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INTERNATIONAL BOAT INDUSTRY

The business of boating

ISSUE 435 | DEC 2019-JAN 2020

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INTERNATIONAL BOAT INDUSTRY (IBI) is the business magazine for the boating world intended for boatbuilders and equipment manufacturers, their distributors and dealers, and service providers supporting the leisure marine industry. IBI is published six times a year by Boating Communications Ltd.

Printing and binding by Pensord, Tram Road, Pontllanfraith, Blackwood NP12 2YA

ANNUAL IBI SUBSCRIPTIONS - £85 | €100 | \$115

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INTERNATIONAL BOAT INDUSTRY (ISSN No: 0020-6172, USPS No: 003-866) is published Bi-monthly by Boating Communications Ltd, and distributed in the USA by Asendia USA, 701 Ashland Ave, Folcroft PA. Periodicals postage paid at Philadelphia, PA and additional mailing offices. POSTMASTER: send address changes to INTERNATIONAL BOAT INDUSTRY, 701 Ashland Ave, Folcroft, PA 19032. Subscription records are maintained at Abacus Emedia, 21 Southampton Row, London WC1B 5HA, United Kingdom.

BOATING COMMUNICATIONS LTD

Registered Address: 9 Pound Lane, Godalming, Surrey, GU7 1BX, United Kingdom

© 2019 Boating Communications Ltd. | ISSN 0020-6172



Uncertainty was creating the biggest drag... we need stability to prosper

Ed Slack | Editor | IBI

So it appears the UK's political deadlock, that had led to a severe case of Brexit fatigue, sapping consumer confidence, has now been broken. On the day IBI went to press, the UK went to the polls and confirmed a landslide victory for Boris Johnson and the Conservative party. Johnson and his party's cut through message of 'getting Brexit done' appears to have resonated with a voting public weary of all the political wrangling. The question is, what impact could it have on the UK leisure marine sector? Leave or remain, left or right of the political spectrum – what is born out from our annual UK market report is that it was the uncertainty that was creating the biggest drag, encouraging consumers to 'wait and see' and businesses to hold off on investment until they had a clearer view of the road ahead. Our cyclical business needs stability in the markets to prosper. Of course, Brexit while now a certainty at the end of January, is still a long way off from being fully implemented, but one would hope in a less politically divisive and charged atmosphere, a more constructive dialogue can be had to ensure trading relationships with the United Kingdom are not just maintained, but who knows, perhaps enhanced? What is for certain, the global marine industry has plenty of other issues much closer to home that need urgent attention, perhaps the most fundamental of all, just how do we attract the next generation of boaters and how can we reduce our ecological footprint? With questions like those, we need politics to take a back seat please.

“The industry has plenty of other issues much closer to home that need urgent attention... we need politics to take a back seat”

Congratulations to all our winners at the 2019 Boat Builder Awards, held in association with Raymarine, and organised by ourselves and our friends at the RAI. See page 15-16 for the full list of winners and short-listed entries. Judging from the feedback we've had, the evening hit the mark and then some. We're already in discussion about how we up the ante again next year, so watch this space. Thanks again to our sponsors and guests on the night, and of course, you the reader.

Wishing you a prosperous 2020 from the IBI team. 

Ed Slack



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Spirit Yachts, like many UK builders, had a busy 2019 and is optimistic about 2020

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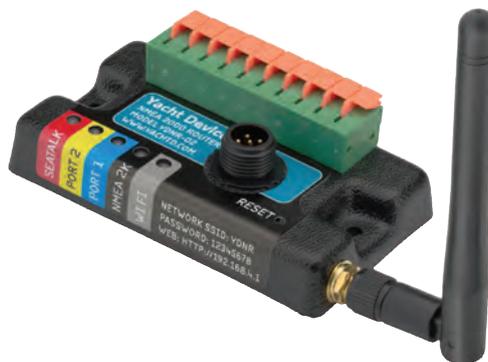
NMMA's Frank Hugelmeyer

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Sanlorenzo flotation

ITALY | Italian yachtbuilder Sanlorenzo has confirmed its public flotation would proceed at €16 per share, with trading scheduled to begin in early December.

Sanlorenzo reiterated a "successful conclusion" of the Offer Period for up to 35% of the company's ordinary shares with a resulting capitalisation of €552m, including a €72m increase of capital. That would mean executive chairman Massimo Perotti remains majority shareholder with control of approximately 60% of the Group's shares via Holding Happy Life Srl.



Majority shareholder, Perotti

According to a company statement, the offering enjoyed strong interest among investors, with approximately two-thirds of demand coming from

international investors and a third from Italian investors.

Proceeds from the capital increase are earmarked to cover financial debt, as well as to foster and accelerate the company's future growth and to seize market opportunities.

Perotti bought Sanlorenzo in 2005 and has built it to a leading position in yachts over 30m in length. The company also stands out for offering customised yachts between 24m-30m.

Sanlorenzo posted revenues (for new yachts) of €327m in 2018 and is forecasting 2019 revenues of €430m-€456m.

Hamburg Boat Show discontinued

GERMANY | The Hamburg Boat Show, successor of hanseboot Hamburg which was discontinued two years ago, will no longer be held due to "economic reasons", the organiser DBSV, the German Boat and Shipbuilder Association, has stated.

DBSV president Torsten Conradi announced the end of the Hamburg show in a press release. Since 2018, the trade organisation had organised the show itself after the city of Hamburg stopped organising the show after 56 years. The new Hamburg Boat Show was held in a well-known place, in the same exhibition halls, but over a much smaller area than its predecessor.

"After two events, which were very positive for the majority of our exhibitors and visitors, we now have to announce with a heavy heart that for economic reasons there can unfortunately be no more continuation in this form," Conradi explained.

His statement was preceded by a well-attended general meeting of the industry organisation in Hamburg. On this occasion, the DBSV stated that "detailed and intensive discussions about a future new format" were already on the way.

Many hanseboot exhibitors had not attended the Hamburg Boat Show after the new start in 2018.

According to the industry association, almost all of the remaining exhibitors were "very satisfied" with this year's Hamburg show, which was held in three halls. The visitors had been "extremely watersports-oriented" and the exhibitors were doing good business, according to the association.

Nevertheless, DBSV managing director Claus-Ehlert Meyer ruled out a continuation of the trade fair in today's constellation. In an interview with Germany website floatmagazin.de, he said that the event had cost

the nationwide association "considerable means" in the past two years.

In 2017, the Hamburg Messe und Congress GmbH discontinued the traditional boat show hanseboot, which had been shrinking for many years, after many changes to the halls and the concept. According to Bernd Aufderheide, long-time head of the fair, the boat show has been a subsidy business since 2009.

The format of a summer in-water show in Hamburg initially announced by the Hamburg trade fair was not realised. In addition to the harbour birthday celebrations, HMC GmbH today is organising the Hamburg Ancora Yachtfestival, an in-water boat show in Neustadt on the Baltic Sea, which attracted 17,000 visitors this year.

In the long run, there were no synergies with other leisure fairs: a classic car show held parallel to the Hamburg Boat Show was cancelled in 2019.

Beneteau Group makes two senior appointments



Jean-Paul Chapeleau (left) and Paul Blanc

FRANCE | Jean-Paul Chapeleau, general manager for Jeanneau and Prestige and adviser to Beneteau CEO Jérôme de Metz, has been put forward to the Beneteau Board of Directors for the role of Deputy CEO, effective immediately, with responsibility for Industrial Studies, Purchasing and Product Development.

“Taking our current challenges into account, I am pleased to propose the appointment of Jean-Paul Chapeleau to support the group over the next three years with the implementation of its

new strategic pillars,” said De Metz.

