



DAVIS INSTRUMENTS CELEBRATES GOLDEN ANNIVERSARY

In 1969, newly minted Stanford MBAs Bob Selig and Jim Acquistapace purchased a small plastic sextant manufacturer named Davis Instruments. Today, the partners celebrate 50 years of successfully introducing hundreds of innovative and award-winning products into the marine, fishing and outdoor markets, and launching a revolution in weather monitoring equipment.

The key to the Davis model of success is Selig and Acquistapace's uncanny ability to identify products that possess a balance of low production cost, high quality and consumer need. The two also chose manufacturing partners wisely, providing smaller companies the ability to thrive through Davis' robust global sales channels. Windex®, Air-Dryr™ and most recently Scrubbis™ are examples of this shared achievement.

In 1980, Selig and Acquistapace added a small handheld anemometer to their line. This unassuming product opened the door to a range of robust and accurate weather sensing and reporting instruments that are held in high esteem by agronomists, meteorologists, municipalities and home hobbyists around the world.

"The Davis story wouldn't be complete without our dedicated employees," said Selig. "We have many who've been with us for more than

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25 years, and some for over 40. It's that family feel that makes this a really special place to come to every day."

Davis Instruments has provided generations of commercial and recreational mariners, fishermen and outdoor enthusiasts the innovative products that make time on water and land safer and more enjoyable. The Hayward, California-based company's website is [www.davisinstruments.com](http://www.davisinstruments.com).

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