



It has taken years to resolve the formula that works.  
 This comes down to running the Boat Show circuit.  
 This introduces the product to the public - and the boat & ancillary dealers.  
 A boat show collects all these guys in one place for quick contact.

This is a new product and concept that people have to get their head around.  
 It is not the sort of product that suits 'box sellers' - that is people that don't have a clue about the variations in trailers and boat types.  
 We provide a lot of information on this (on packaging & the web) and will improve this yet further, and as time goes on there is a 'body of knowledge' 'out there' that helps this situation in this country, but in other countries the general public knowledge is still poor.

The bigger issues with the Boat Show circuit, are the right set-up and the cost of a Booth.

We have refined the set-up and generated a Pallet Pack to allow you to avoid the cost of the Booth' and set-up amongst the boats on the floor - with a 'side deal' with a boat distributor.

A dealer as distinct from a distributor may only wish to carry stock.  
 We can set up to direct traffic to an overseas dealer from our web site.

## Seeing is Believing

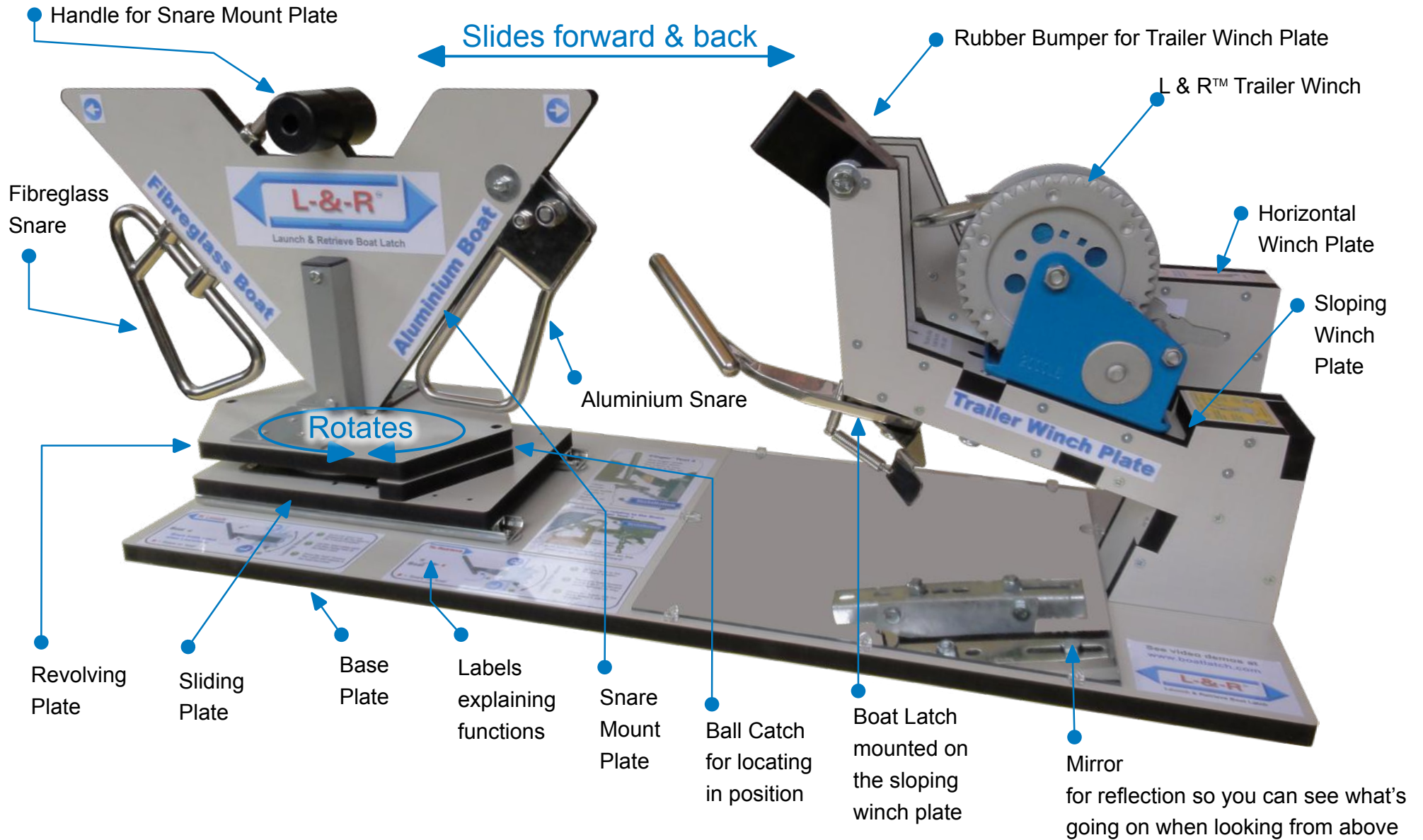
To this end we have the Demo unit opposite, and a range of videos and extensive backup support information on the website [www.boatlatch.com](http://www.boatlatch.com).



