

June 28, 2018



Introducing AquaTread Marine Flooring for 2018 – the leader in marine flooring! Made from 100% ultra-durable polyvinyl, it's installed on boats around the world for good reason. Your boat will turn heads with AquaTread. With the addition of spun bound backing for more cushioning, improved image printing for increased resolution and clarity, and a new top coat for even more surface protection, AquaTread solidifies itself in the recreational boat flooring industry.

AquaTread Marine Flooring allows boaters more time to enjoy the water thanks to its quick, seamless installation and ease of care. Non-porous, it makes cleaning spills like kids' chips and drinks a snap. Oil and other common marine spills clean up easily. Fish and marine odors won't penetrate through AquaTread. Fish hooks won't snag the floor. You can even power wash AquaTread, without fear of damaging or breaking down the vinyl.

Engineered differently than the competition, AquaTread prints images under 100% polyvinyl with no fillers. They cannot be scratched off or damaged by heavy traffic or extreme weather conditions. Patterns are UV-resistant, and will retain their color. AquaTread protects substrates from wood rot and mildew, and is resistant to water above or below its surface. It's also slip-resistant and flame retardant for added safety.

With over 22 colors, patterns, and custom options available, AquaTread provides a luxurious touch to your pontoon without the expense and maintenance of real wood or leather. Make your boat stand out from other pontoons this boating season. It will not puncture, crack, peel, chip, or flake, so AquaTread will provide you with years of use on the water and under the sun.

Learn how new improvements to AquaTread Marine Flooring just added more value for OEMs and individual boating enthusiasts alike! Available on or before August 1, 2018.

# Marketing Memo



## KEY FEATURES

<b>NEW!</b> Spun bound backing	Provides a more cushioned feel; helps absorb flooring imperfections; installs to any substrate
<b>NEW!</b> Latex Print	Improved clarity and resolution, including authentic wood grain patterns; improved UV resistance and longer lasting image quality
<b>NEW!</b> Top Coat	Additional UV resistance and surface protection
Ultra-Durable Polyvinyl	Long life cycle; Handles the heaviest traffic
Superb Moisture Protection	Seamless and impermeable solid polyvinyl prevents topical moisture intrusion
Seamless Beauty and Durability	No seams, no welds, no joints for supreme aesthetics and the ultimate beauty in boat floors that won't fail at seam points
UV Stable	High performing polyvinyl that is UV stable and holds color long term
Quick and Easy Clean up	Soils stay on top; No harsh scrubbing required
Custom Graphic Capabilities	Flexible, custom images and branding
Slip Resistant and Flame Retardant	Promotes safer boating experience
Avoid Odor & Stains	Resistant to oils, gas, fish scents, suntan oil, and other spills and scents common to watercraft
Quick and Easy Installation	Rolls out easy, adheres to multiple substrates with appropriate adhesive, cut sized to fit
Five-year limited warranty	Designed to provide years of enjoyment on and around the water



## PRODUCT COMPARISON

### 2018 IMPROVEMENTS

#### SPUN BOUND BACKING

- Provides a more cushioned feel
- Helps absorb flooring imperfections
- Install to any substrate

#### LATEX PRINT

- Improved clarity and resolution
- Authentic wood grain pattern
- Improved UV resistance and provides a longer lasting quality image