Christophe Caudrelier, Deputy CEO in charge of Operational Excellence, will work closely with Chapeleau, particularly focusing on the company’s manufacturing footprint to determine the location and capacity of production for Beneteau’s boat portfolio, approving related investments, and aligning new product development with industrial resources.

At the same time, Beneteau also announced that Paul Blanc – currently serving as Asia Pacific sales director for the Jeanneau and Prestige brands and managing director of Groupe Beneteau Asia Pacific office in Hong Kong – will head up Jeanneau as General Manager in April 2020.

Blanc will report to Gianguido Girotti, Deputy CEO in charge of Product and Brand Strategy. Beneteau said his position would be filled internally.

Oyster Yachts in major recruitment drive

UK | UK boatbuilder Oyster Yachts has announced it is hiring 150 new employees in a bid to keep up with global demand. According to a local news source, the Norfolk-based company is looking to up its headcount to more than 420 people by February 2020 across a range of roles. These include laminators, boatbuilders, joiners, electricians and engineers.

The roles will be hired across the UK builder’s sites in both Wroxham and Ashmanhaugh, as well as further afield in Southampton.

Oyster owner and CEO Richard Hadida told a local news source: “This represents a hugely exciting time for Oyster. It is wonderful to see the brand returned to its former glory, with a full order book and a dedicated team of people in Wroxham, Southampton and Ashmanhaugh building beautiful sailing yachts, using the best of British craftsmanship.

“We look forward to welcoming many more on board in the coming months.”

Hadida bought the company in March 2018.

APPOINTMENTS

In association with



IMCI

Vanessa Davidson, executive head of the South African Boat Building Export Council, has been elected chair of the **International Marine Certification Institute (IMCI)**. She succeeds Jürgen Tracht, managing director of BVWW in Germany.



Vanessa Davidson

AIMEX

Jeremy Spear has replaced Richard Chapman as president of **AIMEX**, the Australian International Marine Export Group. Spear has been involved in marine design for over 30 years. He started designing marine interiors for private yachts in 1988 and formed Spear Green Design (SGD) in 1991.



Jeremy Spear

FINNBOAT

Finnboat, the Finish marine industries federation, has elected **Kim Koskinen**, country manager of Vetus Oy, as chairman. Koskinen has worked in the boating industry since 2002, starting at Vator Oy before changing to Vetus Oy in 2009.



Kim Koskinen

MASTERCRAFT

The board of directors for **MasterCraft Boat Holdings Inc** have named interim chief executive officer **Frederick Brightbill** as its permanent CEO. Brightbill, who is also current board chair, assumed the role of interim CEO following the resignation of Terry McNew in October.

COAST DYNAMICS GROUP

Canada’s **Coast Dynamics Group (CDG)**, manufacturer of the SHOXS shock mitigation seating and KINETIX seat monitoring system brands, has added **Phil Gibson** to its business development team with responsibility for growing recreational, commercial and military accounts.

NUMARINE

Turkish performance motoryacht builder **Numarine** has appointed **Karl Gilding** as its business development consultant with responsibility for enhancing and growing the existing worldwide dealer network. He previously served as business development director at Fairline Yachts.

ALLIANCE MARINE

Amy Grealish has stepped up to the permanent role of group marketing communications manager in the UK for the five safety, survival and technical apparel brands which are part of the **Alliance Marine** group.

LOWE BOATS

Brunswick Corp has named **Greg Falkner** as general manager of its Lowe Boats division. Prior to joining Brunswick, Falkner held a range of senior leadership positions at Harley Davidson motorcycles, joining the company in 2001 and recently leading its Parts & Accessories portfolio.



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Moonen to expand under new ownership

NETHERLANDS | After securing new owners in August, Dutch boatbuilder Moonen Yachts is planning to invest in expanding its production capacities next year, and will also start a number of new projects, senior representatives told *IBI*.

“We currently have a 36m Martinique yacht under construction, and we will start the next one in January 2020. However, we do understand that our next generation clients would like to see a different design, though with the typical Moonen signature, referring to the classic lines of which Moonen is famous for,” said Marianne Hendriks, marketing manager at Moonen Yachts.

“For these new designs we work together with well experienced and high-end design houses like Harrison-

Eidsgaard, Omega and Bannenberg-Rowell for the exterior and Studio Indigo for interior designs.”

In August 2019, Australians Matthew and Louise Baxter purchased the boatbuilder, which was set up in 1963 as De Ruijter Shipyards, raising hopes for expansion and investments among its management. The takeover could help advance the company's declared objective of becoming a leading market player in the construction of semi-custom, steel-aluminium superyachts ranging from 30m-50m (98ft-164ft).

“We have trust in these new investors and have faith that they will establish a strong future for Moonen Yachts,” Johan Dubbelman, the chief executive of Moonen, said at the time of the acquisition.

“The 30m-50m market is solid for well-built designs, and our plans are to increase production. Currently we have one award-winning, 36m Martinique in build, she's 50% ready. The focus is to have her on display at the Monaco Yacht Show 2020.”

According to Moonen Yachts' marketing manager, some of the boatbuilder's strategic goals for 2020 include: selling the 36m (118ft) YN199 yacht, with delivery scheduled for August 2020; launching the construction of a new 36m YN200 craft, with delivery slated for January 2021; starting up a new 44m (144ft) yacht, as well as carrying out various investments in the shipyard's capacities and strengthening the boatbuilder's sales force.

Positive Q4, 2019 FY for Johnson Outdoors



Investment paying dividends

USA | US-based recreational equipment manufacturer Johnson Outdoors has released its fourth-quarter and full-year 2019 financial results, marking revenue gains on the strength of continuing momentum in its fishing equipment category.

For the quarter ended September 27, 2019, the company reported net sales of US\$104m, marking a 14% increase over the fourth quarter of 2018. The strong showing was attributed to continuing momentum in the company's

fishing equipment segment, including its Minn Kota line of electric motors, batteries and chargers, its Humminbird electronics brand and its Cannon downrigger line.

Operating profit was reported as \$1.9m for the quarter versus an operating loss of \$2.0m for the previous Q4. Net earnings of \$3.9m were also improved over a net loss of \$5.0m for the previous fourth quarter.

For the full fiscal year the company reported revenues of \$562.4m, representing 3.0% year-over-year growth compared to FY 2018. Operating profit for the year was reported as \$63.8m, which compares favourably to operating profit of \$63.0m for the prior fiscal year.

Net income of \$51.4m, or \$5.11 per diluted share, represents a 26.4% gain over the \$40.7m, or \$4.05 per diluted

share reported for the previous fiscal year.

Section 301 tariff exclusions granted during the fourth quarter reduced the total impact of tariffs to \$2.9m for the fiscal year. Gross margins remained steady despite tariff impacts.

Johnson Outdoors chair and CEO Helen Johnson-Leipold was pleased with the results, particularly in view of Q4 historically representing a period of lower sales. “Performance this year reflects the value of our sustained focus and investment in delivering the best outdoor recreation experiences possible,” she said. “Ensuring we are targeting the right consumer with the right product, at the right time, in the right way and at the right price are all critical factors behind continued success. As a result, fishing has continued on its profitable growth trajectory.”

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Pershing presents new motoryacht range

ITALY | Italian sports yacht builder Pershing has announced the launch of the TØ project, a new range of motoryachts that is expected to redefine the boundaries of the 25m-40m market segment.

“The new range promises to be unlike anything ever seen before and will revolutionise the concept of sports yachting, establishing game-changing standards in yachting pleasure while preserving unmatched high technology and performance and designer Fulvio De Simoni’s incomparable style,” says



TØ project to redefine boundaries

Pershing in a statement.

