



PRESS RELEASE FEBRUARY 2020

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Flexiteek set to fund the planting of 1000 trees in time for Miami International Boat Show.

Flexiteek, the global leader in synthetic teak decking, is set to fund the planting of 1000 trees in time for Miami International Boat Show as part of tree planting partnership to mark 20th anniversary.

Throughout 2020 Flexiteek, the global market leader in synthetic teak is celebrating its 20th anniversary and 20 years of product innovation. Celebrations will span the year with boat show world tour and partnership with the World Land Trust (WLT) and its Plant a Tree programme.

Entering the market in 2000 with UV stable PVC decks, Flexiteek is the market leader in synthetic teak with their second-generation material Flexiteek 2G.

The innovative material which is both cooler and lighter than traditional composite decking is distributed globally through a network of over 100 distributors in over 48 countries.

To mark the companies 20th anniversary, country distributors are taking part in a boat show world tour including the biggest shows in the boating calendar across Europe, Asia, the Americas, Africa and Australia.

The world tour was officially started last month at boot Dusseldorf, Germany where Flexiteek announced their partnership with the international conservation charity WLT and its Plant a Tree programme.

Through the partnership, Flexiteek has pledged to fund \$6.50 for the planting of one tree for every 10m² of Flexiteek 2G synthetic teak sold worldwide throughout 2020.

One month into their partnership, Flexiteek, is set to fund the planting for 1000 trees in time for the Miami International Boat Show.

Tomas Gustafsson, CEO of Flexiteek International, commented "We are very happy to be funding 1000 trees so early on into our partnership with WLT, this achievement is thanks to the continued support of our extensive distributor network and loyal customer base.

Throughout 2020 choosing Flexiteek 2G synthetic teak not only provides you with an alternative to real teak decking but is helping to fund the planting of trees in areas lost to deforestation."

Flexiteek projects they will sell more than 80,000m² of Flexiteek 2G synthetic teak throughout 2020, providing the funding for over 8000 trees to areas including Borneo and Ecuador.

To find out more about Flexiteek 2G synthetic teak, visit Flexiteek Americas at booth E424 at the Miami International Boat Show from the 13-17 February.

