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LIFE CELL MARINE SAFETY PARTNERS WITH LAND 'N' SEA

Life Cell Marine Safety has partnered with Land 'N' Sea, a division of Brunswick Corporation to release the Life Cell to the American market. Land 'N' Sea has over 15,000 customers throughout the Americas including United States of America, Canada, Mexico and the Bahamas.

The success of Life Cell in Australia in partnership with BLA Australia, a sister company to Land 'N' Sea, meant that Life Cell Marine Safety was able to move into an international market, only 12 months after launching the company.

"We have been overwhelmed by the positive response to the Life Cell so far, not only in Australia but also overseas," Life Cell Marine Safety Director Scott Smiles said. "Countries all over the world enjoy boating in many different forms and although the specific rules and regulations may differ between countries, the need for safety equipment to be easily accessible is something that affects all boating users, and the use of the Life Cell means that this is achievable".

Life Cell Marine Safety will be exhibiting at four Land 'N' Sea Trade Shows in the USA including Wisconsin, Las Vegas, Ohio and Connecticut over the coming months. Life Cell Marine Safety will also be exhibiting at the Fort Lauderdale International Boat Show in November 2016 and the prestigious Miami International Boat Show in February 2017.

Life Cell Marine Safety's launch in the American market coincides with current testing being undertaken by the US Coast Guard, which will hopefully see approval in several categories.

For media enquiries or images please contact;

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Life Cell Director Scott Smiles