The TØ project is a collaboration between the Ferretti Group’s Product Strategy Committee led by engineer Piero Ferrari, the group’s Engineering Department, and yacht designer Fulvio De Simoni.

The four cornerstones of the new project are Design, Onboard liveability and comfort, Technology and Performance. In terms of design, the Pershing family feel it will be preserved yet take on a new stylistic paradigm with a strong identity. Navigation comfort and liveability of indoor and outdoor spaces will be amplified, and technological breakthroughs will live up to the brand promise.

As for performance, Pershing says the TØ will bring an “unprecedented yachting experience”.

Miami show organiser seeks long-term deal

USA | The National Marine Manufacturers Association (NMMA) and the Virginia Key Advisory Board (VKAB) met recently to discuss maximising use of the island that hosts the trade association’s Miami International Boat Show (MIBS) and the Miami Marine Stadium.

VKAB reports to the city of Miami, which owns most of Virginia Key. The city spent almost US\$20m to upgrade infrastructure when the show moved from the Miami Beach Convention Center to the Key in 2016, according to the *Islander News*.

In response to earlier board inquiries about moving the mid-February timing of MIBS, to bring its economic impact to the community ahead of the peak winter tourist season, NMMA explained the logistical and financial hurdles such a move would make, as the majority of the association’s 18 boat shows take place “during the January through March time frame as it is the primary selling period for boat dealers.”

NMMA told the board that set-up/tear-down times are as short as they can be, starting with a review of construction and marina preparations in the second week of December. Neighbours are consulted to ensure minimal interruption. Access to the Rowing Center and the City Marina continue through January 24, after which it is diverted through an adjoining property. By late February, normal access to the most of the island is restored, and the show is completely moved out by March 15.

Green light for foreign SY charter in Australia

AUSTRALIA | The Australian government has passed new legislation that allows foreign superyachts to charter in Australian waters. The special recreational vessel legislation will allow superyachts use of a coastal trading temporary licence, allowing commercial charter activities.

Vessels will be protected from importation and be required to pay 10% GST on the value of the charter. The legislation comes into effect

almost immediately, whilst work to amend the Coastal Trading Act to cater for superyachts in the long term continues to be progressed.

Changes to the Coastal Trading Act have gone to the parliament in 2015 and again in 2018 without successfully passing the Senate. In order to allow the superyacht industry to take advantage of upcoming events in the Pacific such as the Tokyo Olympics in 2020 and the America’s Cup in Auckland

in 2021, the Australian government introduced this legislation separating superyachts from the previous disagreements over coastal cargo operations.

“We have been working tirelessly to achieve this for many years for industry,” says David Good, CEO of Superyacht Australia. “The ability to charter in Australia now supplements charter in New Zealand, Tahiti, Fiji and Papua New Guinea.”

Ullman Sails SA in financial turnaround

SOUTH AFRICA | Ullman Sails South Africa has reported a significant increase in turnover for the past calendar year following a decline over the previous two years.

Ullman chief executive Michael England, also chief executive of Ullman Sails International, told *IBI* the Cape Town-based production loft achieved turnover of R103m (US\$7m) for the calendar year September 2018 to October 2019, up from R85m (US\$5.8m) for the same period a year ago.

England said the reversal of fortune was testimony to new operational efficiencies implemented since Ullman Sails International took over its South African licensee manufacturer in September last year. “For our first full calendar year of trading, our numbers are fantastic. The company was in a fairly negative spiral before we took over,” England said, adding that the result was achieved despite difficult local economic conditions. “We rationalised, cut expenses, and

our margins improved. Sales profit is higher. We had a really good year in trying conditions,” he said. “It is good to know that we can produce these kinds of numbers and get this turnover going in this environment.”

The company had also managed to pay off the vast majority of a R20m (US\$1.37m) debt it inherited last year.

England said the company had also managed to avoid retrenchments and was now focused on trying to rebuild staff morale.

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BRP celebrates record Q3

CANADA | Canada-based BRP Inc has released third quarter results for its 2019 fiscal year, celebrating what president and CEO José Boisjoli describes as the company's best third quarter ever.

The company reported total net revenues of \$1.64bn for the period ended October 31, 2019, representing a jump of 17.9% or \$249.4m over the \$1.39bn reported for the third quarter of 2018. The increase was attributed to 21% higher sales volumes of both year-

round and seasonal products, including strong sales of ATVs and snowmobiles.

"We delivered once again a solid financial performance and our best third quarter ever," said Boisjoli. "Our industry is performing well globally, and we continue to outpace it with double-digit growth. As we look ahead, our strong third quarter results allow us to raise the lower-end of the guidance for our full year normalised EPS range, with expected growth of 19% to 23%."

Revenues from BRP's marine segment, however, decreased by \$3.4m, or 2.3%, to \$142.4m for the quarter due to a lower volume of outboard engines sold, with the company noting that North American outboard engine retail sales decreased on a percentage basis in the low-teens range compared with the three-month period ended October 31, 2018. The impact of this decline was partially offset by additional revenues from Telwater, following BRP's acquisition of the brand in May.

Princecraft introduces new fish boat, pontoon models for 2020

CANADA | Canadian aluminium boat builder Princecraft is introducing two new pontoon models and has overhauled its Vectra/Sportfish brands with added features in a Platinum SE series.

The two new pontoon boats bring to 15 the number of category offerings from the Brunswick-owned, Quebec-based manufacturer, adding the Sportfisher 21-2RS and Vectra 21 RL for the new model year.

The new pontoon offerings have new exterior design and colour options, two Classic Edition packages for customisation by the buyer, additional fishing area and several new safety features.

"The Vectra/Sportfisher series is the perfect way to enjoy great day on the lake at a great price point," said Rodier Grondin, Princecraft president. "You can go from a 17-footer up to 25 with different tubes configurations and different engines depending your usage. You can go fast, go fish or bring the entire family out for a day of tubing on the water."

For the Platinum SE series fishing boats, Princecraft has added ways to extend a boater's day on the water and make it an easier operating experience.

Upgrades like a heated captain's seat and a new windshield style help against the elements, while the SIMRAD Go7 multifunction touch screen with VesselView Link allows instrumentation display, GPS functions, sonar, and downscan imaging for easier navigation, operation and fishing.

Brunswick reports that the new models were warmly received by Princecraft dealers.

2019 DAME Design Award winners revealed



U SAFE's Nick Bice with Schnaase

NETHERLANDS | Birgit Schnaase, chair of the DAME Design Awards jury, presented the 2019 DAME Awards at the start of this year's METSTRADE Show in Amsterdam. This year saw several Category Winners reach a closely debated final round to decide the overall DAME prize. The ultimate decision went to U SAFE – a reinvention of the traditional life-saving ring that is auto-propelled and remote controlled.

WINNING DESIGN

Featuring robust, understated and very clean design, the U SAFE can be launched from boat, marina or shore in line of site at speeds of up to 15kph and operates for up to 30 minutes. The design incorporates completely flush jet drives and

large rigid grab holds, as well as an easy-to-access u-shaped area to swim into. It offers the promise of enhanced lifesaving options for casualties in the water, with less risk to rescuers.

The Jury found the U SAFE safety device to be a perfect example of how accepted norms for products in widespread use across the marine leisure world can be examined and improved by great design effort.

Commenting on the result, chair of the DAME Jury, Birgit Schnaase, commented: "We discussed at our jury meeting this year just how influential design is in the world around us. It is critical that marine companies focus on design, in all of its aspects, to ensure that consumer expectations are met when they go boating. We also need smart design to address important issues like production efficiency, environmental impact improvement and greater integration. The role of the DAME Awards in identifying stand-out examples of good practice has never been more valuable.

