



## *Press Release*

### **FOR IMMEDIATE RELEASE:**

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### **ACR ELECTRONICS CELEBRATES 60 YEARS OF MANUFACTURING**

*METSTRADE, 15<sup>th</sup> to 17<sup>th</sup> November, Amsterdam, Stand 03.131 Hall 3*



At METSTRADE, safety and survival specialist ACR Electronics celebrates 60 years of manufacturing high-quality lifesaving equipment for maritime and outdoor users across the world.

The Drew Marine company marks its diamond anniversary at this year's show with the European launch of the new AISLink MOB. The man overboard device is the latest in a long line of innovative ACR Electronics products, including the 1970 penlight which helped save the crew on the Apollo 13 mission and the first Personal Locator Beacon (PLB) approved for sale in 2003.

At this month's Fort Lauderdale International Boat Show, ACR held a special anniversary presentation in front of more than a 100 visitors and guests looking back on some of the historic products through the years and celebrating the lives saved.

Over the past 60 years, ACR has had the honour of manufacturing lifesaving equipment for recreational and commercial mariners and vessels, military forces, and aviation and space programs. ACR beacons have been activated to save thousands of people at sea and on land, with ACR maritime safety gear remaining the overwhelming choice of the US marine market.

New products for 2016 include the ACR Electronics compact Firefly PRO rescue lights, as well as its C-Strobes and C-Lights waterproof LED personnel distress lights. Additional devices at this year's show include the new 2016 NMEA Product of Excellence Award award winning GlobalFix

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V4 EPIRB and the ResQLink Personal Locator Beacon, plus the ACR AISLink CA1 and CB1 AIS transceivers.

Renowned as a company which has strived to raise awareness about safety over the decades as well as supplying reliable products, ACR Electronics issued more important advice this year to promote annual awareness day '406Day'. It established the event in 2013 to celebrate the lives saved using 406 MHz beacons and the Cospas-Sarsat Satellite system, and to help people understand how to register, use and maintain their beacons correctly.

Also this year, ACR's ground-breaking initiative [SurvivorClub](#) hit a milestone figure, exceeding 100 members from across the world. The beacon-replacement program uses a testimonial-based educational approach by publishing first-hand stories from real-life survivors who have activated an ACR EPIRB, PLB or ARTEX ELT in a life-threatening emergency.

In addition, ACR has used its landmark year in 2016 to participate in a range of extra initiatives and philanthropic projects which reflect its central philosophy to help save lives at sea and on land. These include the donation of 20 PLBs to the National Council, [Boy Scouts of America](#) to use in its boating program, helping to teach the youngsters and adults about safety precautions and raise awareness about life-saving beacons. ACR has also provided 20 PLBs to the [Eckerd College Search and Rescue Team](#), which is the only college marine rescue team in the US, and supplied PLBs and Emergency Position Indicating Radio Beacon (EPIRBs) to the Sea Tow Foundation, which they will in turn lease to boaters. All proceeds earned from the beacon rentals will then be reinvested into Sea Tow Foundation's other lifesaving programs like their Designated Skipper Campaign, Life Jacket Loaner Program and later possibly be further invested in extending their emergency beacon rental program.

ACR Electronics was founded by the late David Rush and has traded ownership four times since its inception in 1956.

For more information about ACR Electronics 60<sup>th</sup> anniversary events please search #ACRIs60 on social media or visit [www.acrartex.com/company/](http://www.acrartex.com/company/). ACR Electronics is on Stand 03.131 in Hall 3 at this year's METSTRADE.

Ends



### **Social media notes:**

- For sharing this content on social media please tag ACR's social media accounts and use #ACRIs60 in your post.
- If you require images such as 60<sup>th</sup> anniversary celebration images, please reply to this email with your request.
- Proposed text for your post: *ACR Electronics celebrates 60 years of manufacturing at this year's METSTRADE*

### **About ACR Electronics, Inc.**

ACR designs and manufactures a complete line of safety and survival products under the ARTEX and ACR brand names including ELTs, EPIRBs, PLBs, AIS, SART, Strobe Lights, Life Jacket Lights, Search Lights and safety accessories. The quality management systems of this facility have been certified by TUV USA to AS9100C / ISO 9001:2008. Recognized as the world leader in safety and survival technologies, ACR and ARTEX have provided safety equipment to the aviation and marine industries as well as to the military since 1956. The company is headquartered in Fort Lauderdale, Florida and employs over 180 at its manufacturing facility.