



Survival Products, Inc.

Four decades of providing superior aviation and marine safety.

Survival Products, life raft manufacturer (sales, service and rental), is celebrating 40 years of providing high-quality, emergency life rafts throughout the aviation and marine industries.

"We've competed with larger raft manufacturers, and we've 'survived' because we have a niche product," explains Vice President of Marketing and co-owner Donna Rogers.

Since 1970, Survival Products' team of experienced private/commercial/military aviation and marine engineers and craftsmen has consistently created life-saving rafts. Key characteristics that contribute to its worldwide success: innovative design; affordable prices; compact valise sizes; light weight; and engineered reliability, including a lifetime warranty on parts and labor, and low service costs.

"When compared with other manufacturers' rafts in the same category, Survival Products' rafts are the lightest weight, most compact and most reasonably priced," she reaffirms.

The family-owned business makes efficient use of its talented staff: Everyone pitches in to make sure customers are satisfied. Donna's husband, Charles Rogers, is president and "the brains behind the product." Their three daughters, son-in-laws and grandchildren all hold supportive roles. Donna even insists that Survival Products' staff is like family as well since most of them have been with Survival from the beginning.

"Everyone is willing to work around the clock here and strives to provide exceptional customer service," adds Donna. "We're a pretty low-key business. Even though we have worldwide appeal, we don't get overly zealous. As a result, we've managed to keep costs in line, which is another reason for our longevity."

Add to that nonstop referrals, and you've got a winning product. Interestingly, Donna mentions that from the beginning, the company operated on minimal advertising. It was through a combination of satisfied customer recommendations and life-saving testimonials that the company elevated to international recognition.

Survival's clientele includes aviation fractional ownership companies, aviation interior completion centers, aircraft and boat manufacturers, FBOs, aircraft charters, air taxi operations, aviation and marine distributors, government agencies, and individual aviation and marine customers.

Customers should also know that if they have to deploy their rafts, they receive complimentary service from Survival. Donna concludes, "Our goal is to continue to support pilots and boaters, and being of service to help save lives in emergency situations." +

For more information, see our ad on page 7, visit www.survivalproductsinc.com or call 954-966-7329.

40th
ANNIVERSARY



SURVIVAL SUCCESS STORY

For 15 years, Bob Lillard carried a Survival Products life raft in his Piper Aztec. Upon completing a relief mission to a post-earthquake Haiti, the humanitarian in him couldn't turn away another request to carry out an additional drop off before heading back to his Florida base.

Departing from the Bahamas' Great Harbor Key, Lillard was on his way back to restock for aviation relief operation Bahamas Methodist Habitat, based in Nassau, when the unexpected occurred: The cockpit began filling uncontrollably with smoke. Lillard decided to ditch the plane. Upon impact, he opened the aircraft door. After an abrupt landing, he then retrieved his ditch-bag and raft, which had somehow lodged itself underneath the floor pedals. Once he grabbed his belongings and got onto the wing, he inflated the raft—which takes only 10 seconds—and jumped in.

"This was the first time in 15 years I actually had to use the raft," Lillard says. "It inflated perfectly." The sea consumed his aircraft within minutes, but thanks to his raft and satellite phone, Lillard only had to wait three and a half hours before rescue arrived. After the ordeal, Lillard offers a few words of advice: "First, nothing is where it is when the plane stops and *don't panic!* The bottom line is to fly the plane."