



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

October 23, 2025

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#### **Pettit Paint Names Merritt Marine Supply Premier Southeast Distributor for Ikonikolor PRO Custom Topside System**

**Greensboro, N.C.** - Pettit Paint, a brand of Modern Recreational Technology, Inc., that is a leader in high-performance marine coatings, today announced Merritt Marine Supply as its premier full mixing distributor for the innovative Ikonikolor PRO topside system in the Southeastern U.S.

This partnership significantly expands the availability of vibrant, custom-mixed, professional grade marine paints across the region, reinforcing Pettit's industry-leading lineup of coatings designed for both above and below the waterline applications. Together, the two companies will bring greater speed, precision, and color capability to professional applicators, boatyards, and OEMs.

Merritt Marine Supply, headquartered in Pompano Beach, Florida, is recognized throughout the marine industry for setting the standard in paint mixing excellence, rapid delivery, and customer first commitment. Their technical expertise and logistical strength make them the ideal partner to deliver Ikonikolor PRO's high-performance finish to the strategic Southeast market.

"We are excited to welcome Merritt Marine," said Scott Townsend, President of MRT. "Their mastery of color mixing and commitment to service make them the perfect partner to bring Ikonikolor PRO's superior finish and fast-turn capability to customers throughout the region."

"Partnering with Pettit is a natural fit. We pride ourselves on developing and growing iconic brands and ensuring customer satisfaction, and the Ikonikolor PRO system provides us with a cutting-edge platform for innovation to do just that," said Travis Seagrave, Vice President of Merritt Marine Supply. "We are proud to offer this next-generation topside coating technology and deliver the fast, reliable service our customers expect."

The Ikonikolor PRO system brings together advanced resin technology, exceptional gloss retention, and a virtually limitless color library, ensuring professional applicators can achieve a premium finish with faster turnaround and outstanding durability.

#### **Ikonikolor PRO: Unmatched Color, Performance, and Speed**

The **Ikonikolor Pro** system is a state-of-the-art topside solution engineered for professional applications, offering superior benefits:

- **Limitless Custom Color:** Access to over 94,000 solid and special effect colors with the power to precisely color-match any surface using advanced spectrophotometers.
- **Superior Durability:** Features unmatched UV resistance—retaining gloss and color—along with high resistance to abrasion and chemicals for a long-lasting, yacht quality finish.
- **Easy Repairability:** The flexible and durable coating technology is designed to be buffable and repairable, simplifying maintenance and allowing applicators to easily address damage without requiring a full repaint.
- **Efficiency & Quality:** Every batch is made-to-order for guaranteed paint freshness. Its fast-drying formulation significantly reduces downtime for application and repairs.



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**About Pettit Marine Paint:**

For over 163 years, Pettit Marine Paint has been a leading manufacturer of high-performance marine coatings, offering cutting-edge products for boat protection and performance. With a commitment to quality and innovation, Pettit continues to be the trusted brand for boatyards, OEMs, and boat owners around the world.

**About Merritt Marine Distribution:**

Merritt Marine Supply is a family-owned wholesale distributor of marine, aviation, commercial, and industrial maintenance supplies. Headquartered in Pompano Beach with a second facility in West Palm Beach, the company traces its roots to yacht building and has grown into a full-scale supply leader. Known for its superior paint mixing capabilities, Merritt delivers precise color matching, fast turnaround, and expert technical support; earning the trust of builders, yards, and contractors who demand premium coatings and dependable service.

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