



Eliminate “Shade On A Stick”

By Diane Seltzer, Marketing Director at SureShade

Many new boat designs offer ample seating for boaters to lounge, relax, and enjoy time on the water, but unfortunately a real shade solution for sun protection beyond the helm is still a design afterthought. The result is what we call a “shade on a stick” – a pole-mounted, canopy-like shade draped over the bow or cockpit that is as aesthetically unappealing as it is burdensome for a boater.

A “shade on a stick” gives boats the saggy canvas look of a temporary add-on canopy, which lowers the overall aesthetics of an otherwise great boat design. There’s also the unwelcomed chore of set-up for each use, wrestling canvas and poles under the hot sun, and, even after set-up, there are extra support pole sticks that disrupt the view; all in all, not so relaxing.

What may seem like a quick fix solution for shade on your boat may not be worth the ongoing hassle when it comes to functionality and usability.



Top photo: SureShade pull-out shades MTX-2 (bow) and RTX (aft) eliminate the unsightly temporary add-on canopy like the one pictured on the right.



SureShade, the U.S. manufacturer of retractable boat shade systems, helps eliminate the temporary, cumbersome, pole-supported canopy shades by providing a more permanent, seamless solution for aft or bow shade.

Featuring marine-grade components, SureShade’s self-supported, telescoping framework becomes a smoothly continuous extension of a boat’s hardtop, arch, tower, or T-top. Boaters can install SureShade’s new pull-out boat shades on smaller boats, or opt for the ATF automated shade – now available with SG (silent glide) technology for 85% less noise and 80% less power consumption.

The newest stainless steel MTX pull-out boat shade available at SureShade extends 6-9 ft. and is ideal as forward and/or aft shade for center console and dual console boats. An anodized aluminum model, RTX, extends 4.5 ft and is ideal for boats

under 27 feet.

Boaters can easily eliminate that “shade on a stick” look by choosing SureShade as a factory option on nearly 150 different new boat models, or upgrade an existing boat with available aftermarket and DIY install options.

Learn more about SureShade at www.sureshade.com.



MarineMax Fishing Team Boston Whaler 380 Outrage with ATF-SG shade aft & MTX pull-out shade on bow

Marine Grade Shade

IMPROVED SUN PROTECTION • EASILY EXTEND/RETRACT • INSTALL ONCE, GET SHADE IN SECONDS

SureShade’s marine grade telescoping boat shade systems are a permanent shade solution for aft or bow. Install our new pull-out boat shades on smaller boats, or opt for our ATF automated shade - now available with SG silent glide technology for 85% less noise & 80% less power consumption.



Spec your new boat from the factory with SureShade... or get an aftermarket/DIY upgrade to today's must-have marine accessory.

GET MORE SHADE ON YOUR BOAT AT www.SureShade.com or call 877-333-8323

INDUSTRY STANDARD FOR BOAT SHADES ON OVER 125 BOAT MODELS WORLDWIDE

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