This year's winners were:

OVERALL WINNER
U-Safe Trading U SAFE

MARINE ELECTRONICS AND MARINE RELATED SOFTWARE
Garmin GPSMAP 86i

INTERIOR EQUIPMENT, FURNISHINGS, MATERIALS AND ELECTRICAL FITTINGS USED IN CABINS
Lumitec Moray Flex Light

MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS
LIGNIA Wood Company

DECK EQUIPMENT, SAILS AND RIGGING
Karver KCW Compact Winch and KWH Winch Handle

CLOTHING AND CREW ACCESSORIES
Mustang Callan Waterproof Jacket and Salopettes

LIFESAVING AND SAFETY EQUIPMENT
U-Safe Trading U SAFE

MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS
**Joint winners
Garmin Force Trolling Motor
Navico GHOST Trolling Motor**

Each year the organisers of the METSTRADE Show donate the combined registration fees for the DAME Design Award to selected charities as a way of giving back to society. For 2019 the METSTRADE Exhibition Committee selected two charities to receive the funds – sailing4handicaps and The Little Optimist Trust. Each received a cheque for €8,850 to assist their very worthy initiatives at the DAME Awards presentation.



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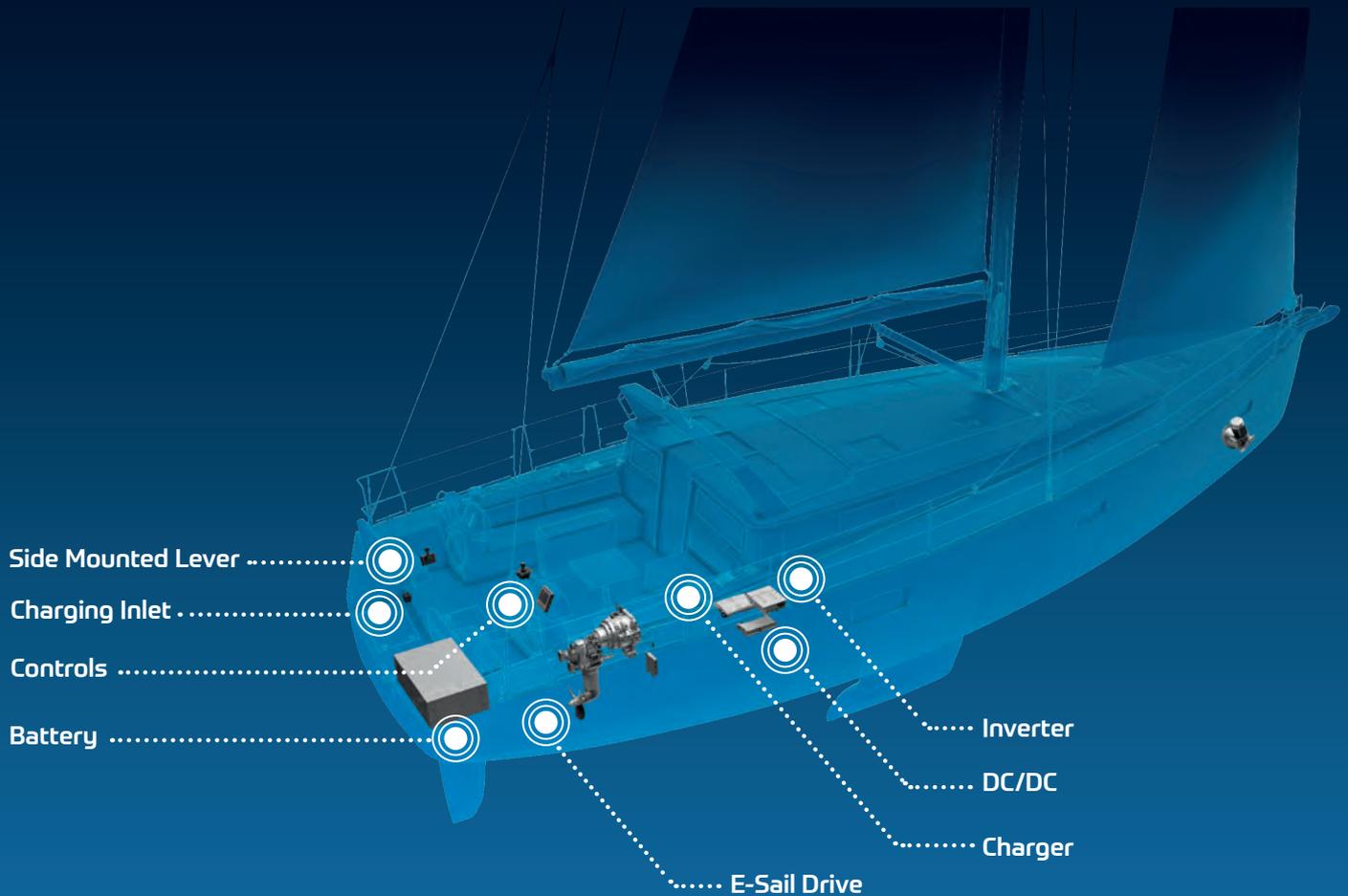
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■ **IN BRIEF**

LALIZAS BUYS ARIMAR

GREECE | The Lalizas Group of companies has acquired Arimar, an Italian producer of state-of-the-art liferafts. Lalizas has a long tradition and success in manufacturing life-saving equipment and distributing its products in more than 130 countries. Its other brands include Lofrans', Nuova Rade, Max Power and Ocean fenders.
IBInews.com November 20

GOLD ANCHOR ENTERS US

USA | An agreement signed between the Marina Industries Association of Australia (MIA) and the US west coast-based Marine Recreation Association

(MRA) means that the internationally-recognised 5 Gold Anchors quality accreditation scheme has entered the US. The first two California marinas are already participating – Westpoint Harbor Marina in San Francisco and Safe Harbor Cabrillo Isle San Diego.
IBInews.com November 19

LATEST SPANISH BOAT STATS

SPAIN | ANEN, the Spanish marine trade association, says the number of leisure boats registered in Spain during the first 11 months of 2019 reached 5,929 units – a 9.7% increase over the 5,403 boats registered during the same time last year. Strong results in October (up 21%) and November (up 14.8%) were notable, as the market traditionally declines after the summer season.
IBInews.com December 5

NEW PHILIPPINES BOAT REGISTRY

PHILIPPINES | A significant upgrade for the marine leisure sector in the Philippines has been initiated with the launch of a new Registry of Recreational Boats by MARINA (the Philippine Maritime Industry Authority). The new system will reduce the licencing time for such craft from around two years to five days.
IBInews.com December 12

LINSSEN OPTS FOR PIRELLI

NETHERLANDS | Linssen Yachts has begun offering Pirelli-branded RIB tenders as options on its displacement motoryachts from 9m-15m. The tenders will bear the Linssen colours and logo and range from 2.75m to 3.30m. The 3.30m tender has jet propulsion and the smaller ones (the J29, J33, S28, S31 and S34) have an outboard engine.
IBInews.com November 28

COX CXO300 UPDATE

UK | Cox Powertrain plans to manufacture 2,000 units of its new CXO300 outboard diesel engine in 2020 once it has the required approvals from the US's Environmental Protection Agency and the European RCD. Approval from the EPA is expected in the first quarter of next year and European approval in early January.
IBInews.com November 22

LATEST US POWERBOAT STATS

USA | New US powerboat registrations through September show retail sales down just under 1% on a rolling 12-month year-over-year basis and up 5% on a rolling three-month year-over-year basis, bringing retail units "back on par with last year", according to the National Marine Manufacturers Association (NMMA).
IBInews.com November 18

DUBAI SHOW RELOCATE

UAE | The 2020 Dubai International Boat Show (DIBS) is moving back to its original Dubai International Marine Club venue location, now known as Dubai Harbour, which has undergone a two-year redevelopment. This is a much anticipated move for the leisure boat industry, after the show spent two years at a temporary location near the mouth of the Dubai Canal.

