



derema
GROUP

2020 NEW PRODUCTS



Derema Help Mobile & Desktop App

Look for our ads in Trade Only this Fall!



deremahelp.com



deremahelprv.com

What the industry's chief banker sees ahead -- Page 14 | Three years later, Sandy is still a presence -- Page 32

SOUNDINGS
Trade Only
October 2019
TRADECNLTODAY.COM \$9.00

Jobsless rate nears pre-recession low

Welcoming the World
The global FLIBS Page 28

Download the Derema Help app to see all the Orion demo videos, or view it on your desktop at: www.deremahelp.com

Scan to download Derema Help to your phone

App Store | Google Play

Open the Derema Help app | Select Orion brand and Demo Videos | Select Orion #575 Product Video | Watch Orion #575 Product Video

NEW PRODUCTS 2020

DOMETIC



175 NEW PRODUCTS

Focus on 4-stroke engines

- 121 Cooling Systems
- 1 Drive System
- 8 Electrical Systems
- 3 Fuel Systems
- 1 Ignition System
- 18 Internal Engine
- 10 Oils and Lubricants
- 13 Tools and Shop Supplies



NEW PRODUCTS 2020

IGNITION SYSTEMS



- 1 New Ignition Coil for Mercury Outboard Engines
- Fits late model Mercury 4-Stroke outboards from 75HP-115HP and Verado Engines 135-400HP
- Pencil Coil Design
- No Spark Plug Wires to Fail



INTERNAL ENGINE

- New Sub-Category line for Sierra
 - Sierra first to the aftermarket
 - Total Coverage from 6HP to 350HP covering over 2500 models
 - Most timing belts fit broad year ranges up to late model engines
 - Periodic Maintenance Item; Recommended check every 100 hours
 - Logo, Part number, and Date code on belt for easy identification
 - Timing Belt Brochure Available
-
- 16 Belts for Yamaha O/B Engines
 - 12 Timing Belts / 2 Fuel Pump Drive Belts
-
- 5 New Timing Belts for Mercury O/B Engines
 - 1 Belt for Volvo Engines

N E W P R O D U C T S 2 0 2 0

INTERNAL ENGINE



- 1 New Indmar Oil Filter for 6.2L Ford Engines
- 1 New Mercury Oil Reservoir Float Switch
(Top item search on SONAR)



TOOLS AND SHOP SUPPLIES

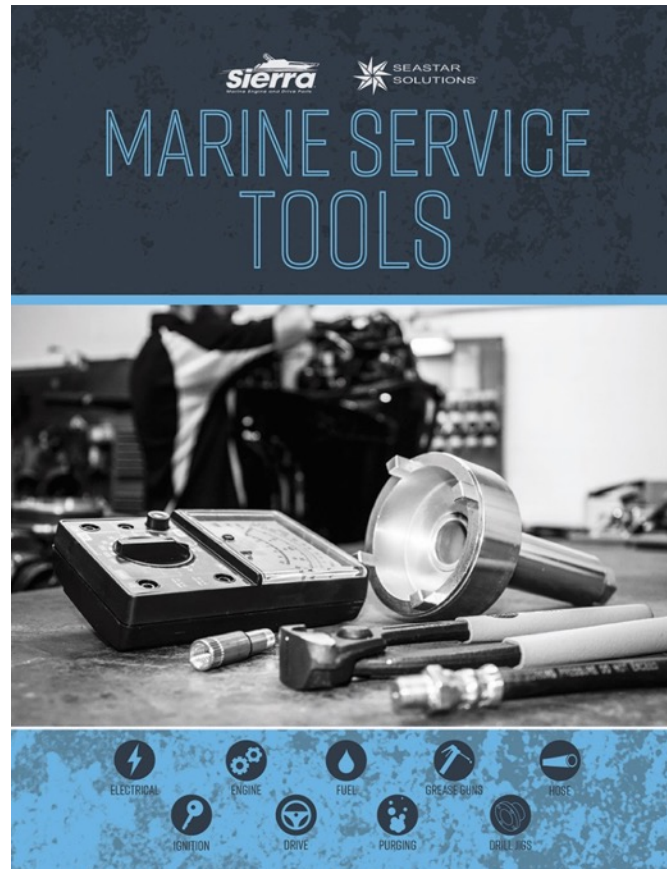
— Control Voltage — Current — Pintle motion