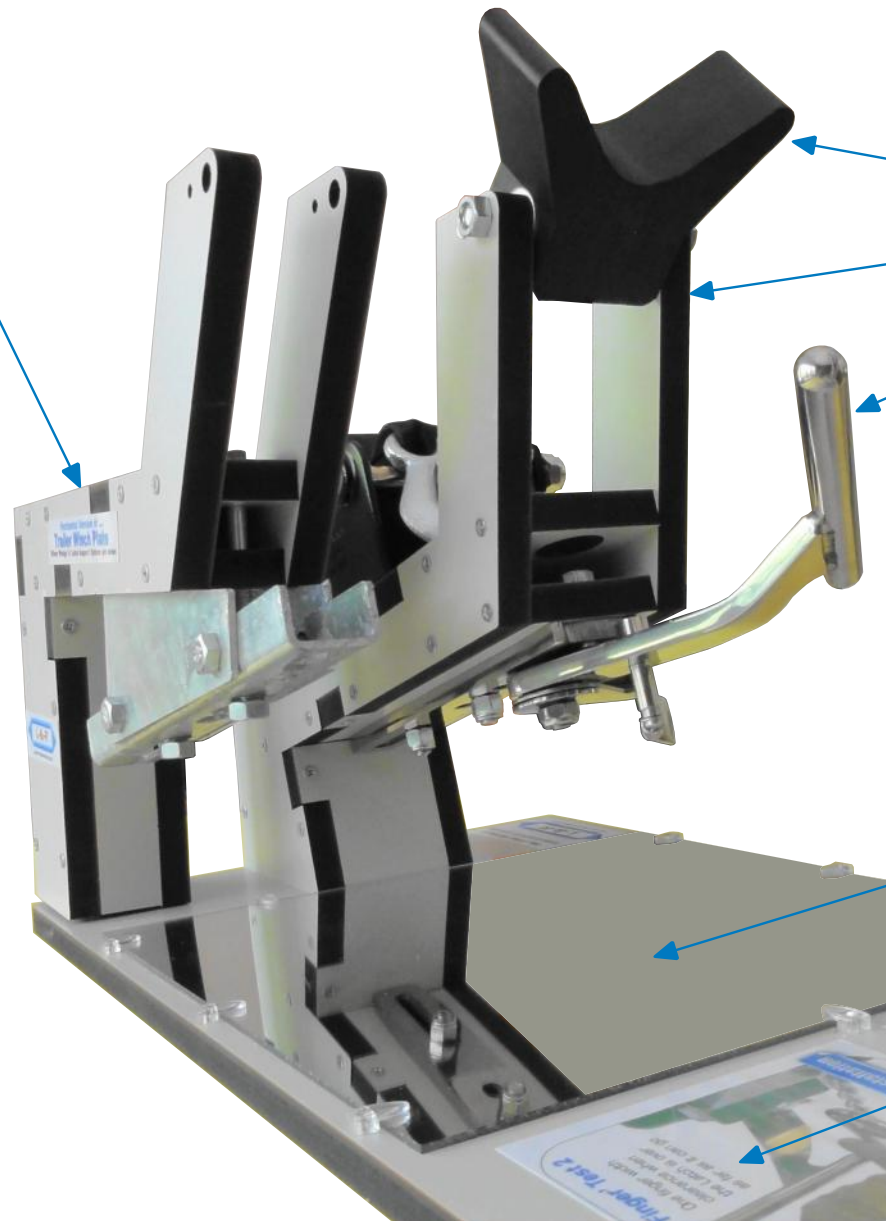
Plus we have a continuous loop video for trade show or point of sale presentation



The demo unit is primarily for use at trade shows and dealer premises.