"Moving back to our traditional location will give us an increase in our on-water berthing space of some 25%," show director Riju George told *IBI*.
IBInews.com December 9



Dubai Harbour recently underwent a two-year development program

TALKING POINT
Aircon on watercraft



Uli Heinemann



IMCI, the leading Notified Body for CE certification under the Recreational Craft Directive is managed by Uli Heinemann, CEO since 1999.

With over two decades of experience, Uli has comprehensive knowledge of the marine industry.

My sailboat is definitely too small for an air conditioner. Besides, I wouldn't have enough power in the electrical system to operate it. Because the watercraft was built in 1975, it needs neither a CE mark nor a Declaration of Conformity (DoC).

However, what is the situation for watercraft covered by the Recreational Craft Directive (RCD)?

For many years, air conditioning systems, depending on their layout, have fallen under one or more EU directives, e.g.:

- 2014/35/EU – Low Voltage Directive
- 2006/42/EC – Machinery Directive
- 2014/68/EU – Pressure Equipment Directive
- 2014/30/EU – Electromagnetic Compatibility Directive
- 2011/65/EU – Restriction of Use of Certain Hazardous Substances in Electrical and Electronic Equipment Directive

Each of these directives requires the CE marking of the device after certification and the issuance of a DoC.

Well, that's settled, but what does that have to do with watercraft and their DoCs?

The RCD requires in Annex IV that all relevant harmonisation requirements of the Union have been complied with and are listed on the vehicle's DoC. If an air conditioning system is installed, this must be therefore indicated on the DoC of the craft when bought to the market!

The market surveillance authorities of the EU agreed in June 2016 already on a specimen DoC, which has an extra (but indeed too short) line for it.

It should be filled out!

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Biggest night yet under the stars for Boat Builder Awards



A record total of 82 nominations were put forward for an award, with strong entries in every category

NETHERLANDS | In a dramatic black and gold themed night within the amphitheatre of Amsterdam's National Maritime Museum, the Boat Builder Awards for Business Achievement, held in association with Raymarine in November, praised 36 shortlisted companies and named eight winners. More than 350 guests also honoured the Lifetime Achievement of Viking Yachts' Bill and Bob Healey and applauded the Rising Star talents of Angela Pernsteiner from Dominator Yachts and Riviera Australia's Kyle Davison.

The fifth edition of the Boat Builder Awards, jointly organised by IBI and METSTRATE, received a record total of 82 nominations this year, with strong entries in every category.

The Retail Marketing Initiative category, sponsored by Glomex, commenced the evening in inspirational style. Riva's branded Lounges, Privées and Decks located in Venice, Monte Carlo, Palm Beach, Paris and other aspirational destinations was named winner for providing fully immersive brand experiences for guest users and Riva owners.

It was an equally bold picture

in the International Dealer or Distributor Development category, sponsored by Volvo Penta. In a field of entries all demonstrating significant expansion, Galeon took the award for its very focused regional expansion plans that resulted in sales growth of nearly one-third in 2019.

Marking one of the strongest marine/automotive collaborations yet seen, Marquis Yachts and Toyota Motor Corporation were named as winners for their partnership on the LY 650 motoryacht in the Collaborative Solution Between a Production Boat Builder and its Supply Chain Partner category, sponsored by Ultraflex.

The Collaborative Solution between a Superyacht Builder and its Supply Chain Partner category, sponsored by Lumishore, drew a very strong selection of entries illustrating incredible examples of design, craftsmanship and innovation. The winning collaborative team of Rondal, Comm&Sens and Gurit illustrated the point perfectly with their load sensing rudder for a Royal Huisman 81m sailing superyacht.

The Innovative Onboard Design Solution category,

sponsored by Fusion, was awarded to Benetti for its very advanced 100m FB272 that offers up to 12-hour engineless operation thanks to a very advanced hybrid propulsion system. Equally forward thinking, Grand Banks' use of a robotic 8-axis mill was the winner in the Innovation in a Production Process category, sponsored by Dometic.

The Environmental Initiative, sponsored by UCINA, drew a broad range of entries highlighting many of the boat building industry's recent responses to sustainable production. Spirit Yachts' win recognised its environmental efforts not with the recently launched Spirit 111 superyacht but also with manufacturing and business processes.

The Best Apprenticeship or Training Scheme category, sponsored by Marine Resources, recognised Princess Yachts for its apprenticeship scheme and leadership pathway which trains its new recruits holistically and nurtures them through the business. The positive effects of encouraging and retaining talent were also perfectly illustrated by the presentation of two Rising Star

awards, sponsored by Gurit – to Angela Pernsteiner, the dynamic CEO of Dominator Yachts and Kyle Davison, who progressed in a decade from the ground floor to appointment as the Supply, Planning and Production Director of Riviera Australia.

The evening's finalé honoured the nearly six decades of remarkable service of Robert T Healey, Sr. and William J Healey. Bill and Bob built Viking Yachts into the world's largest manufacturer of high-end sportfishing and motoryachts by following their mantra of building a better boat every day. They also both made a significant and selfless contribution to the general well-being of the boating industry. The Lifetime Achievement Award, sponsored by Side-Power, was presented to Bob's son, Robert Healey Jr, Executive Co-Chairman of the Viking Group.

IBI editor and chair of the Boat Builder Awards judges, Ed Slack, commented: "The Awards celebrate the achievements of the people and companies that build the boats that drive our industry and recognise the invaluable work of those that supply vital equipment and services.

"We have seen a record number of entries from across the globe that were accepted for final assessment by our panel of judges. They spanned small craft production, right up to large superyachts and from niche producers through to volume manufacturers. Their entries demonstrate encouraging response to current challenges, from finding new customers, workforce talent development and environmental diligence, to exploiting new technology. Our congratulations go to all!"



CONGRATULATIONS TO OUR WINNERS

Winners, honourable mentions and shortlisted companies for the
Boat Builder Awards for Business Achievement,
held in association with Raymarine

Retail marketing initiative – sponsored by Glomex

Winner: Riva – Riva Lounges, Privées and Decks
Honourable Mention: Azimut Yachts – Azimut S6 in Times Square
Shortlisted: Gunboat – Rebuilding the brand's reputation

International Distributor or Dealer Development – sponsored by Volvo Penta

Winner: Galeon – Dedicated regional growth plans
Shortlisted: Aquila – Creation of global distribution network
Highfield Boats – Major growth of exports

Collaborative Solution between a production boat builder and its supply chain partner – sponsored by Ultraflex Winner

Winner: Marquis Yachts, working with Toyota Motor Corporation – Co-development of Lexus LY 650
Honourable Mention: Hallberg-Rassy, working with Lewmar – Steering cassette for Hallberg-Rassy 340
Shortlisted: Aquila, working with Opacmare – Aquila 32 SAFE wraparound platform Numarine, working with Energy Solutions (UK) – XP Explore interfaces and systems

Collaborative Solution between a superyacht builder and its supply chain partner – Sponsored by Lumishore

Winner: Royal Huisman, working with Rondal, Comm&Sens and Gurit – Load sensing composite rudder
Shortlisted: Azimut Yachts, working with Naviop – Comm and 50 bridge system for Azimut Grande S10 Benetti Yachts, working with ABA Yacht – Hell Sea watertight bulkhead exhaust fitting Spirit Yachts, working with Lewmar – Custom components for Spirit 111

