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FOR IMMEDIATE RELEASE

## **IBEX 2011 Introduces Green Marine Route** ***New area to focus on eco-friendly boating innovation***

**Louisville, Ky. – August 30, 2011** – The [2011 International Boatbuilders' Exhibition and Conference \(IBEX\)](#) is entering into cleaner waters with the introduction of the [Green Marine Route](#), a new component of the show for eco-friendly and environmentally sustainable boating innovation.

“As the marine industry has seen an evolution to new, more efficient, and cleaner building processes, methods, and materials, we felt it important to create the Green Marine Route to generate more awareness of the industry’s efforts to produce more environmentally friendly products,” noted Thom Dammrich, president of the National Marine Manufacturers Association, show co-producer.

“We applaud IBEX for enabling eco-conscious vendors and suppliers with a forum to connect through the IBEX Green Marine Route. Consumers are increasingly incorporating ‘green’ thinking into their product selections, so not only is it the right thing to do for the environment, it’s good for business,” said Andrew Thompson, president and CEO of Luritek, Inc. “That’s why we chose to exhibit Eco-Clad®, the bottom paint inspired by nature, at IBEX this year.”

“Bio-Solv is very excited to be exhibiting in the new Green Marine Route at IBEX. Responsible boat builders all over the country are looking for cleaner alternatives for boat production, and the new Route will now provide companies a place to find eco-friendly products and technical information all in one location. This is the direction the industry needs, and we’re looking forward to being a part of it,” echoed James Currell, CEO of Bio-Brands and MAS Epoxy.

The new IBEX Green Marine Route is open to any exhibitor who manufactures eco-friendly and environmentally responsible products. Products included in the Green Marine Route need to meet at least one of the following criteria:

- U.S.D.A. bio-preferred
- listed on the EPA DFE (Design For Environment) list
- have an EPA GREEN CHECK
- have the “Green Seal” rating – for paints and solvents

For more information on how to get involved, contact Anne Dunbar at [anne@ibexshow.com](mailto:anne@ibexshow.com) or 716-662-4708. A complete list of current participants in the Green Marine Route is available in the [IBEX 2011 Booth Guide](#).

### **Go Green. Win Green.**

All participating exhibitors in the IBEX 2011 Green Marine Trade Route will be considered for [West Marine’s annual Green Product of the Year Award](#) and its \$10,000 prize. West Marine’s Green Product of the Year Award will be presented to the designated Official Winner at the 2012 Miami International Boat Show. For rules and regulations and the official entry form, visit [WestMarine.com/green](http://WestMarine.com/green).

**Register early and save! Attendees who register for IBEX before September 12** will save up to \$100 off of seminar packages or \$15 on individual sessions.

IBEX 2011 takes place at the Kentucky Exposition Center Monday, October 17 from 10:00a.m.-6:00p.m.; Tuesday, October 18 from 10:00a.m.-6:00p.m.; and Wednesday, October 19 from 10:00a.m.-4:00p.m.

*Get the IBEX inside scoop, network with your peers and promote your products and company news on [LinkedIn](#), [Twitter](#), and [Facebook](#).*

**Editors' Note:** Members of the press who plan on attending IBEX should register [here](#). **All media badges must be picked up during the show at the Kentucky Exposition Center in the press room (South Wing Boardroom).**

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#### **About IBEX**

IBEX is owned and produced by *Professional BoatBuilder* magazine and the National Marine Manufacturers Association (NMMA) and is the marine industry's largest technical trade event. For boat builders, marine industry dealers, aftermarket suppliers and buyers, designers, repairers, surveyors, and boatyard/marine operators, IBEX is the single source for the latest boatbuilding technologies, tools, and materials. For the latest information, visit [IBEXShow.com](http://IBEXShow.com).