System Mode	S4 S2	P4	M4 M2
RPM			
On time			N/A
Open time			
Open delay			N/A
Close delay			N/A

- Fuel Injector Analyzer
- 7 New O2 Sensor Socket/Wrenches



TOOLS AND SHOP SUPPLIES



- 3 New Adapters for the E-Go! Fuel Injection Cleaning Tool
- 1 New Universal Gear Lube Pump



NEW PRODUCTS 2020

Mercury Water Pump Repair Kit



- Designed to upgrade the brass base by providing a new replaceable surface for the impeller to seal against, restoring full water pressure to the engine.
- 23 new Yamaha Water Pump Kits for Yamaha, Honda, Johnson/Evinrude, and Mercury Engines
- 8 New Thermostats for Yamaha and Mercury engines
- 1 New GM 6.2L Circulation Pump with Stainless Steel Impeller
- Kit components available individually

FUEL SYSTEMS



- 2 New Fuel Filters
- 1 Mercruiser Disc Filter for V8 Engines using Gen III Cool Fuel Systems (Top item search on SONAR)
- 1 Pleasurecraft for 1996 and Newer EFI Engines



ELECTRICAL SYSTEMS

- 2 New Yamaha Trim Relay Assemblies- Available Now!
- 3 New Honda Trim Motor Assemblies- Available Now!
- 2 New Alternators (1 Honda, 1 Mercury)- Q4 2019
- 1 New Starter for Evinrude G2 Engines- Q1 2020



DRIVE SYSTEMS



- Gearcase Drain Screw Gasket Assortment Kit
- Includes 50 each of the most popular drain gaskets
- Diagram on case shows manufacturer and Sierra part number for easy identification and re-ordering
- Covers most gearcase applications



OILS AND LUBRICANTS

- New 15W-40 designed for Inboard Ski Boats
 - Available in 1qt., 5qt., and 55 gal. drums
 - Competes with Rotella-T and Delo 400
 - Dual engine formulation gas & diesel
- 5W-30 Semi-Synthetic FC-W CAT
 - Inboard: Indmar, Pleasurecraft
 - Available in 1qt., 5qt., and 55 gal. drums
- 5W-30 Synthetic FC-W CAT
 - Ilmor and turbo-charged engines
 - Yamaha V-Max SHO
 - Available in 1qt., 5qt., and 55 gal. drums

STARTERS

Seals are strategically integrated to reduce opportunities for water intrusion.

Improved Housing designed to seal off the internal components from the extreme elements.

Painted Surface designed to seal off the internal components from the extreme elements.



Improved Solenoid Design for maximum reliability.

Duckbill Valve one-way valve and relief cuts remove moisture and prevent water accumulation.

Part No.	Application
18-6275-1	Late model GM – 14" flywheel; 1999 & newer MCM 3.0L
18-5913-1	Late Model GM – 14" flywheel
18-5919-1	Late model GM – 12 ¾" flywheel

PLANOGRAMS

- Suggested planograms for Sierra fuel and switch products
- Stock out cards and headers available





**SEASTAR
SOLUTIONS®**

NOW PART OF THE DOMETIC GROUP

PRO PEDAL



12/08/2019

FUEL TANK COMBO PACKAGE (ALL-IN-1)

All-in-1, Fuel Tank Combo Package includes:

- All-in-1, two color white box
- 620049LP EPA Approved 6.5 Gallon Tank
- Includes fuel line with fuel line to tank connector, tank connector & your choice of color coded engine connectors
- 3 stocking units in one convenient package

Applications:

- 1998 and new Mercury
- All J/E
- Most Yamaha outboard engines
- 1997 and older Mercury 2 prong



- Product shipping from Litchfield.
- Must apply and be approved to become Authorized Internet Reseller and agree to Unilateral Policy.



Star brite®

Star brite
STAR★TRON



Off-shelf marketing and merchandising opportunities allow focus on top products.

THINK OUTSIDE THE SHELF



TC-W3 Display Prototype



PoP CATALOG

Most shoppers are making their purchasing decisions in-store. This makes it incredibly important for retailers to make use of Point-of-Purchase (PoP) displays and signage to cut through the dizzying array of merchandise and improve sales.