Innovative On-board Design Solution – Sponsored by Fusion

Winner: Benetti – Benetti FB272 propulsion system
Shortlisted: Aquila – Hydro Glide Foil for Aquila 36
Greenline – Greenline 48 AC always on
Wettoncraft – Trailer Free RIB

Innovation in a Production Process – Sponsored by Dometic

Winner: Grand Banks – 8-axis mill
Shortlisted: Classic Works – Efficient workshop layout for yacht refits Paul Dijkstra Composites – Low cost pre-preg manufacturing

Environmental Initiative – sponsored by UCINA

Winner: Spirit Yachts – Manufacturing processes and yacht design
Shortlisted: AAmer Yachts – Adoption of FILAVA fibres
Vaan Yachts – Circular economy materials on Vaan R4

Best Apprenticeship or Training Scheme – sponsored by Marine Resources

Winner: Princess Yachts – Apprenticeship scheme and leadership pathway
Shortlisted: TaShing Yachts – Apprenticeships and training for women

Rising Star – sponsored by Gurit

Angela Pernsteiner – Dominator Yachts
Kyle Davison – Riviera Australia

Lifetime Achievement – sponsored by Side-Power

Robert T. Healey, Sr. and William J. Healey – Viking Yachts

The 2020 awards and gala dinner will take place on Tuesday 17th November at the Amsterdam Maritime Museum.

For information on sponsorship opportunities please contact Philip Pereira Philip@ibiplus.co.uk

To view a short video of the 2019 awards presentation go to <https://www.youtube.com/watch?v=a8kQ8CK0nGs>

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ULTRAFLEX

Environmental initiative



Collaborative solution between a superyacht builder and its supply chain partner
(for vessels of over 24m)

LUMISHORE

Best apprenticeship or training scheme



Innovative on-board design solution



Rising star
(working for a boatbuilder and up to age 35)

Gurit

Innovation in a production process

DOMETIC

Lifetime achievement award



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Robert Healey Jr, Executive Co-Chairman of the Viking Group accepts the Lifetime Achievement Award on behalf of his father Robert T Healey, Sr. and uncle William J Healey, of Viking Yachts. The award was presented by IBI's Nick Hopkinson and Sleiþner Motor's Ronny Skauen (left).

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Project manager Malin Troberg, and a Nimbus 305 cruiser, available with electric Torqeedo propulsion

Sustainability Swedish focus at METSTRADE

A sustainable boating industry was the overwhelming theme for some of the Swedish exhibitors at METSTRADE 2019. The Swedish Pavilion, arranged by Sweboat (the Swedish Marine Industries Federation), highlighted how the participating companies work in sustainability and environment related issues.

“This was probably the first time a national pavilion had sustainability and the environment as an overall theme at the METSTRADE show,” says Malin Troberg, project manager for the Swedish Pavilion.

“The environment program at the Pavilion was fully in line with METSTRADE’s own environmental sustainability theme and commitment to encourage sustainability initiatives from the industry.”

In Sweden the environmental issues are major challenges – the country has a long history of boatbuilders struggling with questions on everything from issues of styrene, to outlets from factories and – most recently – the change to electric drivelines in boats. Nimbus Boats is one builder that has been in the vanguard since its first electric boat (Nimbus 27 E-power) in 2009, up until today’s modern electric versions of its family cruisers.

From the prohibition of TBT antifoulings in 1989, the Swedish boat owners have found themselves in a long discussion about the active substances in antifoulings, especially for those used in the Baltic Sea.

Sweboat’s environmental program in brief:

- The Environment Fund – Collects and makes contributions to our members’ environmental improvement measures.
- Environment and sustainability policy – To help our members with their environment and sustainability work.
- Industry advice and training – Provides practical advice on managing boats etc. to help our members reduce their environmental impact.
- Research and science – Gather knowledge and encourage environmentally friendly design, production and reduced emissions.
- Environment Award – Annual public award to support environmentally friendly initiatives linked to boating life.
- Customer information – Advice and information to our customers to help them reduce environmental impact.

Changing the face of boating

Volvo Penta’s new electric driver interface prototype, first revealed in Cannes onboard a Fountaine-Pajot Lucia 40 catamaran that featured Volvo Penta’s electric saildrive concept, is an opening bid from the engine manufacturer at defining what the next generation of boating could look, and feel like. In the shift from fossil fuel to electric power, the way the user interacts and controls the boat is also being transformed. Replacing the fuel consumption gauge with indicators for battery range and charging capabilities are just the tip of the iceberg it seems, as users learn to get used to, among other things, ‘silent’ running.

Theory is all well and good, but real-life feedback from customers out on the water, engaging with the system in real time, is what is driving development and has the potential to give Volvo Penta the edge when it comes to shaping the boating experience of tomorrow.

“It soon became clear that the driver interface is even more important in an electric powered vehicle – the vessel does not have the same sound and vibration behaviour, the user needs to be informed in another way,” Anna Hagberg, system engineer within HMI (Human Machine Interface) at Volvo Penta, told *IBI*. “The interface becomes an important way to guide the user in the driving process.”

Feedback from customers will play an increasingly important role in product development at the manufacturer going forward, says Hagberg.

“It’s a two-way process, we learn from our customers and partners, and they learn from us,” added Anna Lindgren, director Marine Product Planning at Volvo Penta. “We’re working to develop an integrated system and the input we have now collected will influence our future development.”



Work is ongoing on the electric saildrive and interface concept

New consumer, new opportunities

NMMA's new president shares his thoughts on key priorities, engaging new customers and what the future might look like for the US recreational boating industry

WORDS: CRAIG RITCHIE



Hugelmeyer says staying relevant and keeping pace with a changing consumer must be the industry's first priority

Frank Hugelmeyer made quite a splash when he was called upon to deliver the opening address to kick off the IBEX industry breakfast – quite a way to begin one's first official day on the job. But making an impact comes naturally enough to Hugelmeyer. The new president of NMMA knows he's following a very tough act in retiring president Thom Dammrich, something that seemed to be pointed out to him repeatedly as Hugelmeyer made the rounds at North America's largest marine industry trade show and greeted members of

the industry he now represents.

Clearly, Frank Hugelmeyer is no Thom Dammrich – and that's a good thing, in the words of Dammrich himself. Hugelmeyer represents new blood, new ideas and a fresh approach as the industry adapts and readies itself for a new generation of consumers. The former president of the RV Industry Association (RVIA) and the Outdoor Industry Association before that, Hugelmeyer has worked closely with NMMA on government relations issues for years, most notably as co-founder and vice chair of the Outdoor

Recreation Roundtable, a coalition of North American outdoor recreation trade associations working collaboratively to promote policy and legislative reforms. Hugelmeier has been credited as a driving force in establishing the need for a full assessment of the economic impact of the outdoor recreational industry, and he took a lead role in the publication of the first Outdoor Recreation Report in 2012 – a critical document that laid the groundwork for the industry today being credited with contributing 2.2% to the US GDP.

As he begins his tenure as NMMA's new president, Hugelmeier finds himself in the interesting position of already having a detailed knowledge of NMMA and the leisure boating industry, yet still being far enough removed from it to bring fresh ideas and a uniquely objective perspective. He took a few minutes to speak with *IBI* about making the jump from leading the RV industry to heading the marine sector, and what the road ahead looks like as boating moves toward the post-boomer market.

As the new guy coming into the boat industry with fresh eyes, what strikes you as the key priority?

The most important thing for the sector to focus on is staying relevant and keeping pace with the consumer of the future.

That's absolutely number one.

