

# ResQLink™

## Personal Locator Beacon

**GPS**  
GIVE CLEAR  
VIEW TO SKY

ACR Electronics ResQLink Personal Locator Beacon

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## ACR Electronics: METSTRADE - ACR Electronics Announces SurvivorClub Success

*METSTRADE, 15<sup>th</sup> to 17<sup>th</sup> November, Amsterdam, Stand 03.131 Hall 3*

Safety expert ACR Electronics, a Drew Marine company, is highlighting the success of its ground-breaking [SurvivorClub](#) initiative at this year's METSTRADE.

The latest figures announced this year confirm that more than 160 people who have activated an ACR Emergency Position Indicating Radio Beacon (EPIRB), Personal Locator Beacon (PLB) or ARTEX Emergency Locator Transmitter (ELT) in a life-threatening emergency have now joined SurvivorClub.

The program provides a free replacement beacon for all its members and helps to provide compelling, first-hand evidence that 406 MHz beacons should be part of every boater's safety kit.

Established and monitored by safety and survival expert ACR just a few years ago, [SurvivorClub](#) uses a testimonial-based educational approach by publishing first-hand stories from real-life survivors who have activated their beacons.

Some amazing and inspiring stories of survival have featured in the club from people of all ages and from regions ranging from the Florida coastline near to the ACR headquarters and across the United States, to Puerto Rico and Canada, to England, with numerous rescues from New Zealand and Australia. Many of the survivors were hiking or hunting in remote areas, or fishing, boating or sailing in a range of different scenarios, with several crew members or short-handed.

All the survivors have come forward to share their story, raise awareness about safety equipment and best practices, and, in some cases, try to prevent anyone else making the same mistakes. When possible, the used beacons are mounted on a plaque which is presented to the store where the beacon was originally purchased to serve as real-life testimony.

Mikele D'Arcangelo, Marketing Director for ACR Electronics, said: *"Although we design and supply our beacons to provide reassurance and make sure people have access to a reliable device should the worst happen, at the same time we hope that these products are never required. We never like to hear about an emergency situation, but we are still very proud that our products are making a difference to so many people. SurvivorClub continues to be an incredible educational resource and we know it is only made possible by our survivors. They voluntarily share their stories in the hopes of educating others of what can go wrong and why it is so important to be prepared with a safety plan and a properly registered distress beacon."*

Members of ACR SurvivorClub include the following:

- Portland, UK, fisherman Simon Jones was rescued after activating his ACR Electronics ResQLink Personal Locator Beacon. He was putting a new engine through sea trials for the first time on his 19-foot Fast Worker 19 when he could not restart it. He said: *"I always have my PLB when I go out in the boat and encourage everyone to do the same. It is a very small cost for a device which can make such a big difference. We were very grateful that our PLB worked."*
- Dylan Holzheimer fell from a cliff while spear fishing at Taiharuru Bay, north of Kennedy Bay, near Auckland. A friend activated his ACR Electronics ResQLink Personal Locator Beacon and rescue services arrived by helicopter within an hour. John Walker, Coromandel Fire Brigade chief, said: *"I just thought it was a great piece of forward thinking. It doesn't matter if two calls go to the same place, it's just getting there and getting there quickly. It's great because there's a need for them [PLBs]. We're an isolated spot and cell phones don't always work."*
- Jacksonville Beach resident Ryan Frauenehim was fishing in his 26-foot Sea Fox Commander with three friends about 45 miles offshore when both engines failed. Ryan activated his ACR ResQLink Personal Locator Beacon and, within minutes, a Navy vessel and Coast Guard helicopter were on the scene to assist. He said: *"Without my ACR PLB and awesome military, I truly believe we were heading in a deadly situation. Thank you ACR for making such great product! We are truly grateful."*

SurvivorClub is a former winner of the Neptune Award for Marketing Innovation within the marine industry, presented by the Marine Marketers of America. The success of SurvivorClub is celebrated during a landmark 60<sup>th</sup> anniversary year for ACR Electronics.

Read real-life testimonies can be viewed at <https://www.acrartex.com/survivor-club/>. For more information on ACR Electronics' beacons and other safety equipment, go to <https://www.acrartex.com/>.

Ends

## **Social media notes:**

- For sharing this content on social media please tag ACR's social media accounts and use #Isurvived #EPIRB or #savedbythebeacon in your post.
- If you require images such as: survivor photos or product shots, please reply to this email with your request.
- Proposed text for your post: *ACR Electronics celebrates more than 160 members joining SurvivorClub*

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## **About ACR Electronics, Inc.**

ACR designs and manufactures a complete line of safety and survival products under the ARTEX and ACR brand names including ELTs, EPIRBs, PLBs, AIS, SART, Strobe Lights, Life Jacket Lights, Search Lights and safety accessories. The quality management systems of this facility have been certified by TUV USA to AS9100C / ISO 9001:2008. Recognized as the world leader in safety and survival technologies, ACR and ARTEX have provided safety equipment to the aviation and marine industries as well as to the military since 1956. The company is headquartered in Fort Lauderdale, Florida and employs over 180 at its manufacturing facility.