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RITCHIE NAVIGATION HIRES MARTIN FLORY GROUP

Ritchie Navigation has hired Martin Flory Group. The PR firm will handle its public relations, product promotion and corporate news throughout North America.

Since 1850, Ritchie Navigation has guided mariners and yachtsmen safely over rivers, lakes and oceans. The world's largest manufacturer of magnetic compasses, it offers a wide range of models for recreational, commercial and military vessels. Its website is www.ritchienavigation.com.

Most recently, Ritchie launched Ready to Boat. The unique program involves boatbuilders, boat dealers and buyers. It incentivizes OEMs to right-size compasses, provides dealers with sales tools and offers free online boating safety education for the buyer. More is at bit.ly/ReadyToBoat.

"Few companies have the storied history that Ritchie does," said Martin Flory Group general manager Kelly Flory. "Yet with Ready to Boat, they once again demonstrate their insight into boating trends and ability to respond with innovation and creativity."

Founded in 1962, Martin Flory Group represents a diverse global client base. The PR firm is highly experienced in the marine, RV and outdoor industries. It works with writers and editors worldwide to gain credible media coverage to help sell products and grow businesses.

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