I've heard that there's some change-resistance within boating industry, and it will be interesting to see if that's true. But we're in a market now where you need to either disrupt things yourself or be disrupted, because consumers are changing in significant ways. How they operate, how they shop, the experiences they're choosing and every touchpoint of the buying process and business process needs to be looked at to ensure it's still relevant to this next-generation consumer.

You've touched on this next-generation consumer before. Can you elaborate?

We know the next generation consumers are very different from the boomers in many ways. They shop differently, they do all kinds of online research to begin, then they solicit opinions from their peers. They have all the information in the world at their fingertips, so they're extremely well informed.

They also come into the purchasing process

with completely different expectations. They will go out of their way to support companies that share their values, and they will openly speak out against those who don't. They're extremely social and experiential. What it means is that this demographic shift will create entirely new opportunities. If we're smart about how we connect with these consumers and introduce them to the unique experiences that are only available through boating, then our future as an industry is going to be very bright.

In view of that, what are your thoughts concerning NMMA's Discover Boating initiative? Some critics have said that the Go RVing program has had greater success in connecting with young families.

I think the one thing that we did successfully at Go RVing is to emphasise the wide varieties of experiences that you could only have with an RV, and that's something that would absolutely work with boating too. We can position boating as a vehicle to a life being well lived, one that

has a wide variety of different experiences that you can only attain by entering this lifestyle. That is one area where Go RVing has been singularly successful, and it certainly was a major part of our consumer strategy while I was there. That active-lifestyle consumer is an absolutely dominant consumer right now, and they represent a growing cohort. If we think

through the lens of there being all these amazing activities that you can only experience by having a boat, then it opens up to a huge consumer pool. I think we've been fishing in a very small pond, to be honest, when the real opportunity is much larger.

Another area where we may have a bit of a missed opportunity is in how we leverage Discover Boating at consumer boat shows. You look at the investments together and how they're working together in an integrated fashion. I think that there is real opportunity in that regard for us to explore, and you'll see us headed in that direction. I think that's another area where the RV industry is a little bit ahead of the boating industry in terms of addressing how they leverage all of their assets.

It's long been said that the US leisure marine industry tends to follow a similar path to the



“If we're smart about how we connect with these consumers... then our future as an industry is going to be very bright”

American RV industry, running about a year behind it. Do you think that's true? RV manufacturers are cutting production in the face of double-digit sales declines this year, and working through a significant inventory backlog.

The boating industry is in a very different position than the RV industry is in right now. The reality is that the US economy is projected to slow a bit short-term, but continue to grow overall. Every economist that we've spoken to, and that I've sat down with over the last six months, has talked about a continuing expanding economy. I appreciate that there's a lot of chatter in the media, and that dealers are saying that they're seeing a bit of a slowdown at the moment. But this is short-term. The US Department of Commerce just released figures last month showing the outdoor recreation economy growing at a rate of 3.9%, which is outperforming the US economy as a whole with its growth rate of 2.4%.

There are things happening in the RV industry right now that are quite different than anything going on in boating. The simple fact is there are a couple of RV manufacturers who poured a lot of inventory into the market, which is why you're seeing slowdowns of 14% to 20% this year. Compounding that, there was a tax reform bill introduced in the US that unintentionally limited the deductibility of dealer floor-plan costs, which happened right around the same time that all this inventory was pouring into the market. That was not the case for the boat industry, so if we're doing a comparison between the two sectors, the boating industry is in a far better position. There is no reason to believe we'll see those kinds of slowdowns in the boating industry.

Changing demographics in the US point to more and more potential consumers coming from families without any past experience with boating whatsoever. Considering how many other activities and industries compete with boating for their attention, how do boatbuilders convince those people to go out on the water and give it a try?

What we saw in the outdoor industry was that if you could introduce somebody to an activity by the age of 18, there was a very strong likelihood they would go on to become an

“Dealers are saying they're seeing a bit of a slowdown... but this is short-term... the outdoor recreation economy is growing at a rate of 3.9%”

active outdoor person. But you had to get them before the age of 18. As a collective industry, that youth cohort is a critical population to be nurturing. We need to engage them in a substantial way, there's no question about it.

Capturing those people before they turn 18 suggests a greater emphasis moving forward on digital marketing and encouraging young people to come to a boat show?

That's the opportunity. Digital media and social media are the best way to interact with digital natives, which is what this consumer group are, and in particular to tell the experience story. Gain their interest, and invite them to experience even more at a boat show. We just need to marry this strategy together and make it easier for people to experience the lifestyle.

Is there anything that has surprised you so far in your short time on the job?

Not really, there are so many similarities between the industry I came from and the one I've now joined. The RV industry, the outdoor industry and the marine industry all share a lot of the same problems across the outdoor recreation sphere. I think the most important key is to realize that the competition is not between ourselves, and that we're all in this together.

That's critically important. At RVIA we never viewed boating as a competition to the RV industry. In fact, RVIA data shows that 30% of RVers own a boat. There are huge similarities across the outdoor recreation sphere, because at the end of the day we're all serving the same consumer. We all share that same consumer and the consumer challenges seem to cross the industries pretty consistently.

Looking ahead, I know that I'm trying to fill some pretty big shoes – Thom is widely regarded as the finest president in NMMA's history, and rightly so. When I came on board I joked with the team internally that I'm glad to be the third president, since I can at least still finish somewhere on the podium. But joking aside, I've collaborated closely with Thom through the years and we've shared a lot together. It's a tremendous honour to follow in his footsteps, and I'm looking forward to it because we're entering a period of incredible opportunity. **IBI**

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Overview: Standing strong in the face of adversity

Ongoing political uncertainty has taken its toll, with low consumer confidence hitting sales at home. However, as *IBI* went to press, the UK went to the polls and it appears the political deadlock has been broken, providing a potential major boost for the industry

WORDS: BELINDA SNELL

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While the UK leisure marine market held up reasonably well in 2019, continued political uncertainty took its toll on consumer confidence, leading to a reduction in leisure spending and ultimately threatening the long-term growth and profitability of the sector going forward. According to British Marine, the trade association for the UK leisure, superyacht and small commercial marine industry, just 22% of its member companies reported increased revenues this year – down 10% since November 2018 – and profit margins are static. A mere 6% of UK marine firms are seeing increased profits, a 6% drop compared to this time last year.

Unsurprisingly, the large motoryacht and superyacht sectors continue to enjoy success in Europe and beyond, but domestically-focused UK businesses – marine services in particular – continue to struggle. “Currently, the UK’s domestic market is flat with new and used boat sales having declined over the last year,” British Marine CEO Lesley Robinson told *IBI* earlier this year. “This is in part due to low consumer confidence and the shrinking customer base.”

Faced with an ageing boating population, the UK industry must work together, she says, to make leisure marine activities attractive to a newer, younger audience.

DIVISIVE POLITICS

As *IBI* went to press, results from the general election pointed to a landslide victory for Boris Johnson and the Conservative party. The result finally breaks the political deadlock and immediately saw the pound surge in value. Johnson’s cut through message was to “Get Brexit done” and it appears to have resonated well. One hopes now that consumers and the markets, fatigued by years of political wrangling, will now have the confidence to commit to spending and investing, which bodes well for the boating sector. There’s no denying that continued uncertainty surrounding Brexit was a significant barrier to growth, impacting business investment and consumer confidence.

“Brexit is one of the biggest challenges the market faces now and in the future,” says Robinson. “Whilst a weakened pound has provided much needed support to industry exports, this has been at the expense of the UK’s domestic boating market which has become reliant on the regular spending of existing boat owners.”

It is crucial, therefore, that the industry turns its focus on attracting new customers from a variety of backgrounds. “Building the future generation of boating enthusiasts is key to the future sustainability of the industry,” she says.

