
SI-TEX REPORTS BIGGER CROWDS, STRONGER SALES AT RECENT ATLANTIC CITY BOAT SHOW

New Jersey Show a “Big Winner,” Say Company President and Regional Sales Rep

SI-TEX President Ted Bodtmann returned from the recently concluded Atlantic City Boat Show reporting not only dramatically increased attendance, but more importantly, strong sales for his company's line of marine electronics.

“The NMMA already announced that attendance was up more than double from last year's show, which was shortened due to bad weather,” said Bodtmann. “More important than just the sheer numbers, people were in a mood to buy. The increase in sales was very notable for us, and the ‘vibe’ of the show was very upbeat. This could signal the positive turn for the industry we've all been waiting for,” he added.

In addition to its factory exhibit, SI-TEX had six retailing dealers in the show and all reported strong sales of SI-TEX products. “A couple of our dealers commented that SI-TEX was among the most requested product by customers visiting their booths. We like to think that in a marine electronics market driven by new technology, our recent influx of unique new products is responsible for this increase in interest and sales,” added Bodtmann.

Bruce Hackett, long time SI-TEX sales rep for New Jersey, Maryland, Delaware, Virginia, Pennsylvania and North Carolina, was similarly impressed by both action and sales on the show floor. “The two things I noticed most were new boat sales and many boaters adding to their existing electronics packages,” said Hackett. “For us specifically, the new SVS-650 color sounder was a hot seller, probably the best-selling stand alone sounder at the show. The newly introduced SST-110 Sea Temperature gauge also sold briskly among installing technical dealers.”

“This is exactly the type of momentum we like to see moving into the big Miami Boat Show,” Bodtmann summarized.

For more information about the line of SI-TEX marine electronics including sounders, radar, chartplotters, autopilots and more, visit www.si-tex.com.