

# **LIFE INDUSTRIES CORPORATION**

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**FOR IMMEDIATE RELEASE**

## **BoatLIFE Launches New Product Catalog**

**North Charleston, South Carolina, August 26, 2021** – In anticipation of the busy holiday season, BoatLIFE will launch its new product catalog this fall. The 20-page full color catalog will feature BoatLIFE’s repertoire of high-quality boat care, maintenance, winterization and restoration products.

A subsidiary of parent company Life Industries Corporation, BoatLIFE has been raising the bar since 1959 with its high-quality marine sealants, epoxies, waxes, solvents, cleaners and more. Featuring editorially driven content and revamped photography, the new product catalog will also include how to’s and product usage tips. Additionally, there will be QR codes linking to product spec sheets and educational videos available on the company’s YouTube channel.

Read all about BoatLIFE’s newest products, including Liquid Life Wax®, a pure Carnuba spray on wax, new formula Boat Cleaner, and its Sanitizer for Hands and Surfaces available in five different spray bottle sizes and two refill sizes. Made in the U.S.A. in North Charleston, South Carolina, BoatLIFE is proud to bring its American made products to market.

“The business climate has been uncertain since the start of the pandemic. We are happy to report that our products are still very well-received, and sales are steady. Trade shows and end consumer shows are relaunching, and we therefore saw the need to update our catalog before the show season,” says Maike Kowal, Director of Marketing for Life Industries Corporation.

To receive a complimentary copy of the new product catalog, please contact BoatLIFE via our website contact page or call us toll-free at 800-382-9706. For a listing of partner retailers, visit the Where to Buy page or browse the entire product selection on our website. BoatLIFE offers free ground shipping for orders of \$150 or more in the continental U.S.

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**About Life Industries Corporation**

Life Industries Corporation was founded by Mr. Edwin Kehrt on Long Island, New York in 1959. For over sixty years, the company formulates, compounds, labels, packages, and ships various chemical compounds. Parent company to BoatLIFE, RVbyLIFE, and AeroLIFE, the organization relocated to its present home in North Charleston, South Carolina in 1995. Grace L. Schmidt, Mr. Kehrt's daughter, has been president since 1987.

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