Horizontal Winch Plate unit, showing how the latch Support is used to support the front of the latch. Also how the Wedge Plates are used to restore the correct Latch to Snare angle on trailers with different winch plate angles



- Rubber Bumper
- Sloping Winch Plate
- Latch

● Mirror for reflection of parts under unit so that the key functions can be easily seen

● Labels for Demo Unit to explain functions

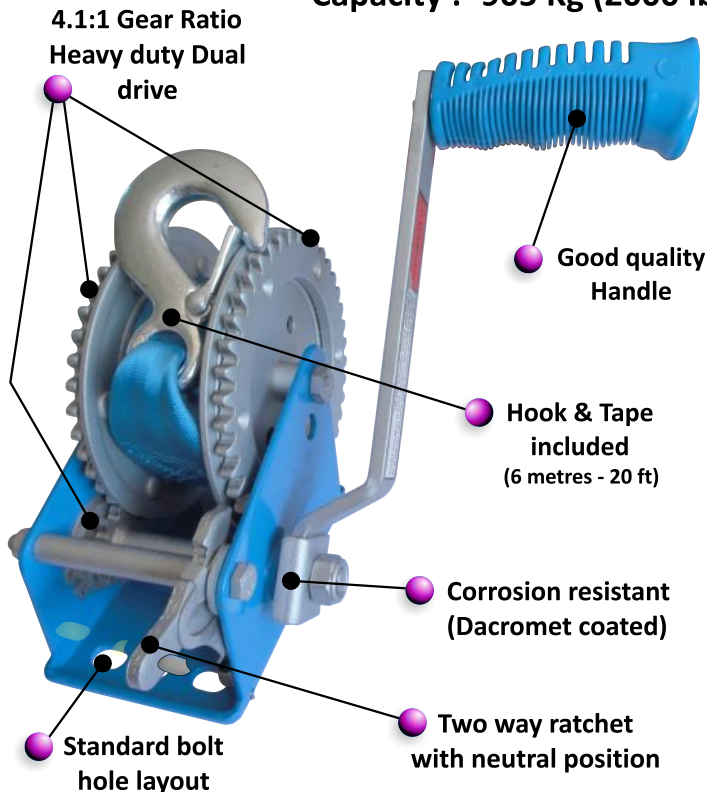


## Additional Product

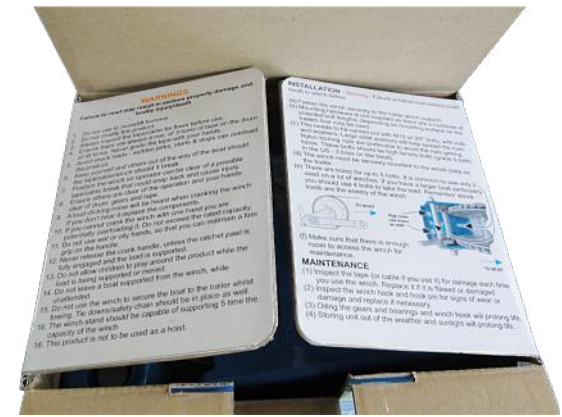
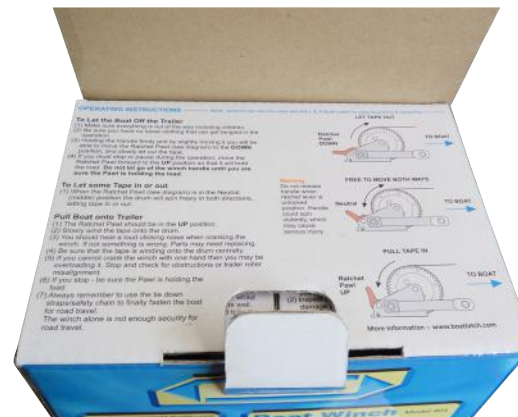
Seeing as the Boat Latch bolts under the winch on a trailer we are continually talking about and showing winches. So we now have a trailer winch.. and a good one that covers most trailable boats. A trailer winch that comes at a good price with excellent features.

