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## WITH SMARTPLUG, BOATBUILDERS PLUG INTO THE FUTURE

Buyers are increasingly expecting residential-like electrical systems on new boats. Faced with dealing with the massive power draws imposed by an ever-growing list of onboard appliances, devices and outlets, savvy boatbuilders are increasingly turning to SmartPlug Systems' revolutionary SmartPlug for their shore power connection solution. It's an effective strategy for separating themselves from the competition.

Safety is a significant, yet often untapped, selling point that resonates with a broad consumer base. The SmartPlug's unique design provides the maximum electrical transfer to handle heavy loads, without the fire-causing resistance and overheating common with twist-type connectors. Plus, its asymmetrical shape is thoroughly modern in appearance and less intimidating for new boat owners—it plugs straight in.

The SmartPlug is an easy switch for OEMs to make. Available in 30A and 50A models, hole patterns match industry standards, so there's no changing molds or templates. Wiring is fast and easy. Inlet covers are available in non-metallic black, white and grey, and stainless steel with available matching phone/coax/Ethernet inlets.

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**Editor's note: See the revolutionary SmartPlug at IBEX, Tampa, Oct. 2-4, booth 217, and learn how it's changing the boatbuilding business.**