

**FOR IMMEDIATE RELEASE:**



## **JL Marine Systems, Inc. Announces Exclusive Canadian Distribution with Land 'N' Sea Distributing**

**TAMPA, Fla., December 12, 2018** – [JL Marine Systems Inc.](#), inventor of the Power-Pole shallow water anchoring system, is pleased to announce that the company has partnered with Land 'N' Sea Distributing as its exclusive Canadian distributor.

[Land 'N' Sea Distributing](#) has an extensive network of over 2,500 marine dealers, retailers, service centers and specialty shops across Canada. This new partnership will provide easy access to those that wish to purchase Power-Pole shallow water anchors and accessories, ultimately increasing the footprint of Power-Pole products across Canada.

“We are very much looking forward to this new relationship with Land 'N' Sea Distributing as we expand the Power-Pole brand to markets outside of the USA,” said Robert Shamblin, Vice President of JL Marine Systems, Inc. “Land 'N' Sea’s commitment to customer centricity and desire to get people on the water aligns with our company values and mission.”

Land 'N' Sea Distributing is owned by [Brunswick Corporation](#), a market leader in the marine industry that also operates some of the world’s best-known marine brands.

“We are a dealer focused marine organization, and this partnership is a response to our customers’ strong desire to access the line of Power-Pole products,” said Tom Wurster, National Sales Manager of Land 'N' Sea Distributing.

“Our mission is to put people on the water. And with the addition of Power-Pole shallow water anchors, we can now offer an integrated package for our customers,” added Graham Toms, Category Manager of Land 'N' Sea Distributing. “Instead of just being able to offer two out of three, now we are able to provide our dealers with a complete marine system solution with Power-Pole shallow water anchors, Motor Guide trolling motors, and Lowrance devices.”



The Land 'N' Sea Distributing partnership is expected to create more synergy between Power-Pole products and Lowrance. In July 2018, JL Marine Systems, Inc. announced its partnership with Lowrance and introduction of the 'NMEA2000: CM2 to NMEA2000' integrated gateway. This gateway puts JL Marine's C-Monster 2.0 protocol in a Lowrance device, allowing people to have the convenience of C-Monster's wireless technology until manufacturers adopt the CM2 technology set within their products.

### **About JL Marine Systems, Inc.**

JL Marine Systems, Inc. is the developer and manufacturer of the original **Power-Pole® shallow water anchor** – the industry's leading shallow water anchoring system for small skiffs, bass boats, flats boats, bay boats and more. Since their introduction in 2000, Power-Pole anchors have been celebrated among professional and everyday anglers.

JL Marine Systems offers four Power-Pole anchor models, in addition to spikes, anchor accessories, apparel and gear. With a relentless focus on customer service, JL Marine Systems is revolutionizing the industry with the development of technology solutions for *total boat control* – completely changing the fishing experience at the push of a button. Proudly made in the USA at the JL Marine Systems headquarters in Tampa, Fla., Power-Pole products are available via over 3,500 dealers, retailers and boat manufacturers worldwide.

To learn more about Power-Pole products, visit [www.power-pole.com](http://www.power-pole.com) or follow us on [Facebook](#) and Instagram at [@power.pole](#).

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### **Media Contact:**

Emily Trogdon, The Brandon Agency  
[etrogdon@thebrandonagency.com](mailto:etrogdon@thebrandonagency.com)  
(843) 916-2000 o | (843) 687-0706 c

