

E-News - Media Release

Boating Georgian Bay Launches Enviro Global Rated Boat Cleaner

Boating Georgian Bay (<http://www.BoatingGeorgianBay.com>), an online directory and comprehensive guide to Georgian Bay boating, has launched a new environmentally friendly fiberglass and aluminum boat cleaner called “Seriously Great” Boating Georgian Bay- All Purpose Boat Cleaner

Midland, Ontario - Boating Georgian Bay (<http://www.BoatingGeorgianBay.com>), the leading online directory and comprehensive guide dedicated to everything related to boating on Georgian Bay, has just introduced a fiberglass and aluminum boat cleaner called “Seriously Great” Boating Georgian Bay-All Purpose Boat Cleaner. The cleaner carries the prestigious Enviro Global rating a testimonial of value, quality, performance and environmental stewardship. The product has no phosphates or solvents and like the descriptor “seriously great” this environmentally friendly product really works well and replaces several cleaners to do many jobs.

Boating Georgian Bay-All Purpose Boat Cleaner, as you might expect, does an excellent job on fiberglass boat hulls and decks including non skid, but what may be surprising to some is that it is also a chrome, stainless steel, aluminum, acrylic, vinyl and polyethylene cleaner as well. It easily removes fuel stains, black streaks, bird droppings, spider stains, waterline discolouration, mildew and general grime. Its’ all purpose nature makes it ideal for cleaning inside the boat, including galleys and heads. The cleaner also does an excellent job cleaning off those hard to remove boat fender stains that get ground into the bumpers while docking. But most of all, this is a great product, that with a wet deck brush, will give your yacht a fantastic cleaning without damaging the wax finish or scratching gel coat - and it does it without the use of solvents or phosphates that are harmful to water quality.

“Marinas are increasingly concerned with the water quality in their marina basins. In the US, the Environmental Protection Agency has just launched a study on the impact of boats on water quality and boat cleaning product impacts are a big part of the study. Our Boating Georgian Bay cleaner has been tested and carries the Enviro Global rating. Some time ago, when we decided to research boat cleaning formulas that work well and could do several jobs, we also made it our #1 criteria that the cleaner should have minimal affect on the environment ... and that means no phosphates or solvents that are typically the main culprits

with most cleaners that impact on water quality,” says Mark Coles, who is an avid boater and a partner in the parent company that owns the Boating Georgian Bay brand.

“Our premise is that if you can provide an eco rated product at a competitive or lower price point that really does a good job as a multipurpose cleaner ... then boat and yacht owners, given the choice, will use a product that has the least environmental impact. That notion supports the fact that the vast majority of boaters love the water and are interested in the long term sustainability of their oceans, lakes and bays, including the preservation of the millions of species that depend on water quality to survive and flourish as part of the eco chain,” adds Coles.

“The Boating Georgian Bay brand embodies the concept of cruising on the water, in wild & beautiful pristine places that seem a million miles away from the stress and congestion of urban life that so many of us must cope with on a day to day basis. It doesn't matter whether you are in Georgian Bay's 30,000 Islands, The North Channel, the Greek Isles, BC's Pacific North West or a remote southern Caribbean Island – what we stand for is that escape that can only be truly experienced cruising on oceans and lakes off the beaten path. Our own brand boat products have to reflect and support that lifestyle. Accordingly, 10% of all cleaner profits will be donated annually to nonprofit organizations such as the Guy Harvey Ocean Foundation, North Channel Preservation Society, Georgian Bay Biosphere Reserve and The Shark Trust,” says Coles

Seriously Great” Boating Georgian Bay-All Purpose Boat Cleaner will be sold wholesale in case lots of 12 - 450ml bottles to retailers such as marinas and marine supply businesses and it will be sold retail on the www.boatinggeorgianbay.com web site at the recommended retail price. One of the company's goals was to bring the retail product cost in at a very competitive price to get boat owners to try the product and overcome the general feeling that many environmentally certified products don't really work very well. “ We feel that if we can get customers to try our product just once, they will be back for more when they need it - and word will spread that you can have it both ways ... an all purpose boat cleaner that does a fantastic job and that doesn't harm the environment,” adds Coles.

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About Boating Georgian Bay: Whether planning to cruise Georgian Bay for a day, a week or a season, click on BoatingGeorgianBay.com to keep up to date with the latest Georgian Bay news and events, and to research all boat related services in the Georgian Bay area. With interesting articles, spectacular photography and a live twitter feed, Boating Georgian Bay is an up-to-the-minute online directory, offering a wealth of useful information for Georgian Bay boaters, including favorite anchorages, marinas, weather, port history, restaurants, and so much more. Now, Boating Georgian Bay has its own brand of eco-rated boat cleaner. For more information or to advertise on the Boating Georgian Bay online directory, call 705 286-3656 or visit www.BoatingGeorgianBay.com .

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