



EZ Rec-Rack's Single Person Operated Kayak Carriers Surges In Popularity Online

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Carmel, Indiana based EZ Rec-Rack, a local company that manufactures kayak carriers, continues to rise in popularity on social media. This is largely due to their revolutionary product that allows a single person to load and unload a kayak from the top of a vehicle, the Easy Rec-Rack Kayak Carrier.

Ira Mercurio, founder of Ez Rec-Rack explained that the company has received a lot of attention these past few months due to several EZ Rec-Rack users who uploaded videos of themselves while using the product. This led to a rise in interest from other outdoor adventure groups as well, besides the kayaking and kayak fishing community.

It has been said that necessity is the mother of all inventions. For me, it all started when I have developed an interest in kayak fishing a few years back. I found it too difficult to load my gear onto the top of the car all by myself. One day, I'd had enough so I started searching the internet for a product that could solve my problem, but to no avail. Being a tinkerer myself, I soon realized that I could probably create something for myself—and that's when the first ever EZ Rec-Rack prototype was born. A few months later, some of my friends started to notice how efficient my kayak carrier was. From there, a simple invention soon turned into a

thriving business," said Mercurio.

As noted on the company's website, their patented EZ Rec-Rack carrier weighs less than 40 lbs. Furthermore, with the right accessories and attachments, it can accommodate more varieties of gear than just kayaks, such as paddle boards, surf boards, cargo carriers, and cargo boxes. Due to its portability, it can be easily disassembled and kept inside a standard sized garage.

In addition to the company's patented EZ Rec-Rack Kayak Carriers, they supply a number of proprietary accessories and attachments that are compatible with a variety of gear and equipment from other outdoor sports and activities including surfing, paddle boarding, and even camping. They also take pride in the product's durability, made possible by the lightweight and high quality powder-coated aluminum construction that can take a beating and withstand the elements. Furthermore, Mercurio has already received a US Patent for his innovative single person operated EZ Rec-Rack kayak carrier which means he is now holding all the manufacturing, production, and branding rights in terms of the aesthetic design and operational features of the product.

Douglas Albert, in a Facebook review, said, "The EZ Rec-Rack Kayak Carrier is one of those inventions that makes you wonder, 'Why didn't someone think of this earlier?'" This is hands-down the best product I've found in the market for loading my gear on my own. I am super excited to finally see a well thought out device like this hit the market. It has worked perfectly with everything that I've tried so far. It definitely saves me precious time, and eliminates the stress of the tedious loading and unloading process. I highly recommend this product."

"The EZ Rec-Rack Kayak Carrier is an awesome piece of equipment which can literally be used by anyone. I was a little hesitant at first because I have a bad shoulder, but it definitely worked way better than I had hoped for. My new EZ Rec-Rack allows me to stay physically active, and independent as well. I highly recommended this product to those who enjoy outdoor adventures and activities," said Cole Keesling, another satisfied user.

Those who are looking for an efficient way of carrying and handling their gear and equipment may wish to buy kayak carriers from EZ Rec-Rack and become one of their many enthusiastic clients sharing their experiences online.

More information about the company's kayak carrier can be found on their website. The company has also uploaded a number of instructional clips and video demonstrations to YouTube for those who want to see how the product works. Interested parties may also connect with them through their official social media pages on Facebook and Instagram to learn more about their latest news and important announcements. Furthermore, sports and outdoor enthusiasts can purchase the product on EZ Rec-Rack's web store or

through one of their partner distributors at paddling.com.

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For more information about EZ Rec-Rack, contact the company here: EZ Rec-Rack Ira Mercurio 833-239-7225 ira@ezrecreationalracks.com 13232 Old Meridian St # 301, Carmel, IN 46032

EZ Rec-Rack

EZ Rec-Rack is a company that helps people load and unload kayaks, luggage and other recreational toys safely and quickly from the top of their car, truck, or SUV.

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