

Multipurpose Cover Protects Boats and the Environment

Boat dealers and owners know the value of carefully protecting their investment, which is why a boat cover is a key feature for any watercraft, whether it needs to be stored for the winter or simply kept clean between outings. There are a number of covers on the market, but **Ameritex Fabric Systems** has introduced something unique to the mix – a design that's making waves because it's engineered to protect both the boat and the environment.

The Ameritex Cover-1 is the ultimate marine multi-tasker as it combines four boat covers into one efficient, all-purpose package. This patent-pending product serves as a shipping, mooring, storage and trailering cover, and it's green, too. Here's why: A boat sold with Cover-1 is shipped from the factory to the dealer with the cover in place rather than with the conventional plastic material that's more commonly used—and then subsequently disposed of at the dealership upon the boat's arrival.

Cover-1 is sold with the boat to the consumer, who benefits from years of protective service. Cover-1 is also easy to install, which is a benefit many consumers will appreciate and be willing to pay for. The design has proven to be so unique and effective that it received an IBEX Innovation Awards Honorable Mention in 2011.

"The Ameritex Cover-1 is a breakthrough product that offers unique benefits to boat

builders, boat dealers and boat owners," said Don Zirkelbach, president of Ameritex Fabric Systems. "For builders, it's a green alternative to disposable coverings for transporting boats. For dealers, it's a value-added accessory that comes with the boat, providing a great tool to close sales with potential customers. For boaters, it's a versatile, easy-to-install, all-around boat cover."

Key features

When the boat arrives at the dealership with Cover-1 attached, the side material that's in place to protect the hullsides and chines of the boat during road travel is cut off with a simple pair of scissors. At this point, Cover-1 is ready for use by the consumer.

The fabric fits closely under the rub rail, and it does so without snaps or other fasteners. Instead, it's fixed in place with a simple and ef-



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The Ameritex Cover-1 features an integrated bow scoop on the front and a ratchet tensioning system on the back, making for quick and easy installation.

fective ratchet tension system. Key features of Cover-1 for mooring include extra-long zippered cleat cutouts, which will make it easier for the owner to tie up at the dock.

When tensioned properly, Cover-1 also makes for an efficient trailer cover for boats that will be towed at a moderate clip or at faster highway speeds. Extra safety straps are incorporated for this type of work.

Maximum protection

In the end, Cover-1 will protect the boat and everything inside it as it travels from one launch ramp to the next. That same tensioning feature also makes Cover-1 well suited for long-term storage. Snug the cover down and the boat will be protected in all types of weather, and also will keep animals and bugs from making their way into the cockpit.

Cover-1 is easy to put on and take off, even when the boat is in the water. The features that

make installation hassle-free include an integrated scooped section at the forward end that automatically registers to the bow. A telescoping support pole in an integrated sleeve makes positioning and deployment fast and simple.

According to Ameritex, Cover-1 can be installed in just minutes, saving boat owners time while simultaneously making for a cleaner environment. The absence of plastic shipping covers in the dealer's dumpster is the proof.

About the company

Ameritex Fabric Systems 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.

For more information, contact Ameritex Fabric Systems at 941-747-1900, or visit www.ameritexfabrics.com.

THE 4-IN-1 BOAT COVER WITH A GREEN ADVANTAGE!

COVER-1

- Most new boats bring with them 450 ft² or more of plastic shrink-wrap that will soon be in a landfill.
- Multiply that by the 140,000+ new powerboats built every year and you get approx. 63 million ft² of plastic waste... yearly!
- Cover-1 greatly reduces this waste, helping the environment and saving the boatbuilder and dealer money in the process!



SHIPPING | MOORING | TRAILERING | STORAGE

- Cover-1's first use is as a shipping cover, transporting the boat from builder to dealership, where the white material protecting the hull & chine is removed.
- What remains serves as a mooring, trailering & storage cover that can be sold to the customer along with the boat as a value-added benefit.
- The high-quality construction translates to years of use and re-use.
- Above all, boat buyers will love the 1-2-3 easy installation system — no snaps, integrated bow scoop and support tube, and ratchet tensioning system makes Cover-1 the most hassle-free, securely fitting boat cover yet.
- Making your customers one happy bunch!

www.ameritexfabrics.com | 941-747-1900

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