



## Teaming up with Ship Shape TV for a good cause

When Ship Shape TV host John Greviski approached us about teaming up with him and other leading companies in the marine industry to transform a 1989 Pursuit 2650 boat to 2016 model year standards, we jumped at the chance — especially since it was for such a good cause. Once fitted with Infinity Luxury Woven Vinyl flooring and other modern updates, “Fish Taco” would be raffled off to benefit the I’m Logan It Foundation, a nonprofit that supports the Juvenile Diabetes Research Fund, along with youth sports and education initiatives.

Our Vice President of Corporate Sales, Warren McCrickard, traveled down to Orlando to meet John at the annual ICAST trade show and showed him and his viewers what we had to offer from two of our most popular collections.

### **Ship Shape TV with Infinity Luxury Woven Vinyl at ICAST 2017**

Since the boat had a gray interior color scheme, we presented John a sampling from our Better Than Teak II and Teak Supreme II lines, as well as options from our new Bouclé line, which features twisted yarn for an even more luxurious and refined experience. Wanting only the best of the best for this boat — and to raise the most money possible — John, of course, chose the Bouclé.

To expedite installation, John had sent the boat’s flooring template up to our headquarters in Georgia beforehand, where we used our CNC machine to cut the LWV specific to the Taco’s dimensions, ensuring a perfect fit. Then Kyle Eazol, a certified installer of LWV with Sonny’s Marine Center in Orlando took over, installing the flooring and sharing some tips and tricks related to the installation process along the way.

Once Kyle glued the flooring down and rolled out the bubbles, our work was done. And with just a few more upgrades, “Fish Taco” would be raffled off — all for a good cause.

Wondering who won?

In November, avid fisherman Roger LeFranc became the proud new owner of “Fish Taco.” After visiting the boat for the first time, he said, “It’s gorgeous. I don’t have any words. It’s beautiful. She’s beautiful.”

To learn more about “Fish Taco” and the I’m Logan It Foundation, visit the TACO Marine Project website.