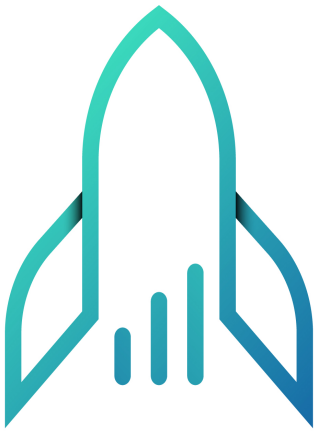


MISSION TO MARKET

EZ Rec Racks Launches New Roof Top Kayak Carrier That's So Easy To Use, One Person Can Load It in Under One Minute and 15 Seconds: Just In Time For Christmas

November 20, 2018

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EZ Rec-Rack has launched its rooftop kayak carrier system that will allow kayakers to load their toys onto their vehicle in just a little over a minute.

The incredibly-designed single person loading kayak system allows its user to do this all on their own. Safely and securely.

Anyone that owns or transports recreational toys like a kayak, knows how much of an arduous task loading and unloading kayaks can be. Often 2-3 people are needed to load and unload a kayak, so as not to damage the kayak, the vehicle or injure the loading parties.

The rooftop kayak carrier makes it much easier to go out on a kayaking trip without the need of assistance from at least two other people. One person can load it in under one minute and 15 seconds.

Ira Mercurio, the founder of EZ Rec-Rack had this to say about his invention, "For people that kayak on salt water, they will find that the rack is resistant to corrosion because it is made of powder-coated aluminum. The rack is also designed to have a naturally lengthy lifespan so that kayakers can enjoy the investment much longer. To make things even more convenient, the aluminum-built rack weighs less than 40 lbs, so it won?t add to the vehicle?s load."

When asked about how and why he created the loading system Ira had this to say, "It has been said that necessity is the mother of invention. I started kayak fishing a few years back and soon learned that getting them to the water was not an easy task. Searching for a solution on the internet did not fix this problem. It was at that point I knew I would need to build one for myself. This led to the birth of the EZ Rec-Rack.?

No similar product has existed prior to this one, and so Mercurio secured a US patent for it.

The loading roof rack was designed so that anyone who wanted to carry their toys on top of their SUV or van could do so by themselves. It can also accommodate most accessories that go with the kayak. ?I had this idea in my head and I thought I would just have to make something myself. I wanted to be able to secure my kayak without crawling up on top of my truck,? Mercurio says.

Work on the EZ Rec-Rack prototype began on the first of February 2017. By February 15 of the same year, Mercurio already had a working prototype. ?Because I was able to weld steel, the first prototype was made out of this material. I quickly realized this was too heavy and not saltwater friendly. To hit the mark, it had to be something that was light enough to where it did not overload the cross bars by itself and could hold up to the elements. Powder coated aluminum was the solution and what they are made out of today.?

Since then, the creator of the EZ Rec-Rack loading system has been working to make it the perfect loading system for kayaks. ?I am now ready to share it with the world in hopes to make others? lives a little easier, just like mine,? Mercurio says.

With the EZ Rec-Rack, kayakers can go anywhere without having to make too much fuss over the preparations.

This is sure to be a huge hit for Christmas as outdoor enthusiasts are looking for Christmas gifts for their loved ones, or for themselves, Mercurio states. Anything that gives users more time outside enjoying their activity of choice, and less time loading and unloading the items, is a winning scenario, he says. For updates please follow EZ Rec-Rack on Facebook.

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