



**Taylor Made**  
PRODUCTS™

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**FOR IMMEDIATE RELEASE**

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## **TAYLOR MADE MERMAID TURNS 40, GOES PINK TO SUPPORT BREAST CANCER AWARENESS**



LOUISVILLE, Ky. – Oct. 2, 2012 – At the International BoatBuilders’ Exhibition and Conference (IBEX), which opens today in Louisville, Ky., Taylor Made’s famous mermaid boat fenders are going pink.

In a press conference, Taylor Made Products, the innovation leader in marine accessories with a 100+ year legacy, announced a limited edition of its classic mermaid fender in a bright pink color to support breast cancer awareness.

“Our iconic mermaid fenders were first introduced in 1972, and they have been one of our most enduring and popular products,” said David Karpinski, Vice President Sales & Marketing of Taylor Made Products. “In honor of her 40<sup>th</sup> birthday and in support of Breast Cancer Awareness Month, we have produced a limited edition totally in pink – from head to tail.”

“Anyone making a donation of \$20 or more at IBEX will receive one of the pink mermaids free, with 100 percent of the proceeds going to the National Breast Cancer Foundation,” said Karpinski.

The mermaid made her first appearance as one of three new “character fenders” in Taylor Made’s 1972 catalog, along with a fish design and “Jonah and the Whale” fender. While the latter two products did not last, the mermaid became one of Taylor Made’s most popular and instantly recognized products, with tens of thousands sold over her 40-year lifespan. The company still offers them in their 2013 lineup.

“Through three generations of family-owned management, Taylor Made has had a culture of social responsibility,” said Karpinski. “The pink mermaid fender is our way of calling attention to a very worthy cause and joining the fight to cure breast cancer.”

The pink fenders will continue to be offered for sale through Taylor Made’s retail partners this year, with a portion of the selling price donated to the National Breast Cancer Foundation.

Taylor Made Products is located in Booth 2009.

### **About Taylor Made Products**

Taylor Made Products ([www.taylormadeproducts.com](http://www.taylormadeproducts.com)), a member of the Taylor Made Group, LLC, is one of the largest and most innovative suppliers of marine aftermarket products, including buoys, fenders, boat covers, bimini tops, dock products, flags, pennants and hardware.

### **About Taylor Made Group**

Headquartered in Gloversville, N.Y., Taylor Made Group, LLC ([www.taylormadegroup.com](http://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 8 facilities in the United States, the Republic of Ireland, the United Kingdom and Mexico. Employing more than 1000 associates, its products are distributed through a worldwide distribution network.

Note: Electronic text and photos available in the IBEX Press Room, B-106.