

DAMAR™ TRUCKDECK™

Damar Corporation: A Company Profile



secondary deck and a series of lockable, internal storage compartments," said Martin, CEO and president of DAMAR Corp. "This allows truck owners to separate and organize items in the truck bed, protect them from harsh weather and would-be thieves, plus have additional surface area to transport items without modifying the truck bed in any way."

A lifelong entrepreneur, Martin has always had an affinity for trucks, growing up and driving pickups on farms throughout his small Missouri hometown – always wondering how he could better utilize the truck bed. He eventually started and sold a technology business before trying his hand at a more corporate job for a Fortune 500 company.

However, he always struggled with his creative, entrepreneurial spirit.

"After several years of toying with ideas, I took a leap of faith, left the company I was working for, and began pursuing a truck bed cargo accessory system I'd been designing, with the ultimate goal of delivering a universal product that's beneficial to everyone who uses a pickup, from the hunter and fisher to the carpenter or fleet driver," said Martin.

It wasn't much longer – in March 2007 – before a prototype of the Truck Deck had been constructed out of plywood and indoor/outdoor carpet. After much positive feedback, Martin continued his dream and spent several months constructing steel prototypes and refining the design, functionality and features of the Truck Deck.

Martin, who has more than 17 years of senior executive, marketing and

sales experience, submitted a patent for his design and in the fall of 2007, the first aluminum Truck Deck had been created.

"We are always getting positive feedback from enthusiasts, friends, business associates," he said. "Actually, almost everyone who sees the Truck Deck tells me they've tried to build their own using wood or other construction materials lying around the house, so it's great to be able to provide a product that truck enthusiasts like myself have been hoping to use."

After months of research, design and customer feedback, DAMAR is manufacturing Truck Decks for late model, full size trucks in varying thicknesses of aluminum diamond plate, everything from .08" to .1875", as well as a range of deck finishes, including aluminum polished surface, powder coated, nonskid coating and camouflage.

Available in a range of storage configurations, each water-tight compartment is secured with a lockable rotary T-handle latch and sealed with a

neoprene rubber gasket. And each Truck Deck is designed to fit the exact size and shape of the bed it is installed in, placed on a tubular framework that elevates the deck surface just above the fender walls, within the sidewalls of the truck.

Although Martin has achieved his dream of manufacturing a great product – one that is completely made and built in the U.S. – he still has many goals for DAMAR.

"I plan to soon develop a solid distribution network to make the product available to a wide audience so truck owners can efficiently use their pickups for work during the week, and aggressively use them to play hard on the weekends," he explained. "Starting this company and building a product for truck enthusiasts has been such a rewarding experience that I can only hope to share it with others by continuing to build locally produced, high-quality product."

For more information, visit www.damartruckdeck.com or call toll free at 1-888-840-1801.

PARKER, CO – DAMAR™ Corporation LLC is committed to providing revolutionary truck bed storage and organization solutions to the light truck, commercial and outdoor markets. Founded in May 2007 by David Martin, the company has created the versatile DAMAR Truck Deck™ to transform truck beds into the ultimate catch-all for hauling work equipment, organizing camping gear and maximizing truck bed space.

"The Truck Deck is designed to quickly install into a truck bed to provide a durable, weather-resistant

