



Dive Industry Gets New Look with Launch of M Essentials Water Sports Brand by McNett

McNett® launches new brand, M Essentials™, to the dive and water sports industries at this year's DEMA Show 2011.

Bellingham, WA ([PRWEB](#)) November 03, 2011 -- McNett® is pleased to announce the addition of [M Essentials™](#) to its house of brands. Catering to the water sports and dive industries, M Essentials joins Gear Aid™ care and repair, Outgo™ in-field personal care and Aquamira® water treatment as a trusted brand, backed by over 30 years of McNett quality for solid performance. M Essentials will be unveiled at DEMA Show 2011 this week in Orlando, FL.

“For retailers and customers who broadly define themselves as water enthusiasts, M Essentials has wide appeal as a water sports brand,” said David Wiggs, marketing vice president. “As a trusted name in the dive industry, McNett hopes other [water sports](#) participants come to embrace the same products that our dive community has come to love.”

While the presentation and appearance is different from what many retailers and consumers are used to in the [dive](#) industry, the new packaging makes it easier to locate the appropriate product by category (i.e., maintenance, repair, cleaning, etc.) by featuring an easy-to-follow color tabbed system.

“M Essentials still features some of the same iconic visual cues that retailers and customers have come to expect including the Aquaseal seal and the orange colored bottled caps on Sea Drops,” said Wiggs. “We also still continue to back our products with expert knowledge, tips and educational materials.”

[McNett](#) will unveil the new M Essentials brand at DEMA Show 2011, November 2-5 in Orlando, FL. The new packing should begin hitting store shelves shortly after. Be sure to "Like" M Essentials on [Facebook](#) and stay tuned for other social launches.

About M Essentials

Part of the McNett house of brands, including Gear Aid, Outgo and Aquamira, M Essentials caters to the dive and water sports industries. Included in the product line is Aquaseal® urethane repair adhesive, Sea Drops™ anti-fog and lens cleaner, MiraZyme™ odor eliminator, Seal Cement™ neoprene contact cement and many other products dive and water sports enthusiasts have come to love.

About McNett Corporation

For 30 years McNett Corporation has manufactured and marketed the finest specialty products for the dive, outdoor, sporting goods and military markets. The company's products are known worldwide by consumers and original equipment manufacturers. McNett brands are available in over 70 countries and include: Camo Form®, Aquaseal®, Seam Grip® and Freesole®. For more information see our website at <http://www.McNett.com>.

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