## Boat Trailer Winch

Capacity :- 905 Kg (2000 lbs)



This pack contains comprehensive instructions for installation and use



## Roll-up Banners

We have sourced these at rock bottom prices. They cover the Boat Latch, Winch and details of the Boat Latch for trade shows, based on the sort of queries people have asked in the past.



Size 2000 x 800 mm each (\$30 each plus freight) and Logo display is shown on page 7 (\$36 each plus freight)





## ● Pallet Pack



Geoff has spent years searching for the right formula to reach the boating market with the L & R Boat Latch.

While this has been a process of refinement and trying to make the product foolproof, we have also been working on establishing 'worlds best' manufactured base price. This has allowed us to reduce the Retail price.

The 'Boat Show' circuit, in any country, has been shown to be the best point of entry.

In order to do this more effectively, we have produced the "Pallet Pack" display stand. This has some interesting features...

Size: 1110 x 1110 x 815 mm (3.64 x 3.64 x 2.7 ft)  
A plastic pallet is incorporated in the base (4 way forklift entry). This is 1 cubic metre, which is the sea freight shipping 'magic number' which you pay for whether you use the space or not.

**This is a complete 'stand in a box' !**

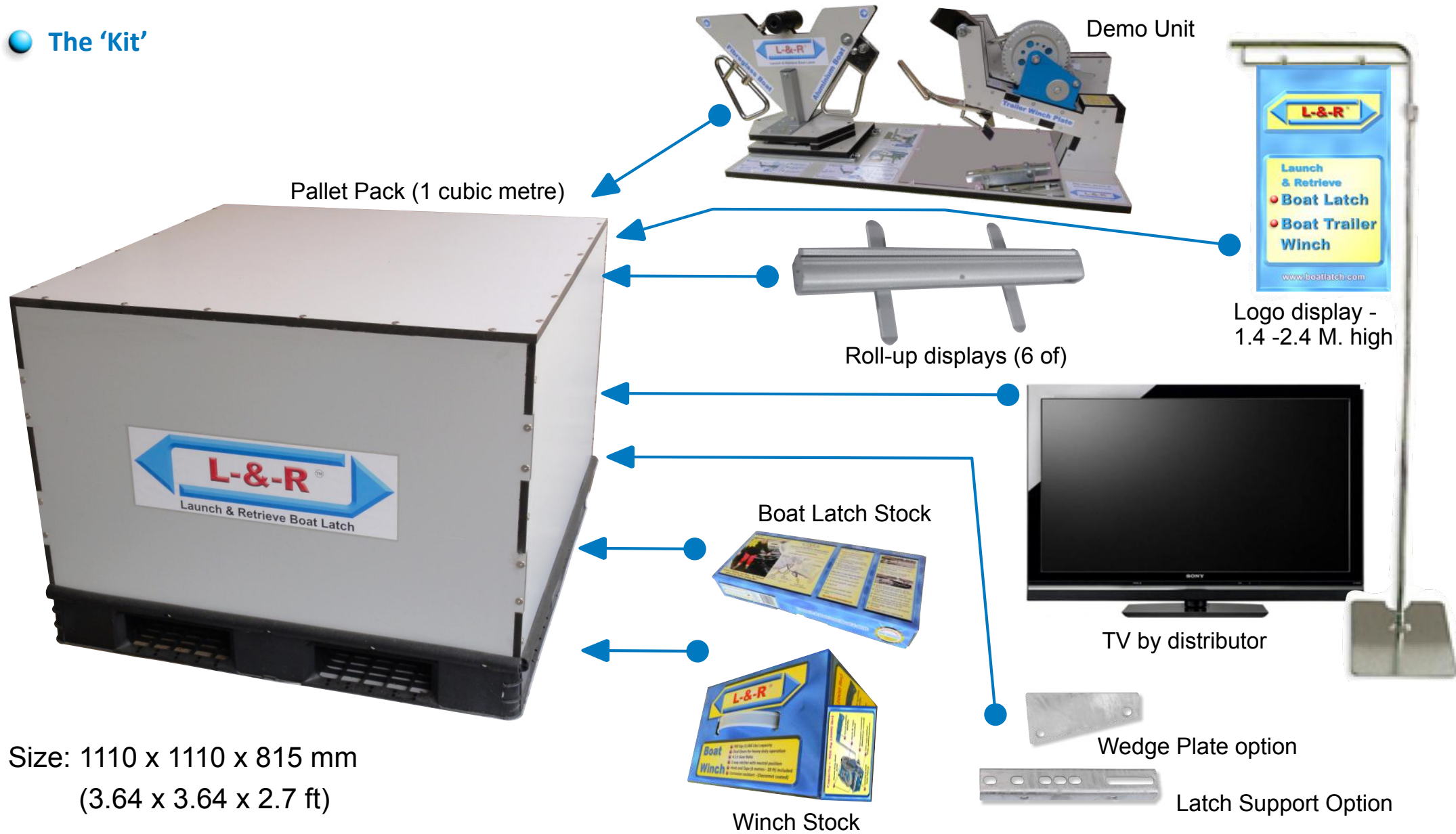
**Renting a booth at a boat show 'costs'.**

