A Premier Lake Michigan Marina

Demands Better Solutions:

Convincing Skeptics with Titania

Opportunity

Elk Rapids Marina (ERM) is a full service sales & service marina located by vacation haven, Traverse City. The marina sells, services, stores, and rents boats. Given the family vacation setting, a very high percentage of the watercraft are pontoons and tri-toons.

New ownership in 2021 decided to enhance customer experience and service offerings at the marina. Along with building a restaurant and revitalized land architecture, the new owners sought out best practices, services, and products like 4EverGuard's *Titania* which makes boat ownership and maintenance a pleasurable experience instead of a burden. *Titania* greatly reduces the amount of clean up and prep, both post season as well as pre-season. It allows people to enjoy boats more, and spend less time scrubbing, washing and removing algae & scum below the water line, and dirt & bird droppings topside.

Yes, but How?

The seasoned service people at ERM were skeptical because companies have for decades over-promised and under-delivered on claims. In their minds, proven by decades of experience, dirty hulls and fouled topsides are a disease to which there is no simple or affordable cure: only lots of chemicals and long hours of manual labor are their medicine. Enter *Titania,* our patented surface preservative, developed by our chief scientist.

One of our sales staff, Jim Simpson of 4EverGuard's Detroit office, is an avid & experienced boater. He arranged for our team to demonstrate how easy *Titania* is to apply, maintain boat cleaning over the course of a season, and prove the results. Year over year, boat owners could now free up thousands of dollars in material costs from cleaning, ablative paints & scrubbing, with dozens of labor hours included by one (1) application of *Titania* which works everywhere on a boat to protect surfaces for years, above and below the water.

Action Taken

General Sales Manager at ERM, Jon Conrad, requested we treat a custom tri-toon ordered by a close friend of his. When the 4EverGuard team arrived, Conrad was away, and we were met by the service director. He was skeptical on the merits of our demonstration's aim. Marinas in Michigan had only recently re-opened for full service since the pandemic's start.

CSP: our Clean-Sanitize-Protect Protocol

Clean - the team cleaned the entire new craft and made sure to remove any minor scuff marks on the bottoms as well as topside, using our *Cyclone,* multipurpose concentrated cleaner, biodegradable & noncaustic.

Sanitize - while sanitization wasn't a priority, we applied surfaces with our skin-safe dual quaternary cleaner-disinfectant *Safe-T-Gard*. Microfiber towels were employed to lift dirt from surfaces to ensure a clean, wettable surface for *Titania* to adhere and form its powerful covalent bonds of active hydroxyl radicals.

For maximum luster which *Titania* will lock in, we applied our Dry Wash & Wax cleaner with carnauba wax to give the boat a strong, long lasting shine. The final step is applying our total surface protectant.

Protect - the entire watercraft was sprayed with *Titania*. Since it was on a trailer, we were able to treat all surfaces.

Results

As business rapidly increased at marina that summer, we barely had any conversations with the new owners about the boat we treated. Then, this happened:

As the teams were pulling and cleaning pontoons for storage in late fall 2021. Conrad received a call from his Service Director. He said, "You remember those guys that treated the tri-toon in the Spring? You might want to get a hold of them." He shared how much easier the toons were to clean & prep for storage and that the topside looked like the day we spayed it – like NEW! and it didn't have the mold and biofilm residue issues that the rental fleet and other privately-owned pontoons had. We protected a new custom boat, and won over a seasoned service professional who's seen it all before, or so he thought. *Titania* really is a total surface protectant.

Our team was asked to return to ERM to train the service team how to prep and treat all boat surfaces, from toons to gel coat, topside to interiors and canvas. The marina refurbished their entire fleet of rental pontoons and as the last order of business, treated topside & bottom-side with *Titania*, putting a warranty on each watercraft.

We want your business. Let's chat about your facility's cleaning, odor & disinfecting challenges.

Call: Bradley Lehmann Sr. at ***(513) 673-2100*** *or visit* ***4everguardsolutions.com***