The Star brite PoP catalog makes it easy for dealers to use these simple but excellent marketing tools.

INSTORE MERCHANDISING





CUSTOMER EDUCATION

STAINS 101 TRIFOLD

The newest in the Star brite Solutions training series, Stains 101 guides the customer to the correct cleaning technology needed depending on the stain.

This guide coincides with national advertising campaigns.





CUSTOMER EDUCATION CONT'D

SELL SHEETS

Sell sheets educate customers and train employees on various products. Visual guides are proven to increase sales, and also answer questions on the spot—without frustration or delays.



NEW PRODUCTS 2020



WATER-BASED WATERPROOFING



- OEM's switching from Sunbrella fabric to new, urethane backed polyester which is NOT compliant to any solvents.
- Water-base Waterproofing extends the life of these fabrics without harming the material.



PREMIUM RESTORER WAX



- All in one cleaner, restorer, sealer, protector.
- Extra-strength formula for medium-heavy oxidation.
- Completes the 16 and 32 oz. line-up.



“DEALERS CHOICE” DISPLAYS



Your
Product
Here!

Dealers to custom build a display of their choice, with the products of their choosing.

- Order 8 Cases of Products from Distributor
- Starbrite will drop ship FREE display





STARTRON DISPLAY



Great Looking!

Sturdy Melamine Plastic Board

- Order minimum of:
 - 48ea 93008 – 8 oz. Startron
 - 36ea 93016 – 16 oz. Startron
 - 12ea 93032- 32 oz. Startron
- Starbrite will drop ship FREE display

PN # 93666E



ULTIMATE

BOAT CARE KIT



5 Gal bucket
Great for Open house
Great for Gift holidays



a xylem brand



Updated Lineup: Water Pressure



**Parmax
1**

**Parmax
2**

**Parmax
3**

**Parmax
HD3**

**Parmax
HD4**

**Parmax
HD5**

**Parmax
HD6**

**Open
Flow**

1 GPM

2 GPM

3 GPM

3 GPM

4 GPM

5 GPM

6 GPM

**Voltage
Options**

12 VDC

12 VDC
24 VDC

12 VDC
24 VDC

12 VDC

12 VDC
24 VDC

12 VDC

12 VDC
24 VDC

**Pressure
Switch
Options**

35 PSI

35 PSI

40 PSI
25 PSI

60 PSI
40 PSI

60 PSI
40 PSI

60 PSI
40 PSI

60 PSI
40 PSI

Branding:

Parmax HD = NG Quad & 5 Chamber

Parmax = Triplex and LF designs

Parmax 1.9 & 2.9 → 2 & 3 naming

Contents:

Pumps: Port Fittings, Strainer

Kits: None (Parmax 1 w/faucet kit will be obsoleted)

Pressure



Hotshot 3
Current Triplex Design
3 GPM, 50 PSI
12 VDC



New Quad Design
4 GPM, 60 PSI
12 & 24 VDC
12V Kit Option



Hotshot HD5
NG 5 Chamber Design
5 GPM, 70 PSI
12 VDC



Hotshot HD6
NG 5 Chamber Design
6 GPM, 70 PSI
12 & 24 VDC
12V Kit Option

Flow

Pumps: Port Fittings, Strainer, Trigger Nozzle, Nozzle Adapters (EU and US)

Kits: Port Fittings, Strainer, Trigger Nozzle, Nozzle Adapters (EU and US), Hose Coil

Branding:

Parmax 2.9 → Hotshot 3

Hotshot HD (Heavy Duty) for Next Gen Models

No more confusion between Parmax being used for both WPS and WD



NEXT GENERATION RULE MATE SUBMERSIBLE PUMP



- Improved flow, stated flow at 12 volts
- Overall size reduced - 2/3 the size of today's Rule-Mate
- Retail version comes with a check valve
- Renovated look, same style as Next Gen Pumps
- Uses the same strainer as the Next Generation Standard Pump

Model Numbers

500 GPH – RM500B and RM500B-24

800 GPH – RM800B and RM800B-24

1100 GPH – RM1100B and RM1100B-24

Availability

September

NEW PRODUCTS 2020



NEXT GENERATION SHOWER BOX



- Threaded ports – straight and 90° options
- Designed for standard float switch/pump combo, new RuleMate bilge pump and new electronic bilge switch (coming soon)
- Quick-mount foot rail in back for tight installations
- Easy clean strainer
- Sealed, Snap-On cover
- Expanded mounting options

Model Numbers

98B and 98B-24 (24 volt version) – 800 GPH

NEW!

