

4M FUNCTION, LLC Announces the Launch of the Multi- Functional SURF-O-MAT (TM) Surf Pack

ORANGE COUNTY, CALIFORNIA, April 4, 2016 — /EPR NETWORK/ — 4M FUNCTION, LLC is excited to announce the launch of SURF-O-MAT™. The patented design transforms the utility of a back pack, wetsuit change mat, beach towel, surfboard sling carry bag, and beach tent shade umbrella into a single multi-function product. It is simple to use, easy to clean and built to perform. The official launch date for the SURF-O-MAT is April 1, 2016.

4M FUNCTION, LLC believes the SURF-O-MAT is built for serious surf adventures or quick surf sessions. The four main components of the design combine form and function that no other surf specific product deliver in a single product.

BEACH CHANGE MAT

Surf-O-Mat beach mat round shape has more surface area than a traditional beach towel for sitting or sunbathing at the beach. It uses a cushy waterproof EVA foam surface for that won't collect sand and dries instantly. Multiple pockets provide a discreet way to stash sunglasses, wallet, cell phone, and surf wax while in the water. Standing on Surf-O-Mat makes changing into a wetsuit on a sandy beach, rocky trail, or asphalt parking lot clean and comfortable. After a surf session, pack away a soggy wetsuit to keep the car dry. Cleaning Surf-O-Mat is easy, just hose off and hang dry.

BACKPACK BAG

Surf-O-Mat backpack bag provides a flexible method for transporting gear to the beach including wetsuit, hats, sandals, swim fins, drink bottles, radios, etc. Surf-O-Mat's fold pattern also expands to accommodate larger items that wouldn't normally fit in a traditional backpack. A functional shoulder strap allows for personalization. Convert from messenger bag style to backpack harness or quick carry handle simply by changing the strap's attachment points.

SURFBOARD CARRY SLING

Surf-O-Mat surfboard sling provides a versatile way to carry surfboards. A

comfortable shoulder strap makes it easy to carry the board to the beach, while the EVA foam surface protects from dings while in transit. Surf-O-Mat's open ended design adapts to fit all board sizes including short boards, longboards, fishes, eggs, body boards, kite boards, SUP boards and paddles. Surf-O-Mat could also help carry firewood, food coolers, beach chairs, oversized gear or other hard to haul items.

SHADE SHELTER BEACH TENT

Surf-O-Mat shade shelter provides a new way to deflect sun or rain. Surf-O-Mat's materials are opaque, virtually eliminating harmful UV rays while its wing pocket design allows for easy adjustment to any sun angle. Lightweight tent poles deliver quick set-up and more stability than traditional beach umbrellas in windy conditions and waterproof construction allows for use in rain. Surf-O-Mat's grommets and clips can be used in creative configurations to tie onto trees, truck beds, picnic tables, bicycles and more when shelter is needed.

4M FUNCTION, LLC is pleased to announce the launch of SURF-O-MAT.COM, an commerce web site supporting the sales, marketing and distribution of 4M FUNCTION, LLC products. The official launch date SURF-O-MAT.COM is April 1, 2016

SURF-O-MAT is currently being sold through an independent sales rep team based in Orange County, California. For wholesale inquiries please contact 4M FUNCTION, LLC

COMPANY: 4M FUNCTION, LLC designs, manufactures, and distributes innovative action sports accessories advocating the modern design mantra that form follows function. 4M FUNCTION, LLC focuses on simple and efficient solutions for the core action sports market. The company maintains a spirit of versatility first in design, manufacturing, materials, packaging while environmentalism and corporate responsibility to community fuels expansion of a unique product line. Based in Orange County, California the company thrives on the spirit of the beach lifestyle and the of idea that less gear equals more fun.

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SURF-O-MAT™



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