade's exclusive manufacturer's representative for the 14 states within the Southeast U.S. region.

Derema Group will represent SureShade in identifying new opportunities for factory-installed SureShade systems with new and existing OEM relationships. Derema Group will also be tasked with facilitating and validating successful implementation of factory installations for new and existing SureShade products with boat builder clients.

"We chose Derema Group based on their extensive coverage, proven track record in marine accessory manufacturing sales and their expertise in SureShade's emerging market opportunities with pontoon boats and the RV industry," said Dana Russikoff, SureShade business leader and co-founder. "With the addition of the Derema Group team, SureShade is now poised to provide our clients with industry-leading sales & service coverage across the contiguous 48 states and fast-track our next phase of growth."

“We are looking forward to our new partnership with SureShade, and introducing their innovative products to our customers,” says Chris deRecat President of Derema Group. “The company is a great example of developing and applying engineered solutions that help to make boating even more enjoyable.”

SureShade and Derema Group will begin their new partnership immediately with representation at the 2018 International Boatbuilders' Exhibition & Conference (IBEX) as SureShade introduces two new products to the market with their ATF-SG silent glide and MTX pull-out boat shade products as well as a sneak-peek at two new industry-transforming products.

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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