

Press Release

DECKadence Marine Flooring Is Good For The Sole!

South Florida 2008 IBEX

Fort Lauderdale, FL, August 08, 2008: The marine industry is welcoming marine flooring manufacturer newcomer, DECKadence Marine Flooring, Inc., inviting them to get onboard. South America based **DECKadence Marine Flooring** is turning heads in the industry, and with good reason.

"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," says **Joel Bartlett**, DECKadence's Director of Development. "Think about it... how many times have you've heard a boater "in the know" claim that they love their **carpeting, vinyl or PVC** flooring that heats up like a stovetop in the direct sunlight?" The truth is when something doesn't work "the word" travels fast, and similarly when something does work... word travels even faster. In Brazil and other parts of South America, DMF has quickly become the number one choice for marine flooring, and Bartlett projects continued expansion throughout the U.S. and Europe.

With the upcoming IBEX show and 2009 on the horizon, DECKadence Marine Floorings products (DMF) will make their OEM debut at booth 321, providing an innovative and practical solution for boat manufacturers that want to deliver more in the way of comfort, safety, and design to their customers. Press kits are available now and can be ordered by request at www.marineflooring.net.

The company has a successful track record within the OEM industry, and appears to have a handle on what it will take to deliver on a grander scale. "We were cautious about approaching the U.S. OEM markets," says **Robert Morales**, Production Coordinator. "Because we witnessed the Brazilian trend first-hand, we wanted to make absolutely sure that we could handle the demand of the U.S. market prior to the introduction of DMF. Adding more equipment and expanding to two plants gave us the latitude to increase our production capacity. We are currently supplying OEM in South America and more recently, in the U.K. We will however, still be selective in who we will supply based on availability in the U.S. We look forward to continued growth and success in the OEM arena."

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. The consensus is that DMF is a revolutionary hybrid integrating the best elements of carpeting, vinyl and rubber to produce the ultimate marine flooring product for outdoor and watercraft craft use. DMF is extremely pliable, so it is user and installation-friendly. The designs, which give any boat a finished look, are limited only by the imagination.

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