New Pontoon Manufacturer Expands Support for Dealer Success; To Exhibit at Dealer Week 2026 this December in Tampa

MINNEAPOLIS (Sept. 21, 2026) — The Marine Retailers Association of the Americas (MRAA) announces that **Seaglass Pontoons** has joined the association as a Boat Brand Partner, becoming the sixth manufacturer to participate in the initiative.


(From left) Andy Roeder, Former Bennington Pontoons CFO, Bill Fenech, Barletta Pontoons Founder and Matt Zimmerman, Former RV Executive at THOR Industries, founded Seaglass Pontoons.

Seaglass Pontooons History

Founded by industry veterans **Bill Fenech**, **Matt Zimmerman** and **Andy Roeder**, Seaglass Pontoons was created with a focus on thoughtful design, quality craftsmanship, accessible value and long-term customer relationships. Manufactured in Howe, Indiana, the company is preparing to begin accepting dealer orders in October, with initial shipments expected to begin in November.

“It’s an exciting time for Seaglass, our dealers and our future customers — and we’re just getting started. Nobody is laser focused on making affordable pontoons with striking designs and features. We are passionately filling that

void," said Zimmerman, President of Seaglass Pontoons. "Joining MRAA as a Boat Brand Partner and attending Dealer Week in Tampa gives us an opportunity to work alongside dealers who share that customer-first mindset and support their efforts to serve boaters in communities across North America."

Seaglass Pontoons is built around the belief that boating should be simple, accessible and centered on time spent with family and friends on the water. The company says its approach emphasizes practical features, straightforward value and products designed to help consumers spend more time boating with less complexity. The inaugural lineup includes Quad Lounge and Versa Lounge floorplans in 20-foot and 22-foot models. The 22-foot models also are available in tritoon configurations.

MRAA Boat Brand Partners

"Seaglass is entering the pontoon market with a fresh perspective and a leadership team that understands the importance of supporting dealers," said **Liz Keener**, Senior Director of Partnerships for MRAA. "As a new manufacturer focused on innovation, product quality and creating lasting connections, Seaglass is well positioned to engage with MRAA member dealers. By exhibiting at Dealer Week 2026, the company will have additional opportunities to connect with dealers from across North America."

The MRAA Boat Brand Partner program brings boat manufacturers and marine retailers together to strengthen dealership performance, improve business operations and support the long-term health of the recreational boating industry. View the entire list of MRAA Partners, **here**. Dealer Week, MRAA's Annual Conference and Expo, is set for Dec. 6-9, 2026, at the Tampa Convention Center in Tampa, Florida.

SEAGLASS PONTOONS

About Seaglass Pontoons

Seaglass Pontoons is built on a simple belief: thoughtfully designed, refreshingly attainable and built around what matters. Founded by industry

veterans, the company brings a new perspective to the pontoon market with a focus on quality craftsmanship, meaningful features, straightforward value and long-term customer relationships. Manufactured in Howe, Indiana, Seaglass Pontoons are designed to help families spend more time together on the water with less complication. For more information, visit www.seaglasspontoons.com.

About the Marine Retailers Association of the Americas (MRAA)

The Marine Retailers Association of the Americas is the trusted catalyst for success in the marine retail industry. Dedicated to fueling dealer growth and strengthening the boating experience, MRAA delivers industry-leading insights, expert guidance and proven solutions that assist marine retailers in navigating challenges and seizing opportunities. Through education, advocacy and innovative resources, MRAA empowers dealers to thrive, and help drive a stronger more sustainable marine industry. Learn more at MRAA.com.

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