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MIDWEST INDUSTRIES SIGNS ON WITH MARTIN FLORY GROUP

Enhancing its visibility within the consumer boating community, Midwest Industries, Inc., has hired public relations firm Martin Flory Group. Midwest Industries' products include ShoreStation boat lifts and docks, and ShoreLand'r trailers.

Martin Flory Group will represent Midwest Industries with the US and Canadian media. Based in Ida Grove, Iowa, Midwest Industries is a family-owned company and won a 2014 NMMA Product Innovation Award for its ShoreStation FlexPower Hydraulic lifts. Available for both boat house and pile mount applications, they are the fastest lifts on the market, pulling 96" of cable per minute.

"Midwest Industries is revolutionizing the boat lift market, and we're honored to be part of their team. Both of our companies have been in business more than 50 years, and share a dedication to quality and superior service," said Laura Martin, Martin Flory Group president.

Since 1962, Martin Flory Group has provided cost-effective product promotion and publicity for companies in the marine, RV and outdoor industries. The company works with editors and writers worldwide to help clients enhance their visibility and build sales.

Contact Martin Flory Group, PO Box 360, Gurnee, IL 60031. 847-662-9070. info@martinflory.com; www.martinflory.com.