#### TOP COAT

- Improved UV resistance
- Additional surface protection

### STANDARD FEATURES

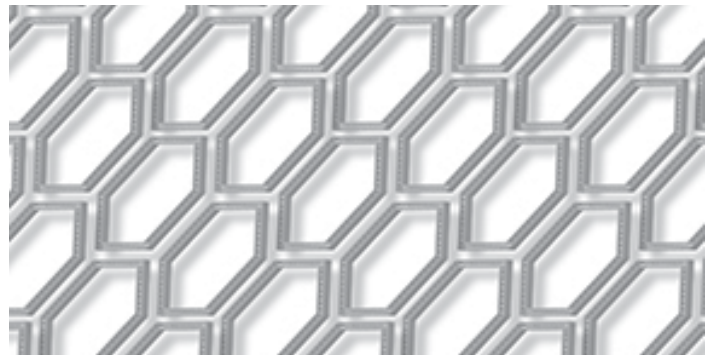
- Quick and easy installation
- UV stable for long term sun exposure and color retention
- Ultra-durable, will not crack, peel, snag, mold or mildew
- Superb water protection, water cannot penetrate from above or below
- Non-porous surface allows for easy cleanup
- No fillers, 100% polyvinyl



**NEW** - Light Grey Carbon Fibre - LGCF



**NEW** - Theatre Off-White - TOFW



**NEW** - 3D Honeycomb - 3DHC



**NEW** - Burnt Maple - BMPL



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## PRODUCT SKUS

AquaTread is available in a plethora of colors, patterns, and custom options. Cut to up to 75' in length, it can fit in any pontoon. Available through multiple OEMs and dealers, AquaTread is the finishing touch your pontoon needs to stand out from other boats. Now available to order, shipping and fulfillment may take three weeks.

	PRODUCT NAME	DESIGNATOR	ITEM NUMBER	FINISH	THICKNESS	WIDTH	
<b>NEW</b>	Light Grey Carbon Fibre	LGCF	21-48429	Levant	75 mil	8.5 ft	Welded
	Theatre Off-White	TOFW	21-48454	Levant	75 mil	8.5 ft	Welded
	3D Honeycomb	3DHC	21-48470	Levant	75 mil	8.5 ft	Welded
	Burnt Maple	BMPL	21-48491	Levant	75 mil	8.5 ft	Welded
<b>IMAGED</b>	Almond Teak and Dark Holly	ATDK	21-48025	Levant	75 mil	8.5 ft	Welded
	Nutmeg Teak Holly Light Stripe	NTLT	21-48075	Levant	75 mil	8.5 ft	Welded
	Nutmeg Teak Slant No Line	NTSN	21-48100	Levant	75 mil	8.5 ft	Welded
	Teak and Holly Dark	THDK	21-48151	Levant	75 mil	8.5 ft	Welded
	Teak and Holly Light	THLT	21-48176	Levant	75 mil	8.5 ft	Welded
	Teak Slant No Line	TKSN	21-48227	Levant	75 mil	8.5 ft	Welded
	Teak Slant with Line	TKSL	21-48201	Levant	75 mil	8.5 ft	Welded
	Weathered Teak and Dark Holly	WTDK	21-48302	Levant	75 mil	8.5 ft	Welded
	Weathered Teak Slant No Line	WTSN	21-48353	Levant	75 mil	8.5 ft	Welded
	Weathered Teak Slant with Line	WTSL	21-48328	Levant	75 mil	8.5 ft	Welded
<b>SOLID</b>	Welded Light Tan	WLT	21-48504	Levant	75 mil	8.5 ft	Welded
	Welded Light Grey	WLG	21-48530	Levant	75 mil	8.5 ft	Welded
	Welded Buckskin	WBU	21-48551	Levant	75 mil	8.5 ft	Welded