1100 GPH Version – 99B and 99B-24 (24 volt version)

Availability

September

N E W P R O D U C T S 2 0 2 0



FURRION & LIPPERT COMPONENTS



ENGINEERED
WITH THE
BOATING
LIFESTYLE
IN MIND



AquaFi

4G LTE waterproof mobile hotspot

ENHANCING MOBILE CONNECTIVITY WHILE BOATING



Waterproof design contains all antennas and critical components



Connect up to 10 users without sacrificing speed performance



4G LTE connectivity with speeds up to 150 Mbps*



Nano SIM card required for operation (included)



Docking station included for easy onboard mounting solution



AC-DC adapter included for use in standard 110V power outlets for off-board use



AquaFi's design allows it to float, so don't worry about dropping it in the water



4G LTE waterproof mobile hotspot



**ENGINEERED
WITH THE
BOATING
LIFESTYLE
IN MIND**



AquaFi delivers fast, reliable WiFi on-the-go by featuring a secure 2.4 GHz connection. AquaFi can connect multiple mobile devices at one time at 4G LTE speeds up to 150 Mbps. Power is no problem either. AquaFi easily snaps in and out from its included charging dock. Want to take AquaFi on shore? No problem. Simply use the included AC-DC adapter and plug AquaFi into any 110v wall power supply.

With its waterproof design, AquaFi is designed for the boating life. So before you bring any off-the shelf hotspot on board, choose AquaFi for your marine lifestyle connectivity needs.

Easy setup through the AquaFi app
(available for download on iOS or Android stores)

