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FOR IMMEDIATE RELEASE



Makita expanded the dynamic I Build Because video series with an intriguing profile of storied surfboard shaper and Makita user Josh Martin of Martin Shapes. Through in-depth video profiles, the Series answers the question, "Why do builders build?"

MAKITA REVEALS THE PASSION AND LEGACY THAT DRIVES BUILDERS IN DYNAMIC VIDEO SERIES, "I BUILD BECAUSE"

New video, the latest in a series profiling skilled builders across trades and disciplines, launches today and features leading surfboard shaper and Makita user Josh Martin

April 26, 2024, La Mirada, CA – Makita® U.S.A., Inc., the innovation leader in cordless tools, power equipment and accessories, answers the question, "Why builders build?" with the latest installment in its "I Build Because" video series. The newest piece in the series goes live today with an intriguing profile of storied surfboard shaper and Makita user Josh Martin of Martin Shapes in Capistrano Beach, California.

The new release screened in March at the AmDocs Film Festival in Palm Springs, and will screen at this weekend's Thin Line Film Festival in Denton, TX, and next month at the Dana Point Film Festival in California. It can be found on the Makita USA YouTube channel @makitatools

Surfboard Shaper is Latest Profile in Ongoing "IBB" Video Series

The Makita I Build Because Series presents stories in video format focusing on contractors, builders, mechanics, makers and artists who use Makita. For shaper Josh Martin, the video reveals that it's all about the process of "taking a rough form and creating a fine form" as he continues the legacy of his father, master shaper Terry Martin. Along the way, he uses a full range of Makita tools, equipment and accessories for shaping and creating custom surfboards.

"The builders who use Makita products span across trades and disciplines," said Wayne Hart, senior communications manager, Makita U.S.A., Inc. "From commercial contractors and skilled carpenters to professional mechanics and even surfboard shapers, they are all builders, creating work that inspires and improves lives. They're passionate, and we're discovering that there's always a story behind their work. That's why we created the I Build Because series; it's an opportunity to go inside the hearts and minds of these talented builders."

Expanding Series Produced by Makita Media Team

Makita created the I Build Because video series in 2023, and each video installment is fully produced by Makita's in-house media team. I Build Because has already told the stories of various builder-creators including custom motorcycle builder Roland Sands, custom car painter Mitch Kelly of Crazy Painters, and sixth generation woodworker Chris Toavs of Generations Handcrafted.

Passion and Legacy: A Common Thread

"An emerging thread in these pieces is legacy," said Brian Olliver, media supervisor at Makita U.S.A. and the lead producer of the Josh Martin profile. "As we go deeper with these subjects, more often than not they reveal that their passion to build runs in the family and was passed to them from the previous generation."

Surfboard shaper Josh Martin, the subject of the latest IBB installment, comes from a surfing lineage few people have. His uncle was big-wave pioneer, surfer and shaper Mickey Muñoz, and his dad was one of surfing's greatest master shapers, Terry Martin. Terry taught Josh how to shape boards during high school in the mid 1980's. Today Josh can be found in his Capistrano Beach workspace, building anything from a traditionally handcrafted wood surfboard to an EPS foam and epoxy longboard for World Champion Rachael Tilly.

Builders Experience More with Makita

Josh Martin and builders across the spectrum rely on the top performance of Makita products. Makita designs tools, equipment and accessories with premium quality, legendary durability and precision engineering. Backed by over 100 years of experience, today this engineering legacy is pushing Makita cordless technology into new spaces with battery-powered products that remove cords, gas cans and air hoses from job sites. Makita products also have lower weight and superior ergonomics, so they feel better – and users can perform at their highest level. Users "Experience More", because when they buy a Makita, the benefits go way beyond top performance.

About Makita

Makita is a worldwide manufacturer of high-quality industrial power tools, power equipment, pneumatics and cleaning solutions, and offers a wide range of industrial accessories. Makita U.S.A., Inc. is located in La Mirada, California, and operates an extensive distribution network throughout the U.S.A. With over 50 years in the United States and over 100 years worldwide, Makita utilizes experience and expertise to manufacture best-in-class solutions. For more information call (800)4-MAKITA or visit makitatools.com. Find Makita on Instagram, YouTube, Facebook, and X @makitatools

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