

“

SUNBRELLA HORIZON HAS
A BEAUTIFUL TEXTURE, FEEL
AND COLOR PALETTE.”

STEPHEN MILNE

Director of Brand and Communications,
Riviera Australia

SUNBRELLA HORIZON

FINDS SUCCESS IN FIRST YEAR AFLOAT

Since debuting at the Miami International Boat Show in 2019, Sunbrella® Horizon®, the first vinyl marine seating material by Sunbrella, has made an impression across the globe.

“Sunbrella Horizon features a luxuriously soft hand specially designed to resist bacterial staining, cold cracking, stretching and fading,” said Bill McDaniel, marine market manager for Sunbrella. “Our customers love the performance properties, but also the Sunbrella-backed brand promise, which includes an industry-leading warranty and a vibrant color palette.”

Two customers in particular, Riviera Australia and Albury Brothers Boats, quickly realized the advantages Sunbrella Horizon has to offer for their customers and were early adopters. The overall five-year warranty with a three-year warranty against pinking was key to their decision.

McDaniel describes the typical yacht owner as someone who will spend extensive time on their boat, perhaps going out on the water in the morning, dining on board and showering and sleeping on the yacht. Because it offers a homelike space as well as outdoor seating, multiple types of color-coordinated fabrics are often appreciated.

For a more sports-oriented platform, Albury Brothers builds center console boats that are perfect for fishing, watersports and other activities that don't require an interior cabin. The family-owned boatbuilder operates out of headquarters in the Palm Beach, Florida, area, with additional offices in Newport, Rhode Island; Charleston, South Carolina; and the Bahamas.

"I've been a boat fiend since I was 6 years old," said Jeff Lichterman, owner of Albury Brothers Boats. "My mother saved a letter I wrote when I was 11 years old in 1972 saying I wanted to be a dealer for Concord Yachts."

A regular boater and visitor of the islands, Lichterman admired the Albury Brothers Boats he saw in the Bahamas. After following a more traditional career path, he decided to strike out on his own, obtaining a license to build and sell the same high-quality classic boats from Albury Brothers in the United States. While he was nervous for the business and the half dozen or so people he employs as the pandemic took hold in 2020, the canceled vacations actually led to a surge



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in boat buying as people sought out safer, socially distanced leisure and entertainment. By the end of 2020, Lichterman's waitlist for interested buyers was years long.

"There's a high demand for these boats from people who prize the traditional craft," Lichterman said. "We don't chase trends or participate in this industry arms race for more and more gadgets — or things that can break easily."

To complement his classic, quality boats, Lichterman offers Sunbrella® as an upholstery option. These sporty vessels benefit from Sunbrella Horizon's industry-leading three-year warranty against bacterial staining, commonly known as the pinking effect, which is a notorious problem for the industry.

"The old vinyl upholstery had quality, pinking and longevity problems," Lichterman said. "We were long overdue for a super high-quality replacement."

In addition to providing a new solution to an old problem, Lichterman said he also appreciates the fabric for its look.

"The aesthetic is superior," Lichterman said. "Yes, it's the color and the quilting, but it's also the fabric itself. It has texture. It looks so rich. If you sit on it, you're not going to sweat. Other vinyl upholsteries make you feel sweaty and sticky. Cloth is much more desirable."

Whether for sport or leisure, Sunbrella Horizon® brings innovative performance to the industry, helping boat owners maintain elasticity and durability longer. "The Sunbrella Horizon brand is fast becoming known for the quality of hand and performance of the fabric," McDaniel said. "It's exciting that we're already hearing excellent reviews from our customers who love the performance, the functionality and the option to coordinate colors and patterns with our woven Sunbrella marine seating options."

On the web at rivieraaustralia.com and alburybrothers.com