



SeaDek Adds Professional Freshwater Angler Bill Lowen as Brand Ambassador

Partnership underscores SeaDek's expansion in the bass boat market

Rockledge, Fla., May 11, 2020 - SeaDek Marine Products, the leading manufacturer of non-skid traction products for the marine environment, is proud to welcome angler Bill Lowen, a ten-time Bassmaster Classic Qualifier, to their Brand Ambassador program.

Based in Brookville, Indiana, Lowen's 13 years competing in the Bassmaster Elite Series have earned him 10 Bassmaster Classic berths and 148 Top 10 finishes.

"SeaDek has changed the face of boating, and now, most importantly to me, improved one of the weakest links in the competitive bass boat by replacing carpet," said Lowen. "I demand the finest in performance and quality so I can perform at the highest level, and with SeaDek, I have a unique advantage over my competition."

Born from Lowen's longstanding relationship with aluminum bass boat manufacturer Xpress Boats, who was an early adopter of SeaDek's innovative flooring products, the new partnership will foster even more synergy between the freshwater fishing community, boat builders, and the SeaDek brand.

"This is an exciting time for SeaDek," said Jason Gardner, Vice President of Marketing and Advertising at SeaDek. "The demand for an alternative to carpet has been longstanding in the freshwater market, and by collaborating with progressive partners such as Xpress, we feel that this is the beginning of a major turning point for bass boats. We are grateful to have an angler of Bill's stature behind us and are thrilled to welcome him to the SeaDek family."