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LIFE INDUSTRIES SIGNS MARTIN FLORY GROUP FOR PR

Life Industries, formulator of cleaning and restoration chemicals for the marine, RV and aviation market segments, has hired Martin Flory Group. The firm will handle its public relations, product promotion and corporate news throughout North America.

For 60 years, Life Industries has been a pioneer in the development and manufacturing of commercial caulks, sealants, cleaners, waxes, polishes and teak care. Its products are all made in the USA. The company markets its products under the BoatLIFE, RV by LIFE and AeroLIFE brands.

"Life Industries' brands have broad name recognition and respect, and its products are widely used by professionals and consumers across many market segments that we specialize in," said Martin Flory Group general manager Kelly Flory. "We're pleased to be representing them and helping them increase their market shares."

Since 1962, Martin Flory Group has represented its broad base of global clients in the recreational and commercial marine, general outdoors and RV markets. It works with editors and writers worldwide to help companies promote their products through widespread editorial exposure.

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

Editor's note: Join us at IBEX for our Martin Flory Group Press Suite on Wed., Oct. 2, 6-9 pm at American Social, 601 S. Harbour Island Blvd., and visit our newest client, Life Industries, at the BoatLIFE booth 3-831.