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**Technical Brief**

**Understanding Ingress Protection**

Ingress Protection (IP) rating is important when deciding where to mount products in a dry and clean environment versus a wet and/or dusty environment.

**Rating Example:**



INGRESS PROTECTION

Read the [technical brief](#).

**Industry Update**

**ELCI Requirement Update**

The American Boat and Yacht Council (ABYC) met in January to review several standards, including ELCI. It was decided to place a moratorium on mandatory use in place through the end of 2012 while potential interference issues are investigated and resolved.

Read the [industry update](#).

**DID YOU KNOW...**

**Merchandising Plans**

Blue Sea Systems offers a Merchandising Plan guidebook to assist dealers with selecting top selling product along with guidance on how best to merchandise it. Merchandising Guidebooks are available by ordering 20026 or in PDF format by following the below link.



[Download PDF](#)

**DID YOU KNOW...**

**You Can Do It Guides**

You Can Do It guides offer a succinct product overview in an easy to read brochure format. The guides are available in packs of 20 by ordering the part numbers listed below or individually by emailing a request to [conductor@blueseas.com](mailto:conductor@blueseas.com).



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**Calendar of Events**

**NMDA S.T.E.P. Conference**



Chicago, IL  
16-20 July 2012

**IBEX Trade Show**



Louisville, KY  
2-4 October 2012

**METS Trade Show**



Amsterdam, Netherlands  
13-15 November 2012

25<sup>th</sup> anniversary

**International WorkBoat Show**



New Orleans, LA  
5-7 December 2012

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