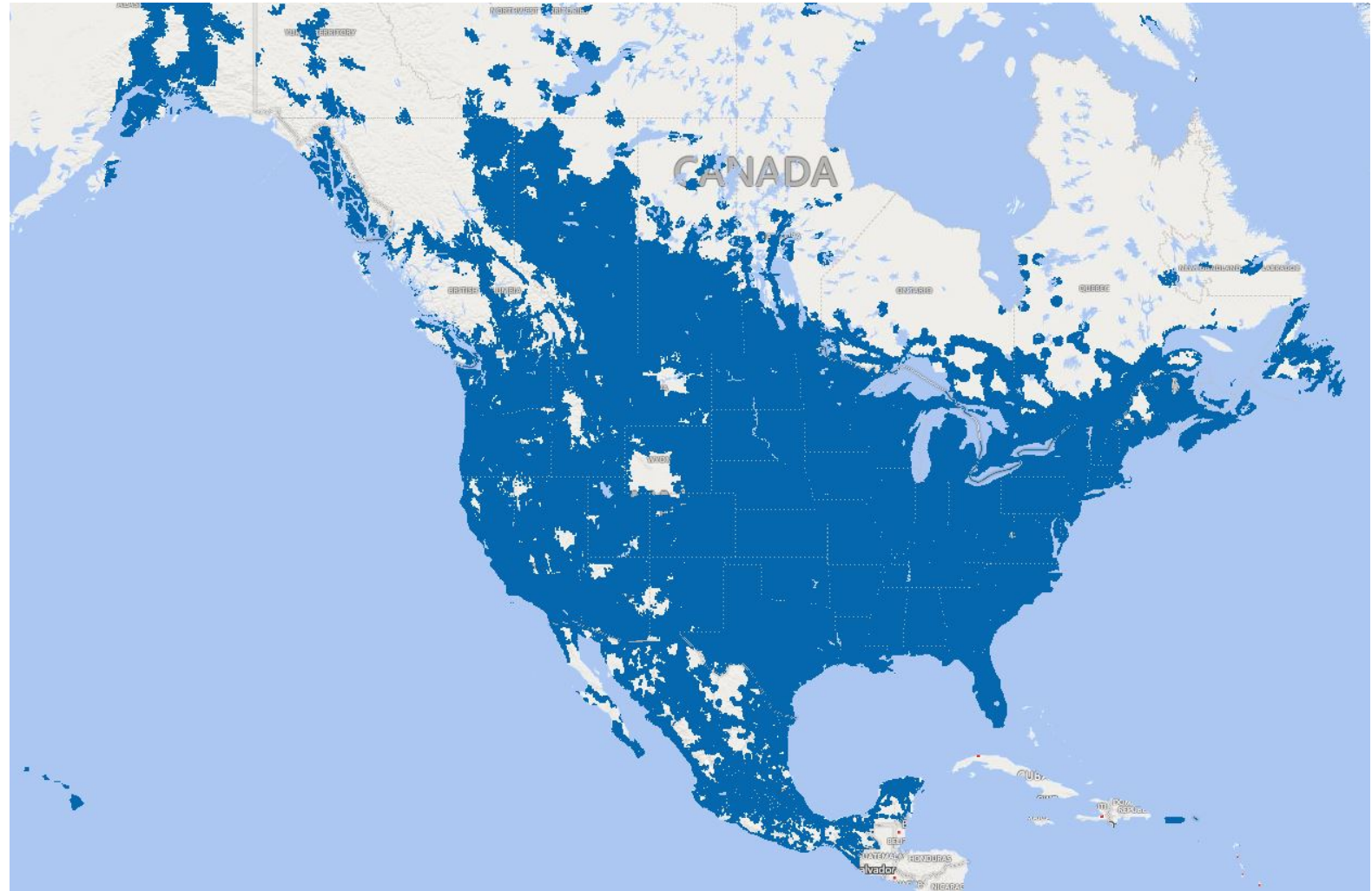




NORTH AMERICAN COVERAGE



4G LTE waterproof mobile hotspot









NEW PRODUCTS 2020



NautikFlör

MARINE GRADE NAUTICAL PVC FLOORING

TEAK		NATURAL TEAK	
			
Beech	Black	White	Black
			
CHERRY		<ul style="list-style-type: none"> - Mat Finish - Can be vanished - Color planks without lines - Custom colors available with minimum volume. 	

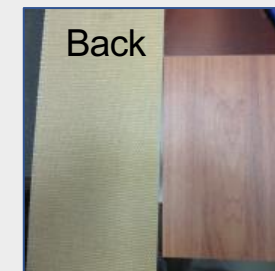
COMPASS ROSES & LOGOS

- Matching NAUTIKFLOR colors
- 3 offset planks with the click
- Affordable
- Custom logos and designs available



NAUTIKWALL

- Matching NAUTIKFLOR colors
- 2' x 4' PVC Flexible Panel
- Water Proof
- Ideal for risers and baseboards where carpet is removed



FEATURES AND BENEFITS

MARINE GRADE - WATER AND HUMIDITY RESISTANT

QUICK AND EASY-TO-INSTALL WITH THE CLICK SYSTEM

CAN BE GLUED-DOWN or FLOATING FLOOR

CUTS WITH REGULAR WOOD TOOLS OR A RAZOR KNIFE

CAN BE INSTALLED ON A NON-PERFECT SMOOTH SURFACE

EASY to CLEAN – NON POROUS - STAIN AND SCRATCH RESISTANT

MAINTENANCE FREE - NO SANDING OR OILING

SOUND REDUCING UNDERLAY REDUCES NOISE AND VIBRATION

SLIPPERY RESISTANT – (Highest R10 in slippery test for flooring)

LOOKS LIKE REAL WOOD AT A FRACTION OF THE COST !



