



FOR IMMEDIATE RELEASE:

Polyform US Expands Support for Susan G. Komen® with New Fender Introductions

Kent, WA, September 1, 2021 —

Polyform US is extending its reach of Pink Fenders to further “Protect What Matters”. The manufacturer will be bringing more awareness and funds to the fight against breast cancer this year with more product and more partners. Most everyone has been touched in one way or another by this disease. It affects men as well as women across all walks of life and interests. Polyform wants to keep making a difference in this arena.

This year, Polyform is expanding the offering of this recognizable color. All sizes of the G-Series fenders as well as the HTM-Series will be a part of this campaign. That’s 10 items compared to only 3 last year! On top of that, to increase the donation, Polyform will be donating 5% of all the sales of these products to Susan G. Komen.

The introduction of this campaign was a partnership between Polyform and Land ‘N’ Sea Distributing. Ken Ferleger, Vice President, National Sales for Land ‘N’ Sea Distributing explained, “Our organization wanted to support Polyform US in the fight against breast cancer. The product and cause were very well received by the sales team and dealers. Sales were positive and the response was great. Land ‘N’ Sea is looking forward to expanding the program with additional products and support this coming year.”

“Last year’s ‘Protect What Matters’ campaign far exceeded my expectations,” stated Barb Foss, North American Recreational Sales Manager for Polyform. “We now want to build awareness and further support across all our distributor and retail partners. The fight against Breast Cancer is a big one and I’m proud of Polyform for continuing to make a difference by supporting the Komen Foundation.”

October is Breast Cancer Awareness Month – Show your Support, Show Your Pink – Display Pink [Fenders] in your store and on your boat.



About Polyform U.S.

Incorporated in 1978, Polyform U.S. brought a unique family business like no other from Norway to Kent, Washington. Today, Polyform boat fenders and buoys are manufactured in the USA and recognized in ports and marinas across the world. Known for their signature blue rope-holds and trusted, durable designs, Polyform sets the standard for quality buoys and boat fenders. Discover what makes them Uniquely Polyform® at www.polyformus.com.

About Susan G. Komen®

Susan G. Komen®'s mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. For more information, please contact Susan G. Komen® at 13770 Noel Road, Suite 801889, Dallas, Texas 75380 or visit www.komen.org.

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