**This allows you to set-up amongst the boats which cover vast areas of space, with a 'side deal' with the boat guy - allowing you to keep your show costs low.**

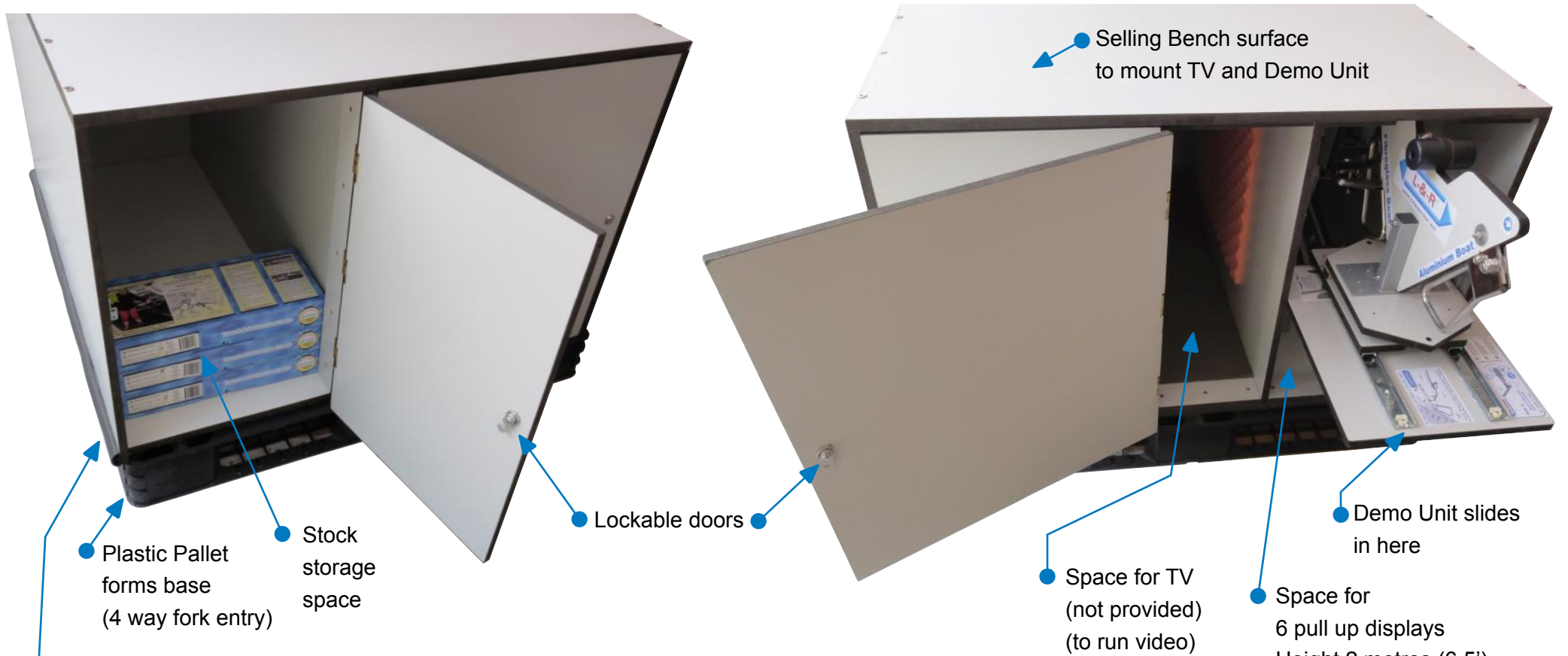
**This 'Pallet Pack' contains all you need to be up and selling in 10 minutes.**

