Marketing Innovation of 2013 Awarded to ACR Electronics

The marine industry has recognized ACR Electronics for its SurvivorClub Program. SurvivorClub is an all-encompassing marketing program which educates mariners about the life saving technology of 406 MHz beacons through fellow mariners real life testimonies.

Fort Lauderdale, FL (PRWEB) March 14, 2014 -- ACR Electronics’ SurvivorClub program wins the Neptune Award for Marketing Innovation within the marine industry. The Neptune Award is given by the Marine Marketers of America and was presented to ACR at this year’s Miami International Boat Show.

SurvivorClub was selected because of its testimonial-based educational approach to promoting the use of lifesaving 406 MHz beacons. SurvivorClub publishes firsthand stories from real-life survivors around the world who have activated an ACR EPIRB, Personal Locator Beacon or ARTEX ELT in a life-threatening emergency. In 2013, 45 survivors came forward to share their story and had their beacons retired in exchange for a free replacement beacon. The used beacons are mounted on a plaque which is presented to the store that the beacon was originally purchased where it serves as real-life testimony.

“While we are grateful to the Marine Marketers of America for this award, we know that it was only made possible by our survivors,” said Mikele D’Arcangelo, Marketing Director for ACR Electronics. “They voluntarily share their stories in the hopes of educating others of what can go wrong and why it is so important to be prepared with a safety plan and a properly registered distress beacon.”

*406MHz beacons have saved over 35,000 lives and should be part of your safety plan. Read first hand testimonies at www.survivorclub.com.

About ACR Electronics, Inc. ACR designs and manufactures a complete line of safety and survival products under the ACR and ARTEX brand names including Emergency Locator Transmitters (ELTs), Emergency Position Indicating Radio Beacon (EPIRBs), Personal Locator Beacon (PLBs), Search and Rescue Transponder (SARTs), Strobe Lights, Life Jacket Lights, Search Lights and safety accessories. Its quality management system is certified by TUV USA to AS9100C / ISO 9001:2008 standards. 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 staff at its manufacturing facility.

*Statistic sourced from NOAA.

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