



FOR IMMEDIATE RELEASE:

SureShade Hires U.S. Coast Guard Veteran to Lead Manufacturing
Kirk Fistick Tapped to Lead SureShade Production & Operations Facility

PHILADELPHIA, PA – June 17, 2019 - [SureShade](https://www.sureshade.com), the U.S. designer and manufacturer of patented retractable sunshade systems for outdoor recreation industries, announces that Kirk Fistick has joined the company as Director of Manufacturing to lead production and manufacturing operations at SureShade's headquarters in Philadelphia, PA.

As Director of Manufacturing for SureShade, Fistick will be responsible for overseeing the entire production operation of the SureShade plant, leading a team of functional managers and supervisors in the areas of manufacturing, supply chain/logistics, facilities, manufacturing engineering, and customer service.

A U.S. Coast Guard veteran, Fistick joins SureShade with more than 26 years of boating and marine industry experience. He served 12 years as a U.S. Coast Guard Officer during which time he commanded two ships. Fistick's commercial marine experience also includes working as a charter captain and sailing instructor, and he currently holds a 1600-ton Master of Oceans and a 2nd Mate Unlimited merchant mariner license.

Prior to joining SureShade, Kirk served as a manufacturing production manager, overseeing three production lines and 65 employees. He holds a number of advanced degrees and six sigma certifications, bringing a disciplined approach to ensuring manufacturing excellence.

"We're proud to hire a veteran for this important role as Director of Manufacturing at SureShade," said Ron Russikoff, SureShade head of engineering, inventor and co-founder. "As SureShade marks 10 years of consistent growth in the marine industry, Kirk's leadership will ensure our manufacturing facility is poised to grow production capacity and continue to deliver a superior sunshade product to our OEM and aftermarket clients. Kirk's disciplined approach to manufacturing and engineering – coupled with his unique personal experiences in powerboat, sail and RV – will be a great asset as we expand both new product development and manufacturing production."

SureShade currently manufactures automated and manual boat shade systems for over 60 top boat brands worldwide, and recently debuted their outdoor-grade shade system to the RV industry for use on a variety of recreational vehicles.

Learn more about SureShade at <https://www.sureshade.com>.

ABOUT SURESHADE

SureShade® is a U.S. based designer and manufacturer of innovative retractable sunshade systems for the marine and RV industries that enhance and facilitate the outdoor recreational experience.

Utilizing a globally patented self-supported telescoping framework technology, SureShade products feature automated or manual shade systems for factory or aftermarket. Factory installed worldwide on over 150 boat models and 60 different boat brands in 15 countries, SureShade has set the standard for shade in the outdoor recreation industry. For more information, visit <https://www.sureshade.com> (marine) or <https://www.sureshadeRV.com> (RV).

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