

Contact: Joel Bartlett Director of Development
Phone 888 332 5020 EXT 83
info@deckadencemarineflooring.com

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By: Suzanne (The
Mermaid) Weiss

AquaGrid® Backing

Press Release

DECKadence Marine 2010



Fort Lauderdale, FL, June 1st, 2010: Two years ago the marine industry welcomed marine flooring manufacturer DECKadence Marine Flooring, Inc., to get onboard. South America based **DECKadence Marine Flooring (DMF)** is turning heads in the industry, and with good reason.

The product appears to actually be “**Good for the Sole**” as the company’s tag-line suggests. DMF is enthusiastically endorsed by both fishing legends and physicians alike, who cite DMF’s practicality and health benefits resulting from the product’s heat and shock-absorbing (and fatigue-reducing) properties.

Despite its carpet like appearance DMF is actually the **un-carpet** of marine flooring although it may look like carpet it’s more like a hybrid integrating durable PVC, that’s been softened and treated for the outdoors.

“We’ve learned a lot over the past few years” says **Joel Bartlett**, DECKadence’s Director of Development, never take anything for granted...work hard to accommodate your customers, and listen when spoken to.

This year by July of 2010 we plan on introducing our new and exclusive backing system on the already popular DMF to our dealer network. The new backing is designed to allow water flow directly through the grid, drain and evaporate. The grid backing is likened that of a rubberized cushion mesh, it’s lighter, instant-dry, and we added additional thickness, to absorb even more impact while riding in open waters.

“The bottom line is it’s an awesome product, and it’s everything our customers are asking for” says Bartlett. Now that we have a “strong-hold we feel the new DMF will dominate the deck coverings alternatives industry. Seasoned boaters know all too well about the trials and tribulations of installing and maintaining a practical marine flooring that can withstand the test of time, and more importantly the elements of nature.

Currently the product can be ordered directly from their national network of dealers, and referring back to the “listening” learning curve mentioned above, the company has plans to offer “**cut to size**” finished product ordering solution sometime in 2010.

“We will be approaching OEM later this year” says Bartlett, but first we plan on expanding into the Boat Dealership network as a premium aftermarket option for the boat dealers. Many boat dealerships are suffering and desperately need the additional revenue that our aftermarket product demands in order to sustain their operations during this economic turmoil...we are all in this together.

The company has appears to have a handle on what it will take to deliver on a grander scale they just added an 8 million dollar expansion their operation to increase their production capacity and add additional products.###

If you’d like more information about this topic, or to schedule an interview with Joel Bartlett,
call 888-332-5020 Ext.83 or e-mail info@deckadencemarineflooring.com