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## **Cross-Brands Manufacturing, LLC Selects Cocoa as its First Southeastern Production and Delivery Location**

*Nationally Recognized Sea & Ski Brand Will Be "Made in Brevard"*

**Brevard County, Fla. (August 18, 2016)** – The Economic Development Commission of Florida's Space (EDC) has secured Cross-Brands Manufacturing, a new company to the area, with plans to revive the iconic Sea & Ski sun care product line. The manufacturing and delivery of the sun care line and other health and beauty aid products will be developed in and distributed from a 75,000 sq ft facility in Cocoa and generate up to 70 new jobs in the next three years at an average wage of \$45,000.

Earlier this year the Sea & Ski brand was purchased by Cross-Brands Manufacturing, a company founded by members of the former Sun and Skin Care Research, Inc.

"Thanks to the EDC and the City of Cocoa, the band is back together," said Danny Beard, vice president of Cross-Brands Manufacturing. "How many people often say, 'If I had the chance to do (it) again, this is how I would do it' and actually get the opportunity to follow through with it?" Danny continued, "This team of dedicated and passionate individuals has been given the chance to do things better and we are excited to bring the Sea & Ski brand to Cocoa."

The Sea & Ski brand was developed in the 1950's and became the #1 sunblock in the 1970's. The founding members of Cross-Brands Manufacturing seized the opportunity to revive a brand known for its unique green bottle and classic scents. With over 150 years in combined experience and a passion for sun care product development, design, sales and distribution, Cross-Brands Manufacturing chose Brevard County as the hub to awaken a sleeping giant and reinvigorate the brand.

While it is evident the City of Cocoa provides the perfect environment to create a sun care line, Cross-Brands Manufacturing considered locations in North Carolina and other sites throughout Florida. The EDC took the lead to bring the City of Cocoa and Brevard County to the table and provide the company with the best business case to locate to the Space Coast.

"It is important to present early stage companies, such as Cross-Brands Manufacturing, competitive tools and resources our community offers to support the company's success," said Lynda Weatherman, president and CEO of the EDC of Florida's Space Coast. "The EDC was vigilant in matching the needs of the company with manufacturing resources, accessible skills, and an innovative climate to inspire the relaunch of their national brand."

City of Cocoa, Mayor Henry Parrish stated, "The City of Cocoa is excited to welcome Cross-Brands Manufacturing, which is expected to generate up to 70 new job opportunities for our community and build upon our growing manufacturing landscape."

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### **About the Economic Development Commission of Florida's Space Coast**

The Economic Development Commission of Florida's Space Coast (EDC) is dedicated to attracting new business and investment and expanding existing industry throughout the Space Coast, influencing change on government laws and regulations affecting economic development, promoting the Space Coast to encourage new investment, supporting efforts of Space Coast military installations, and relaying new programs and procedures to assist manufacturing and high tech companies. The EDC is a private, not-for-profit coalition whose stakeholders are business leaders committed to the economic growth and stability of Florida's Space Coast. Visit [www.SpaceCoastEDC.org](http://www.SpaceCoastEDC.org)

### **About Cross-Brands Manufacturing, LLC**

Cross-Brands Manufacturing, LLC is a health and beauty aid product manufacturing provider offering a wide range of manufacturing for skin and hair care products including development, filling, packaging and shipping.