



Superior Boat Care



## Why Boat Buddy?

**Product Range:** With 8 specially designed and clearly defined products Boat Buddy brings a simple and highly effective range of products to the boat cleaning market. Unlike many manufacturers who re-package products and call them different things eg: "Hull Wash" and then "Deck Wash", same product, different label, we have a "Wash" which covers both hull and deck. This re-packaging can confuse the end user to the extent they do not know what is what and can end up buying the incorrect product and achieving poor results. Boat Buddy Products have been designed by marine fibreglass experts to tackle each specific boat cleaning problem so that you have the right solution every time.

**Boat Buddy System:** Boat Buddy individual products are designed to work extremely well as stand alone units but when combined they create a highly powerful, three stage "system" which removes any confusion on "how to easily clean and protect your boat". This enables boat owners to achieve outstanding results by simply following the 3 stage system and leave their boat clean and protected against further staining and UV damage.

**Product Strength:** Boat Buddy products are highly concentrated allowing the end user to adjust the dilution depending on the severity of the staining. For example a 1000ml bottle of Boat Buddy Marine Surface Cleaner provides enough product to clean the hull of an average 35 – 40 ft boat, by comparison many of the diluted "trigger spray" products on the market would require 4 - 5 bottles to clean the same boat and still fail to produce the amazing results delivered by Boat Buddy.

**Ease of Application:** Boat Buddy products are designed to be applied by using the basic tools and equipment found on board most boats removing the need for the boat owner to purchase expensive application tools to achieve outstanding results.

**Product Packaging:** Boat Buddy packaging has been designed to be attractive, informative and uniform in appearance resulting in high impact on retail shelves. This high impact initially attracts people to the products and helps to deliver in terms of sales and marketing. All labels are fully waterproof to ensure products are easily recognisable and instructions legible even when used with wet hands.

**Pricing:** Boat Buddy products are competitively priced and represent excellent value for money compared with similar products on the market. All Boat Buddy products are available in large 1000ml bottles. We also allow generous discounts for trade and distribution customers.

**Low Cost of Entry:** Boat Buddy does not require trade customers to purchase vast quantities of products, we would rather a customer purchased a small quantity, our "Starter Pack" to test the market, with Boat Buddy re-supplying small amounts of mixed products regularly. This removes the need for trade customers to carry large amounts of stock and should they find some of the Boat Buddy products are not selling in their area simply return the unused product in as new condition and we shall happily replace these with a more popular product or issue a refund.

**Driving local business:** At Boat Buddy all stockists contact details and locations are prominently displayed on our website in order to drive local sales to local stockists. We believe in supporting our local chandlers.

**Quality:** All Boat Buddy products are produced in accordance with **ISO 9001** ensuring full quality control throughout.

**Regulation:** Boat Buddy meet all current "Global Harmonisation System" regulations, **(EC) No 1272/2008**, regarding the labelling and packaging of chemicals worldwide.

**Safety:** Boat Buddy utilise special "child resistant caps" for all products ensuring small children cannot accidentally open a product.

**Environment:** All Boat Buddy products are biodegradable. All Boat Buddy run-off products are designed to be environmentally responsible meeting or exceeding the relevant European regulations, **(EC) No. 648/2004**, and contain no harsh oxalic, muratic or hydrochloric acids. All Boat Buddy packaging is now recyclable. Doing what we can for the environment!

**Technical Support:** Boat Buddy provide full technical back up by phone or email to trade customers and end users.