ATDK  
Almond Teak  
Dark Holly

NTLT  
Nutmeg Teak  
Holly Light Stripe

NTSN  
Nutmeg Teak Slant  
No Line

THDK  
Teak and Holly Dark

THLT  
Teak and Holly Light

WTSL  
Weathered Teak Slant  
with Line

TKSL  
Teak Slant  
with Line



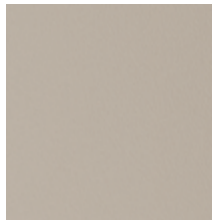
WTDK  
Weathered Teak  
Dark Holly



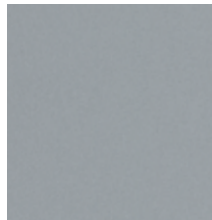
WTSN  
Weathered Teak Slant  
No Line



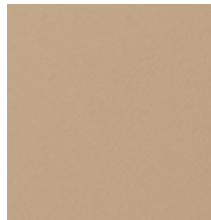
TKSN  
Teak Slant  
No Line



WBT  
Welded Tan



WLG  
Welded Light Grey



WBU  
Welded Buckskin

## TECHNICAL SPECIFICATIONS

PROPERTY	VALUE	TEST METHOD
Technical Data	Sheet Vinyl Covering without Backing; Type 1; Grade 1	ASTM F1913
Specific Gravity	1.25	ASTM D792
Hardness	3 ± 3 Shore A	ASTM D2240
Tensile Strength	2900 psi	ASTM D638
Elongation	330%	ASTM D638
100% Modulus	2034 psi	ASTM D412
Brittleness Temperature	-20° C	ASTM D746
Oxygen Index	23%	ASTM D2863
Tensil Retention	94.6%	ASTM UL1581
Elongation Retention	210%	ASTM UL1581
Oil Testing	On 7 days in IRM 902 Oil @ 60°C, 0.075	
Residual Indentation	Pass   250 psi 0.006"	ASTM F1914
Static Load	Pass   250 psi 0.005"	ASTM F970
Coefficient of Friction	Pass   Dry – 0.45   Wet – 0.45	ANSI B101.3
Critical Radiant Flux	Pass   ≥ 0.74 Watts/cm2	ASTM E648
Abrasion Resistance	Pass   1000 revolutions – 0.32%	ASTM F1344
Flexibility	Pass   No breaks or crack	ASTM F137
Chemical Resistance	Pass   No change	ASTM F925
Flammability Test	Does Not Ignite	GM 9070P



## COPY BLOCKS & FACT TAGS

AquaTread Marine Flooring offers superior durability for pontoons. Make your boat stand out with an array of colors and patterns. Protection for the long term means that AquaTread will seal out water and protect against other common boating spills. Ultra-durable and UV-stable, it can withstand heavy traffic and harsh conditions, and will not fade, peel, chip, or crack.


- NEW! Spun bound backing provides a more cushioned feel and installs to any substrate
- NEW! Latex print improves clarity, resolution and UV resistance with longer lasting images
- NEW! Top coat provides improved UV resistance and additional surface protection
- Slip Resistant and Flame Retardant finishes promote safer boating experience
- Superb Moisture Protection means water cannot penetrate the deck
- Quick and Easy Clean up means no harsh scrubbing or cleaning agents needed
- Avoid Odor & Stains thanks to spill and scent resistance
- Printed underneath solid, 75 mil, UV-resistant polyvinyl
- Cost effective solution for updating and customization
- Manufactured in the USA

# Marketing Memo

## SOCIAL MEDIA CONTENT

  **FACEBOOK/GOOGLE+:** With AquaTread Marine Flooring, customizing your boat is easier and more affordable than you think. Your boat will stand out this season. Seamless, ultra-durable and UV-resistant, AquaTread is printed on 100% polyvinyl, meaning images will not fade, peel, chip or crack. Offering superior protection, slip resistance and fire retardant qualities make it a leader in recreational boat flooring. Beautiful designs create a custom look, and soft backing creates a padded walk from fore to aft.

 **TWITTER:** Seamless, slip resistant, and stylish, AquaTread is the perfect solution for giving your boat the facelift you've always wanted and turning heads this boating season. #AquaTread #boatflooring #pontoon

 **INSTAGRAM:** AquaTread Marine Flooring is seamless, solid, and UV-resistant. It can handle heavy traffic and spills and scents common to boating. It will not fade, crack, chip or peel even under extreme conditions. Your boat floor will be easy to maintain, and will look good for years to come. #AquaTread #boatflooring #pontoonflooring

