

WESMAR Dealer Discovers HD800 Versatility “This sonar is a whole new ballgame”

When Bob Sanko's customers have asked him about sonar in the past, he has relied on a direct method for answering their questions. Perdido Marine Electronics, Inc. always seeks to suggest the ideal equipment for the user's intended applications, a time-consuming process because most sonars do not provide every available utility. But lately, Perdido's product investigation has become easier with the introduction of the WESMAR HD800 Focused Beam sonar system. This exceptionally versatile unit provides quality fish-finding and brilliant underwater navigation for pleasure boating, sport fishing, and commercial applications alike.

Since Sanko has been installing and operating various types of marine electronics for years, his opinions are carefully weighed by boat owners who crave his experience. Vessel owners travel from all over the Southeastern United States to visit Perdido Marine Electronics, Inc. in Pensacola, Florida. The company specializes in vessel electronics and industrial maintenance and works on projects like equipment upkeep for Florida Marine Patrol Boats, sales and service for large commercial vessels, recreational vessels, and sailboats. Many of these clients are beginning to ask about sonar.

“Just recently the owner of a 27' Grady White inquired about a versatile sonar system and I recommended an HD800,” Sanko says. “We have installed other WESMAR units on similar vessels (Perdido

placed a WESMAR unit on a 29.5' Pro-Line earlier this year), and I was excited to witness the performance of the HD800.”

Was he impressed?

“Oh yes, the resolution is tremendous,” Bob says. “They go out into the Gulf of Mexico and search for wrecks with great success. The sonar is easy to use, and they have great range. People along the Gulf are just beginning to discover how much they can see with high-definition acoustics.”

Will the HD make new people consider sonar?

“Definitely. This sonar (HD800) is a whole new ballgame,” says Sanko. “There are several owners of 50' and 60' sport fishing boats in this area

that spend thousands of dollars just to enter a tournament. They will be interested in how the HD800 can improve their odds. It doesn't take long for stories about a good sonar to circulate around the Gulf.”

How are Perdido Marine Electronic's clients

currently faring in these sport fishing events?

“There is a lot of prize money to be won. Obviously the electronics make a significant difference. Boat owners that install an HD800 on board may win more,” Bob says.

Sanko's up-to-date sonar advice is encouraging to vessel owners, and he is witnessing a consistent increase of information and feedback. “Just the way I like it,” he says.

