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AMERITEX SHOWCASES LATEST CANVAS ENCLOSURES, TOPS AND COVERS FOR PONTOON BOATBUILDERS AT IBEX 2013

New Innovation for 2014: Sewn-In QR Code Labels with Links to Instructional Videos

BRADENTON, Fla. – Sept. 16, 2013 – Ameritex Fabric Systems, a member of the Taylor Made Group, will introduce its expanded lineup of canvas enclosures, tops and covers for pontoon boats at the 2013 International BoatBuilders’ Exhibition and Conference (IBEX).

Ameritex will show its advanced fabric systems on a Sylvan 8525 Mandalay Rear Bar pontoon boat in an outdoor display at the entrance to IBEX. The boat has been fitted with an Ameritex dual-bimini top system with a full camper enclosure.

“The outdoor display on the Sylvan boat will be ‘front and center’ to showcase our engineering and design capabilities and the innovative features we’re developing for this growing market,” said Don Zirkelbach, president of Ameritex Fabric Systems. “The enclosure provides a leakproof refuge from wind and rain with ample headroom to entertain indoors, and also a higher level of security and protection for the boat’s interior when stored. It’s engineered for easy installation and designed to blend seamlessly with the boat’s hull and interior decor.”

Among the many new innovations being introduced by Ameritex this year is sewn-in QR code labels. The boat owner can scan the QR code and instantly view videos showing how to set up and stow the fabric system properly.

Ameritex’s expanded range of fabric solutions for pontoons includes framed enclosures, bimini tops, playpen covers and pop-up screens for changing areas and toilets.

“Today’s new pontoon boats are sleeker, more sophisticated and loaded with value-added features to meet the modern consumer’s tastes,” said Mike Oathout, vice president, sales and marketing for Taylor Made Systems, Ameritex’s parent company. “We’ve been making fabric enclosures for sport boats, cruisers and yachts for decades, and now we’re applying that same engineering expertise, craftsmanship and styling to the rapidly growing pontoon and deck boat market.”

To better support the large number of pontoon builders in the upper Midwest, Ameritex has invested in a major expansion of its new facility in Rome City, Ind. The Rome City operation is a full-service engineering hub and bimini top fabrication facility, enabling Ameritex to respond quickly to changes and provide same-day service to builders in that region.

“We have increased our space, added new equipment and boosted our engineering and manufacturing staff at Rome City in recent months,” said Zirkelbach. “We’re now able to offer boatbuilders the convenience of a local canvas facility, providing same-day service and just-in-time delivery. Unlike local canvas shops, our state-of-the-art engineering resources ensure stylish designs, while our proven internal manufacturing and quality-control processes guarantee the highest degree of product consistency for our boatbuilder customers.”

The Ameritex fabric offerings have been well received by the pontoon boat market, according to Zirkelbach. “Our customers tell us, ‘we don’t know what it is, but the canvas looks like it’s a part of the boat,’” he said.

About Ameritex Fabric Systems

A member of Taylor Made Group, LLC, Ameritex Fabric Systems (www.ameritexfabrics.com) is based in Bradenton, Fla. and is the fabric engineering and manufacturing arm for Taylor Made Systems. Ameritex is a leading supplier of highly engineered fabric solutions for OEM boat manufacturers and the automotive industry.

About Taylor Made Systems

A member of Taylor Made Group, LLC, Taylor Made Systems (www.taylormadesystems.com) is based in Gloversville, N.Y. Together with its partner companies, Trend Marine Products Limited and Water Bonnet, Taylor Made Systems is the world’s largest manufacturer of marine glazing systems and the acknowledged leader in framed-glass windshield technology for powerboats. Other marine product lines include manual and power-actuated doors, roofs, window systems, skylights and hatches. The company also supplies

glass products for a variety of agricultural, construction, mass transit and emergency vehicle applications.

About Taylor Made Group

Headquartered in Gloversville, N.Y., Taylor Made Group, LLC (www.taylormadegroup.com) has more than 100 years of experience as one of the recreational marine industry's largest, most diversified suppliers to boatbuilders and the aftermarket. The Taylor Made Group includes Taylor Made Products, Taylor Made Systems, Taylor Made Glass Systems, Ameritex Fabric Systems, Trend Marine Products Limited, Taylor Made Glass & Systems Limited, Water Bonnet and Taylorbrite. The Group operates eight facilities in the United States, the Republic of Ireland, the United Kingdom and Mexico. Employing more than 1,000 associates, its products are distributed through a worldwide distribution network.

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