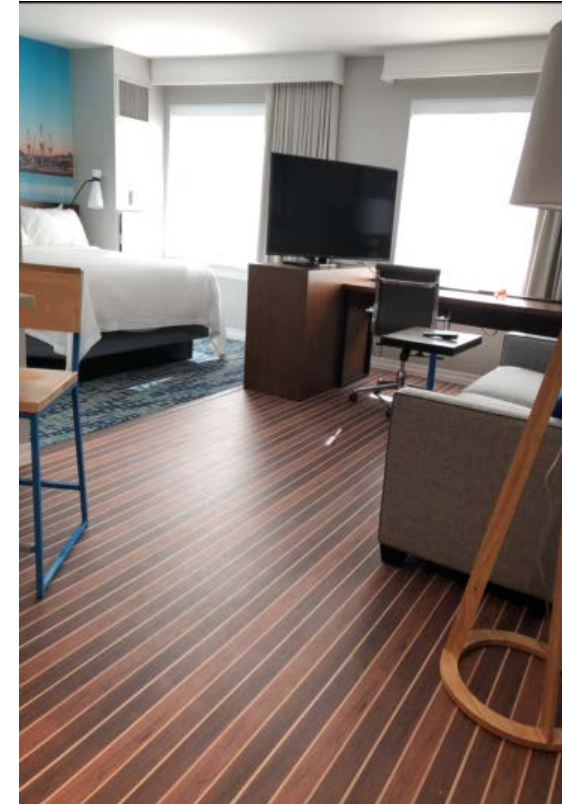
20 YEARS LIMITED WARRANTY



NautikFlör

PROJECTS



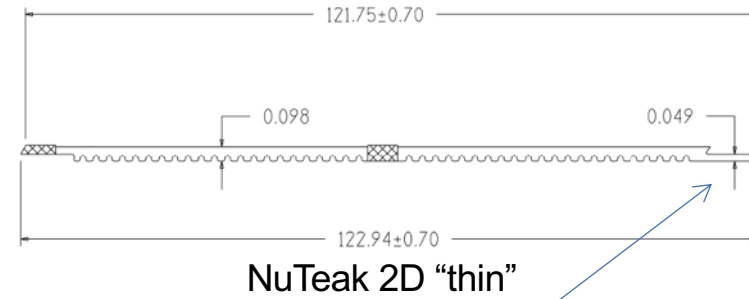
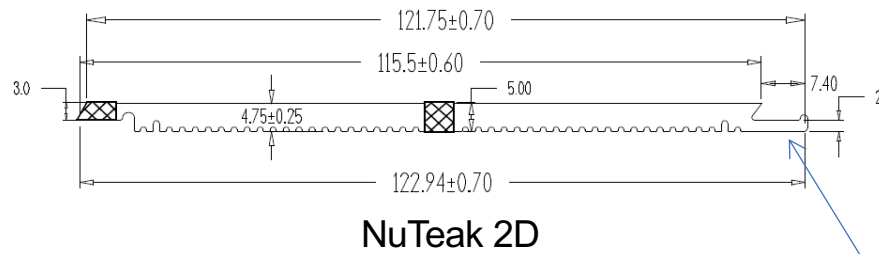




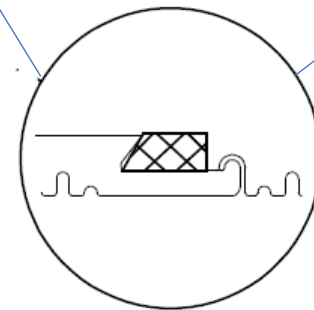
SYNTHETIC TEAK PVC DECKING



PROJECTS



NuTeak (Original)



TIE DOWN

MANUFACTURING INGENUITY



NEW PRODUCTS

I-BEAM MOUNTING KIT - GUIDE POSTS

The I-beam mounting kit allows your 1-1/2" square guide tube to securely mount onto any steel or aluminum I-Beam trailer frame. The kit includes 4 brackets, 2 smaller 3/8" bolts and 2 longer 3/8" bolts depending on frame rail width. Brackets are galvanized, hardware is zinc plated.

Part ID: 86569



NEW PRODUCTS

SIDE MOUNT TIRE CARRIER - BLACK PC

Adjustable bolt circle fits both 4 and 5 lug wheels. Fits all trailer tongues up to 3" wide by 4" high. Extra heavy duty welded steel construction. Carriage bolts and lug nuts to mount tire to carrier are included. US Patent #6,116,483

Same design as the popular 86098 (Galvanized) and 86099 (Zinc), however now available in a high-quality black powder coat finish.

Part ID: 86100



NEW PRODUCTS

TAIL LIGHT PROTECTOR - ALUMINUM TREAD

The Tail Light Protector is designed to provide additional protection for your tail light. There is no hardware required for installation, the Protector is designed to mount between your existing tail light bracket and the light.

