

FOR IMMEDIATE RELEASE:



SureShade Opens Expanded Facility on Manufacturing Day

New 11,000 Square Foot Headquarters and Factory Facility Celebrated by Employees, Partners, Philadelphia City and PA State Officials on National Manufacturing Day

PHILADELPHIA, PA – October 8, 2019 - [SureShade](#), the U.S. designer and manufacturer of patented retractable sunshade systems for the outdoor recreation industry, hosted a ribbon cutting ceremony to celebrate the opening of their new headquarters & production facility reinforcing their commitment to manufacturing growth in Philadelphia.

The event was held on National Manufacturing Day, October 4th, the ideal opportunity to showcase SureShade's new facility and provide attendees with a full factory tour and overview of the manufacturing process of their sunshade systems for marine and RV.

The new 11,000 square foot facility is 3 times larger and includes headquarter offices, training & product development space and SureShade's full manufacturing production facility.

In addition to SureShade's valued employees and business partners, local PA and Philadelphia elected officials were also in attendance at the event, including keynote speaker U.S. Congressman Brendan Boyle (PA District 2), PA State Representative Michael Driscoll (173rd district), PA State Representative Joe Hohenstein (177th district), Philadelphia City Councilman Bobby Henon (6th district and founding member of Philadelphia's Manufacturing Growth Task Force) and Philadelphia Director of Commerce Harold Epps, also a founding member of the Manufacturing Growth Task Force

The factory tour, guided by SureShade's Director of Manufacturing and U.S. Coast Guard Veteran Captain Kirk Fistick, featured a step-by-step production overview of each component manufactured for SureShade's sunshade systems. Full size demo units for both marine and RV applications were included in the factory tour.

"We were so thrilled to have everyone join us to celebrate this amazing milestone for our 12 year old manufacturing startup, especially on Manufacturing Day," said Dana Russikoff, SureShade business leader and co-founder. "When we first started this business we were focused on the marine industry, but boating is just one part of the

overall \$778 billion outdoor recreational ecosystem that is a major contributor to the U.S. economy, accounting for 2.2% of the U.S. GDP and creating 5.2 billion jobs. As we have officially expanded into the \$114 billion RV industry this year we are thrilled to now be part of this comprehensive outdoor recreation industry that will position our company for continued and sustainable growth.”

“I am so proud of our incredible team accomplishing this move in record time with zero production downtime – we did not skip a shipment – and I am so excited for what is yet to come here in our new 11,000 square foot home,” said Ron Russikoff, SureShade inventor, engineer and co-founder. “We remain committed to growing manufacturing here in Philadelphia and we hope to serve as an example that this is what building something from nothing looks like.”

Also present at the event was Erica Crocker, Director of Political Engagement and Advocacy at National Marine Manufacturers Association, and nearly 25 students from Philadelphia’s MaST Community Charter School.

Watch **video highlights** from the event, including the factory tour and remarks on the importance of manufacturing by SureShade co-founders, Congressman Boyle, City Councilman Henon and Philadelphia Director of Commerce Mr. Epps.

<https://youtu.be/bl3fqJM8sKA>

To learn more about SureShade visit <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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