



## SeaRay Enthusiasts Trust Infinity for Their Boats!

Club Sea Ray may sound like an exclusive South Beach hotspot where club-goers dance into the wee hours of the night, but there's no velvet rope-lined entrance or a big, burly bouncer checking IDs here. In reality, Club Sea Ray is a popular online forum created by our long-time partner Sea Ray, where owners and enthusiasts come together to share their love for all things Sea Ray.

With a Newbie Lounge for would-be Sea Ray owners to learn more about these boats before making a purchase, and a Tiki Bar where members can discuss all the things — except for politics — that are happening outside the boat world, Club Sea Ray is one of the most welcoming online communities in the industry.

Club Sea Ray is also a great resource for owners to turn to for advice on refurbishing and updating their Sea Ray boats, especially when it comes to flooring. Although we've been providing our durable designer flooring to Sea Ray for a few years now, many of the older Sea Ray models are covered in carpet. Often, owners and DIYers wanting to replace their old, worn carpet with a low-maintenance alternative like Infinity Luxury Woven Vinyl turn to Club Sea Ray and its members like David Adams for expert advice.

Also known as the Canvas Medic and Quint4 at Club Sea Ray, David is kind of a resident expert when it comes to LWV at Club Sea Ray. He's a certified dealer and we even featured him in one of our marketing campaigns in 2017. But before all that, he was a boater in search of a replacement for carpet.

"I am a long time boater and started a Marine canvas business 6 years ago. I attended canvas schools in Florida and Ohio (Great Lakes area)," David shared on Club Sea Ray in November 2017. "A few years ago I discovered Infinity woven PVC flooring while at the Louisville boat show. I had long been searching for the perfect replacement for my carpets. I contacted Infinity and became a dealer for the

product. I did my boat as my "tester" and the rest is history. I have done over 60 boats in Infinity and it has been a great addition to my business."

David is always quick to share his advice and experiences working with LWV for Club Sea Ray members in the same boat, both literally and figuratively.

Here are a few kind words from OllieC about their experience with LWV and Dave, the Canvas Medic, who installed it:

"Well, I installed the new Infinity Carpet that I purchased from Canvas Medic, (Dave) this weekend, I think it came out beautifully. No more soggy carpet after a day in the water, no more stains to freak out over from spilled (ahem) drinks. I am really looking forward to showing this off this Summer. I want to thank Dave for getting this together so quickly."

But OllieC isn't the only club-goer with an awesome story to share. Here's what Club Sea Ray member Little Ducky said about their experience replacing their boat's worn carpet with Infinity Luxury Woven Vinyl:

"I just replaced my carpet with infinity nylon woven material. Does not retain water and looks so much better than the old 19 yo carpet it replaced. The price was so good I had them do the swim platform and interior with the same material. It really upgraded the appearance of an older boat. One benefit of having everything covered..... no more footprints and it stays cool in the direct sun. They also had the same material in different colors with the lines to look like the flooring you talked about .... but I knew if the lines weren't perfect it would drive me nuts. I asked them to make the helm floor covering in 2 pieces so I can open the engine w/o having to unsnap the entire carpet like the OEM carpet piece it replaced."

Cwier, too, had some kind words to share regarding their boat's transformation thanks to LWV:

"Over the last week, I completely transformed the look and feel of my boat by adding infinity flooring to the cockpit (there was nothing there before), steps, and bridge (there was old ratty carpet up there before). I had some leftover, so I did the swim platform too, although that is not attached yet. I'm still trying to work out if I'm going to glue it down or snap it down. The steps are glued, and the cockpit and bridge are not.

Our friend on CSR, ZZ13 (Bill), hooked me up with a great deal on a 10x20' roll of Infinity's Better Than Teak product. Using templates that needed to be homemade (the most time-consuming part of the process), the outline was transferred onto the flooring. The flooring then cuts easily with a good pair of scissors. I didn't even bind it as I'm happy with the look just as it is."

Any Sea Ray owner looking for a welcoming community of like-minded Sea Ray enthusiasts should look no further than Club Sea Ray. It's a great resource for anyone interested in updating or refurbishing their Sea Ray boat.