Part ID: 86573



NEW PRODUCTS

WOBBLE ROLLER FRONT ASSEMBLY

The front assembly is designed to mount only 1 wobble roller wing set. The design features 2 inches of height adjustability and can fit onto either 3x3 or 3x4 crossmembers. The assembly comes with the wobble rollers and hardware.

Part ID: 86574



NEW PRODUCTS

FLOATING GUIDE POST, 48-60"

The floating guide post features the ability to adjust the overall height from 48-60". The user can choose to notch the post at a specific height or set on floatable mode and allow the waterline to naturally and automatically adjust the overall height as it enters/exits the water. This allows the post to always remain above the waterline and function regardless the boat ramp inclination. The metal tube is made from heavy-duty 14 gauge steel, pre-galvanized, and powder coated for a durable finish. It features a 30 degree slant through the bottom 18 inches to allow for varying hull shapes. The PVC pipe is non-marring, black in color and designed to hide the floating slot and holes for a clean look.

Part ID: 86568







PETTIT™

PEACE OF MIND PROTECTION



NOTHING LASTS FOREVER

When your bottom paint fouls prematurely and hinders performance, you could spend hundreds or thousands of dollars in a short haul and fresh bottom paint job. Not with Pettit Paint!

For the first time ever, if your bottom paint loses its effectiveness prior to 18 months, you can be covered by Pettit Paint's HD Guarantee.

WHAT IS THE PETTIT HD WARRANTY AND WHAT DOES IT COVER?

HD limited warranty covers against hard growth for up to 18 months. If within 18 months your vessel experiences hard growth beyond the disclaimed amount, pro-rated product compensation is offered. Warranty schedule available on back.

Additional information & registration information can be found at www.pettitpaint.com/HD





TRINIDAD



Multi-Season Hard Bottom Paint

Features:

- Fast Dry Technology—2hr recoat/4hr launch
- 53.3% Copper Content
- 50 State V.O.C. Compliance
- Compatible Over Hard Finishes
- 450 Sq. Ft. Coverage (13% more)
- Alternative to The Protector or discontinued Trinidad

Available Colors & Pack Size:

- Gallons and 3 gallon pails
- **Black** – **Blue** – **Red**

PETTIT™





ODYSSEY

Multi-Season Ablative Bottom Paint

Features:

- Fast Dry Technology—3hr recoat/6hr launch
- 45.7% Copper Content
- 50 State V.O.C. Compliance
- Compatible Over Most Finishes
- Excellent Color Retention
- 475 Sq. Ft. Coverage

Available Colors & Pack Size:

- Gallons only
- **Black** – **Blue** – **Red** – **Green**



Black Widow Gen²

Ultra-Slick Antifouling Finish

Product Enhancements:

- Dries Faster—Same-Day Launch
- Improved Durability
- Improved Burnishing hold out
- New **Dark Blue** Color



PREMIUM HRT Gen²

Multi-Season Antifouling Paint

Product Enhancements:

- Improved coverage
- Improved biocide utilization
- 37.5% Cuprous Oxide

Available Colors & Pack Size:

- Gallons only
- Black – Blue – Red – Green



HYDROCOAT SR

Dual-Biocide Ablative Antifouling

Product Enhancements:

- New Color – Green 1347

Available Colors & Pack Size:

- Gallons only
- Black – Blue – Red - Green



UNEPOXY HRT

Seasonal Antifouling Paint for Canada waters



Features:

- Hybrid Reactive Technology resin
- Smooth durable polishing finish
- Apply over most antifouling paints
- 28.8% Cuprous Oxide

Available Colors & Pack Size:

- Gallons and Black quart only
- **Black** – **Blue** – **Red**

5-Brand Strategy for 2020



NEW PRODUCTS 2020





SPEEDZILLA

1-2P TOWABLE

- 1-2 rider towable tube 340lbs. 154kg. maximum capacity
- Tow up a storm with the stainless steel 360° tow point or tow traditionally with a static tow point
- Deep center cockpit for up to 2 riders
- Heavy duty wide webbed reinforced tow system
- Multiple riding positions riders can ride stand, sit or kneel



