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LATHAM MARINE TAPS PR POWER FOR CAMPAIGN

To note its 35th year anniversary and the 10th anniversary of its sister-company, **Latham Performance Products, Latham Marine** has retained **PR Power** to create an industry and business campaign to raise awareness of the company's long-standing success.

Bob Latham, who last year received the National Marine Manufacturers Association (NMMA) annual Alan J. Freedman Memorial Leadership Award, has long been recognized for his innovative and creative engineering. He invented hydraulic steering for performance boats and the company's products now range from steering to throttles, to a broad range of 10,000 parts manufactured in-house for OEM and individual customers.

While machining all parts in-house at **Latham Marine**, Latham realized that the available cooling devices for his CNC machines were inadequate. He designed a coolant technique and machine that was recognized as superior to competitive products. He then created **Latham Performance Products, Inc.** to market his machines to the industrial sector. The company will exhibit at the International Manufacturing Technology Show (IMTS), one of the world's largest, in September in Chicago. There, the company will display its newest coolant systems and new tag line, "Cool Your Tools" developed by PR Power.

"We have lead this industry in quality and integrity for 35 years," said Kathy Latham, Bob Latham's wife and business partner, "We felt it was time to let our local business community and the marine industry know the breadth of our company. We felt Marilyn DeMartini and her team at PR Power could do that. They have been in the marine business for a long time, know us and know the players. **Latham** companies have a great story to tell!"

PR Power will create a campaign for the trade and consumer markets, a new logo design for both **Latham** companies and will update the existing websites. The agency will also represent **Latham** at the IMTS trade show and assist in the booth design. Other activities are planned for release at the Ft. Lauderdale International Boat Show since it is the company's home and headquarters.

www.lathammarine.com
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