

---

# *Porta Products provides solutions for the boating industry*



Scott Porta competing in superstock class offshore race in Cocoa Beach. Boat is equipped with two Porta Hydraulic Transom Brackets.

Porta Products is more than a design and manufacturing firm. It has evolved and serves as an incubator for the marine industry, with developing companies working to gain traction in a competitive industry by operating in the "coworking space" of Porta Products' 32,000 square foot building in New Smyrna Beach.

"Over the years, we have designed and produced many products under the Porta label as well as private label arrangements and still do," said company founder Scott Porta. "But as we have gotten to know several entrepreneurs as suppliers, job shops and R&D resources, it just made sense to welcome them to our plant and help them along. Enlightened self-interest, you could say."

Current brands emanating from the Porta Products complex include EdgeWater Power Boats and Porta Fiberglass products.

As for Porta Products, the company has established a reputation for innovative design and solid manufacturing. For example, the company generated a fair amount of buzz when it introduced its Porta Hydraulic Transom Bracket, an outboard motor lift system that moves straight up and down and can lift five outboard motors effortlessly (5,000 pounds of lift), thanks to its hydraulics. Its vertical travel feature and the number of motors it can lift

make it a one-of-a-kind product. The system allows unparalleled navigability and more access to shallow water. Also, it allows the gear case to be raised above the bottom of the boat without tilting, allows the propulsion line to remain parallel with the direction of the boat and eliminates the need for anti-fouling paint.

"Thanks to Porta Products for manufacturing such a great product," said Darryl Hinson, a customer who fishes the Louisiana coast. "I bought the bracket and have been offshore in the bay with it on a 200 HP OceanPro 23' inboard, converted to an outboard with the bracket. I can fish alongside my friend's 18 cc Wellcraft in shallow water in the bay with my 200 out of the water just enough to pick up water pressure and move us along. If anyone wants to know how great this bracket is, just give me a call."

Porta's Hydraulic Transom Bracket reduces outboard motor downtime. It improves top end speed while improving fuel economy. It allows for motors to be tilted completely out of

the water and frees up valuable space in the boat. It eliminates the need for a flats boat, and minimizes the electrolytic damage to the motors at the dock. It works with major outboard motors including Mercury, Yamaha, Johnson, Evinrude, Honda, Suzuki and other leading outboards of 60 horsepower or greater.

"This is just one example of an innovative product that solves problems for boaters," said Porta. "We love a challenge and our designers take great pride in developing solutions to those challenges. That's what keeps us going and that's what builds our brand in the boating industry."

Volusia County Economic Development Division and the City of New Smyrna Beach Economic Development staff provide general support. They have assisted the business with introductions to several economic development related resources that have helped the company to advance new concepts and the development of new products.

---