20-1000



NEW PRODUCTS 2020



PARTHENON

ISLAND

- Giant luxurious island design for up to 6-8 people
- Fully covered mesh canopy design for keeping you cool and in the shade
- 8 cup holders
- Boarding platform for easy entry
- Large center hole design to dip your legs and feet in to keep cool
- High backrests to recline and relax



20-2000





20-1010

BORN TO RIDE

1-2P TOWABLE

- 1-2 rider action towable 340 lbs. 154 kg. maximum capacity
- NEW SOFT TOP for a smooth, non-abrasive ride
- NEW HI-TECH dye sublimation graphics that won't chip or rub off. The dye sublimation graphic process infuses the artwork inside the soft top fabric for a beautiful long-lasting look.
- Full Nylon Cover with Zipper
- Built in Molded EZ TOW CONNECTOR for EZ tow point hook ups





HOWLER 2P

1-2P TOWABLE

- 1-2 rider secure cockpit seating towable tube 340lbs. 154kg. maximum capacity
- SECURE COCKPIT SEATING with backrest and ergonomic slanted leg rest design for comfortable riding or lounging
- Drop speed bottom allows for EZ fuel efficient towing with less drag on the boat
- Heavy-duty tow system construction featuring front tow point



20-1030



NEW PRODUCTS 2020



HOWLER 3P

1-3P TOWABLE

- 1-3 rider secure cockpit seating towable tube 510lbs. 231kg. maximum capacity
- SECURE COCKPIT SEATING with backrest and ergonomic slanted leg rest design for comfortable riding or lounging
- Drop speed bottom allows for EZ fuel efficient towing with less drag on the boat
- Heavy-duty tow system construction featuring front tow point



20-1050





BIG SHARK

1-2P TOWABLE

- 1-2 rider action towable 340 lbs. 154 kg. maximum capacity
- WOW's custom Shark HI-VIS graphics and design is eye-catching for fun and for safety purposes
- Large custom-shaped fin pontoons for easy boarding and to keep your ride fun, stable, and secure
- Built in Molded EZ TOW CONNECTOR for EZ tow point hook ups



20-1040





CYCLONE SPINNER

1-2P TOWABLE

- 1-2 rider towable tube 340lbs. 154kg. maximum capacity
- Tow up a storm with the stainless steel 360° tow point or tow traditionally with a static tow point
- Deep center cockpit for up to 2 riders
- Heavy duty wide webbed reinforced tow system
- Multiple riding positions riders can ride stand, sit or kneel
- Heavy-duty full nylon cover with heavy-duty zippers



20-1070





MATRIX

1-4P TOWABLE

- 1-4 Rider Towable 340lbs or 154kg maximum capacity
- Secure Deck Seating with high backrest and sidewalls. Great for helping you secure on the water
- Reinforced tow point with 1 EZ tow connector on front tow point for fast connection
- Ride sitting, laying down, or kneeling chariot style
- EVA foam seat and knee pads
- 8 double webbing foam handles & 4 flat handles



20-1060

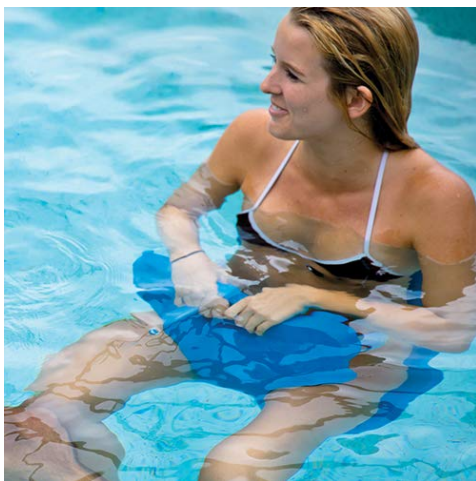


NEW PRODUCTS 2020



WHALE TAIL

SADDLE SEATS - 6 PACKS



- Large HI-BACK Saddle Seat design for great support and flotation for adults and kids of all sizes up to 250 lbs
- Luxuriously soft and comfortable yet flexible design with heavy-duty vinyl dipped foam construction that naturally conforms to the body
- Heavy-duty design with UV treated vinyl coating resists the effects of pool water chemicals, sun, and saltwater
- Easy to clean Triple Dip vinyl for extra durability and ensures long lasting color

20-2072