



MEDIA INFORMATION

NEWS RELEASE

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FOR IMMEDIATE RELEASE

ShoreStation Goes Green with Solar Powered Light

IDA GROVE, Iowa – ShoreStation's eye-catching freestanding dock and its innovative line of dock accessories have enhanced lakefront living for over 50 years. More recently, ShoreStation added a line of floating dock and even more accessories like hammock stands and parasols that truly extended the lakefront living lifestyle to the waterfront.

New to the offering is the solar light that will further extend the waterfront living experience. The solar light has a variety of mounting systems that allow it to attach to ShoreStation freestanding or floating dock or the shore version complete with post and base that is perfect for patios, decks, and pool areas. Plus, the solar lamp fixture alone is available to mount on a standard 4x4 post and is perfect for parks, marinas, bike trails, and yard lights.

"The positive side of a solar light is obvious in terms of cost," said Kim Zobel, ShoreStation's sales manager. You can save hundreds of dollars annually in electricity costs. "It really is the way to go," said Zobel. "It's more economical, environmentally friendly, and since it is battery powered it eliminates the electrical shock hazard with 110 volt power, especially in and around the water." He also said solar equipment makes the most sense where electric lines don't already exist.

The most costly part of many outdoor lighting installations is getting power safely to the light fixture. With the installed cost of conduit and wire, including trenching and backfilling,

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typically costing more than \$20 per foot; a mere 50-foot run easily could cost more than solar lights.

ShoreStation's high efficiency LED light shines much brighter than solar lights you're used to seeing. In fact it emits as much light as a 40 to 60 watt bulb. "It's not a harsh light," Zobel said comparing it to moonlight. It uses six bright white LED lights and a high-tech diffusing lens to create a pleasant, wide area light.

LED lights are more typically known as those red or green indicator lights on stereos and similar equipment. LED lights work well with solar power because they use 80 to 85 percent less power than traditional lights. These new generation LED lights are not only efficient, but they now are two-thirds brighter than those available just a couple years ago.

Throughout the day, the large 20 watt solar panel charger collects the sun's energy and stores it in a rechargeable battery which kicks in at dusk to power the lights. "Depending upon the available sunlight, the energy stored could power the lights for most of the night," Zobel said. This solar panel is five times more powerful than the average solar light's panel. "The more powerful the charger, the more energy that is stored and the longer the run time each night with the same amount of sun light. Quite simply, the ShoreStation solar light burns brighter and longer," Zobel continued. The external on/off power switch allows you to control when the light is on, prolonging the life of the battery by allowing it to maintain a full charge that can be used when you need it.

ShoreStation offers a complete line of waterfront accessories including gear towers, lights, swivel chairs, bumpers, flag poles, benches, swim rafts, and more. For more information on the complete line of ShoreStation waterfront equipment or to locate a ShoreStation dealer, visit shorestation.com or call 1-800-859-3028. ShoreStation is a division of Midwest Industries, Inc., located in Ida Grove, Iowa. Midwest Industries also manufactures ShoreLand'r[®] boat and powersports trailers.