



MEDIA INFORMATION

NEWS RELEASE

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FOR IMMEDIATE RELEASE

ShoreStation® gives their Boat Lifts a Makeover

IDA GROVE, Iowa –ShoreStation® Boat Lifts, with a reputation for being strong, durable and long lasting, have added another layer of protection to preserve the longevity of their products.

“Rust is the enemy of even the strongest steel components in any marine environment. Salt and corrosive chemicals in some bodies of water only accelerate that problem,” said Jon Devitt, ShoreStation’s vice president of engineering. “We have always relied on steel to provide our legendary ShoreStation strength, but we wanted to offer more corrosion resistant materials.”

The challenge was to make the major structural components out of aluminum without losing the structural integrity of steel. “To accomplish this, we custom engineered the new aluminum cradle to be just as strong as steel,” stated Devitt. “So for the first time, ShoreStation boat lifts major structural components are totally aluminum.” But the makeover doesn’t stop here.

The new aluminum cradle features a unique t-slot design for easy mounting of accessories. The t-slot neatly captures the bolt heads, eliminating the need for u-bolts and providing a streamlined appearance. The re-designed platform guides also attach to the t-slot, allowing them to be easily adjusted for quiet lift operation.

In addition, the Ultrabunks replaced the carpeted wood bunks. “These poly over aluminum bunks are designed to flex to cradle the boat’s hull providing better support and evenly distributing the weight,” said Devitt. The poly attaches to the aluminum with tongue-in-groove, therefore no fasteners are used, which could potentially harm the boat.

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To complete the makeover, the fasteners and cables were converted to anti-corrosive stainless steel or brass to assure minimum maintenance.

The aluminum boat lifts are available in ShoreStation hydraulic, direct drive, and manual vertical lifts from 1500 lb. to 6000 lb. ShoreStation offers a complete line of boat lift accessories including load guides, boat stops, canopy light, electric power drives, extension legs, canopies, 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.

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