# Boat Latch Marketing Plan

## The 'Kit'



# Boat Latch Pallet Pack & Display Stand



- Plastic Pallet forms base (4 way fork entry)
- Stock storage space
- Lockable doors
- Plastic 'Bumper' to help reduce forklift damage

## ● Stock Holding Capacity

Normal storage compartment = 56 Boat Latches  
 TV compartment (when no TV present) = 15 Winches + 4 Boat Latches  
 Demo Area = 3 Boat Latches + 9 'Latch Supports' + 9 pairs 'Wedge Plates'

## ● Totals in this configuration

Boat Latches in = 63  
 Winches = 15  
 Latch Supports = 9  
 Wedge Plates = 9 pairs

Note - 3 Latch Packs occupies just slightly more space than 2 Winch Packs

● Selling Bench surface to mount TV and Demo Unit

● Space for TV (not provided) (to run video)

● Demo Unit slides in here

● Space for 6 pull up displays  
 Height 2 metres (6.5')  
 Width 800 mm (31.5")  
 1. General Boat Latch  
 2. Winch  
 3. Boat Latch - Install  
 4. Boat Latch - Correct Angle  
 5. Boat Latch - Strength  
 6. Boat Latch - Install -2

Plus space for Brochures



WINTER WEDNESDAY

**L-&-R**

**Capacity :- 905 Kg (2000 lbs)**

- Heavy duty Dual drive
- Good quality Handle
- Hook & Tape included
- Corrosion resistant (Dacromet coated)
- Standard bolt hole layout
- Two way ratchet with neutral position

**Boat Winch**

- 905 Kgs (2,000 Lbs) capacity
- Dual Gears for heavy duty operation
- 4.1:1 Gear Ratio
- 2 way ratchet with neutral position
- Hook and Tape (6 metres - 20 ft) included
- Corrosion resistant - (Dacromet coated)

[www.boatlatch.com](http://www.boatlatch.com)

**L-&-R** Launch & Retrieve Boat Latch

**The Strength**



**What Strength do you need for Your Boat ?**

There is no exact answer, but we can get close enough for most purposes. We will use the equipment "loadtest" - namely the Boat Winch - as a means of comparison.

The Winch - Factors that effect which strength are -  
 1) Condition of the trailer - rollers or rollers  
 2) Alignment of the rollers/rollers  
 3) Incline of the boat ramp - steeper, effect capacity

A common rule of thumb is 30% Capacity or 1/3 boat weight  
 \* This can be increased to 1/2 boat weight  
 if the trailer is in excellent condition - see (1) & (2)

Tested strength (approx) of ...  
 Aluminium Crane ... = 2.3 Tonnes  
 Fibreglass Crane ... = 4.7 Tonnes  
 Fibreglass Boatwinch ... = 2.3 Tonnes  
 Heavy duty version ... = 4.4 Tonnes  
 Latch

Do in comparison with a winch, a boat weight of 2000 lbs. These figures could be varied as the capacity.

[www.boatlatch.com](http://www.boatlatch.com)

**L-&-R** Launch & Retrieve Boat Latch

**The Best Angle**



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**Installation Tips**



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**Installation Tips**



One finger with max.



One finger with min.

The Boat Latch is here.

**Bob Movement of the Boat**

The Boat Latch will move back and forth a fair amount as waves.

Make the Boat Latch as tight as you can on the trailer - but never too tight to adjust the Boat Latch.



[www.boatlatch.com](http://www.boatlatch.com)

**L-&-R**

**Is this why ... You Don't go Boating So Often !**



... why your \$100,000 to \$100,000+ investment sits idle in your backyard !

**"A Marriage Saver"**

**Launch & Retrieve ... By Yourself ! Without your Partner getting Wet !**

**Boat Latch**



[www.boatlatch.com](http://www.boatlatch.com)

**L-&-R** Launch & Retrieve Boat Latch



All options shown