British Marine’s latest figures show the price ➔

Celebration time: UK boatbuilders Spirit Yachts and Princess Yachts International were both recognised for business achievement at this year’s Boat Builder Awards, held in association with Raymarine, in Amsterdam

UK | STATS & FACTS

COMPILED BY ARLENE SLOAN

ECONOMIC INDICATORS

+1.3%
UK GDP growth (2018)

+1.2%
UK GDP growth forecast (2019)

+2.1%
House prices (Nov 2019, yoy)

+3.2%
Mortgage lending growth (Oct 2019)

-6.7%
New car sales (Oct 2019)

\$1.34 : £1
Sterling estimate (2020)

PARTICIPATION

53.5 million
Adult population

556,000
High net-worth individuals (-3%)

3.9 million
Participation in any boating activity

741,000
Enthusiasts (boat used > 6 times/year)

721,200
Boat-owning households

1.3 million
Boats owned

UK BOAT SECTOR

£3.8 billion
Industry turnover*

34,500
Marine Employees*

£777m
Boat production revenue (+21%)

9,481
Boat production units (+3%)

£627m
Boat exports (65% of production value)

(£550)
Boat imports (new & used)

TURNOVER OF TOP UK MARINE COMPANIES

COMPANY	ACTIVITY	FISCAL YEAR END	2018 TURNOVER (£M)	2017-18 CHANGE	NET INCOME	EMPLOYEES
Princess Yachts (RNO Ltd)	Boatbuilder	31-Dec-18	340.3	24.0%	11.3	2,865
Sunseeker International	Boatbuilder	31-Dec-18	299.8	1.7%	6.6	2,459
Sunseeker London	Boat distributor	30-Nov-18	195.5	18.6%	5.3	80
Princess Intl Sales & Service (Orca Marine)	Boat distributor	31-Dec-18	117.1	13.0%	3.3	127
EP Barrus	Engine & Equip. distributor	30-Sep-18	63.7	4.5%	0.9	182
Pendennis Shipyard (Holdings)	Builder/Refit	31-Dec-18	59.6	13.7%	3.8	437
Lewmar Ltd (now owned by LCI)	Equipment manufacturer	30-Dec-18	56.2	12%	3.3	304
Boats.co.uk (Barke Brothers Hldgs)	Boat retailer, Marina operator	30-Jun-18	45.4	-3.4%	0.6	31
Oyster Marine ¹	Builder	31-Dec-17	39.3	-6.4%	n/a	330
MDL Marinas	Marina Management	31-Mar-19	38.1	2.2%	4.1	289
Ancasta Group	Boat dealer	31-Aug-18	29.3	5.1%	0.5	76
Fairline Yachts	Boatbuilder	31-Dec-18	24.1	27.6%	-14.9	425
Raymarine UK	Equipment manufacturer	31-Dec-18	19.043	-1.3%	0.8	187
Williams Jet Tenders	Boatbuilder	31-Dec-18	18.9	20.2%	1.9	58
Dometic UK Blinds (formerly Oceanair) ³	Equipment manufacturer	31-Dec-18	16.3	14.0%	1.5	195
Windward Marine (Force 4)	Equipment retailer	31-Oct-18	13.6	0.2%	0.8	107
Clipper Marine	Boat dealer	31-Dec-18	11.7	-11.2%	0.1	16
Trend Marine Products ²	Equipment manufacturer	30-Dec-18	10.9	n/a	-1.4	180
Bainbridge Marine (Blue Strand)	Equipment distributor	30-Sep-18	9.9	-19.9%	-0.2	55

¹ Oyster was purchased 21 Mar 2018 and registered as Oyster Yachts; new accounts are due Dec 2019; the builder recently announced a recruitment effort with a target of 420 employees ² 15 month financial period
Source: Annual accounts as filed with Companies House, a UK government registrar of companies.

UK BOAT SEGMENT FIGURES - 2018

SEGMENT	UK PARTICIPANTS	UK BOAT PARK	VALUE OF DOMESTIC MARKET	PRODUCTION UNITS	ANNUAL UNIT GROWTH	MARKET SHARE UNITS
Sailboats incl. dinghies (under 7.5m)	514,000	184,000	£35m	7,050	+2.5%	74%
Sailboats & Yachts (over 7.5m)	462,000	31,000	£60m	79	-7.1%	1%
Small motorboats (under 12m)	583,000	254,000	£35m	580	0.0%	6%
Motoryachts (12-24m)	> 386,000	13,000	£230m	466	+12.3	9%5%
Superyachts-Motor (24m+)	n.a.	300	£86m	42	+2.4%	0%
RIBs	386,000	65,000	£20m	1,060	+5.5%	11%
Canal boats	450,000	54,000	£10m	204	+1.0%	2%
Total	> 2,781,000	601,300	£491m	9,481	+3.0%	100%

Source: British Marine, Economist Intelligence Unit, *IB estimates

LESLEY ROBINSON, CEO
BRITISH MARINE

British companies are trading well, investing and planning for the future growth of their businesses



Lumishore CEO Eifrion Evans believes growth will be maintained through 2020 and beyond

of hiring or chartering a boat dropped significantly this summer, with only 28% of businesses increasing prices compared to 52% in 2018. With fewer customers out on the water, companies are competitively slashing their prices, resulting in hire, charter and passenger boat prices dropping to their lowest level in over five years.

Brokerage firms are also contending with reduced activity, as well as reduced stock due to the pound's devaluation and low domestic demand. According to British Marine, fleets of boats based in the UK have reduced due to an increase in overseas sales and 'End of Life' challenges. Price competition is further driving down sales revenue.

Robinson told *IBI* that the problems are compounded by a skills shortage across all sectors, making it difficult to compete and maintain service levels. "Looking ahead, leaving the EU would put an increased strain on the supply chain and further increase this critical skills shortage," she says.

"Marine businesses also suffer from the traditional challenges to small and medium sized enterprises (SMEs) in terms of financial resources for marketing, research and development. This has become more acute in recent years with rising inflation and increased costs from overheads to materials and labour."

DAME DESIGN AWARDS: UK FIRMS SHINE

Despite these drawbacks, there is no shortage of innovation within the UK boating sector. At this year's METSTRADE Show in Amsterdam, British firms shone brightly with over 60 exhibitors in attendance, making the UK Pavilion the second biggest as well as the most visited country pavilion at the show. British-designed and manufactured products accounted for one-third of the accolades presented at the annual DAME Design Awards, held on the opening morning, with products from Raymarine UK, Lumishore, Marlow Ropes, Scanstrut and Dometic all receiving Special Mentions. Category Winners included products from LIGNIA Wood Company Ltd, Garmin Europe Ltd and Navico UK.

"DAME is the most significant equipment award of its kind, recognising excellence in all aspects of design including functionality, innovation, ease

of implementation, practicality of use and price performance," says Lumishore CEO Eifrion Evans, whose company picked up a DAME Special Mention for the second year running. The Wales-based manufacturer of LED lighting systems has been DAME nominated eight times in as many years. Its latest accolade was for Lumi-Link Wireless, part of its recently launched LUX Lighting Collection. Lumi-Link Wireless brings all of the fine colour tuning functionality of the company's LUX lights and adds wireless control, removing the need for data cable runs. This simplifies smart lighting installation on both new-builds and retrofits, saving boatbuilders' and owners' time, effort and cost.

"This new range leads us to believe that our growth can be maintained through 2020 and beyond," Eifrion told *IBI*, adding that the UK leisure marine market has proven stronger than first anticipated earlier this year. "But we still have a wary and cautious outlook," he adds.

UK companies celebrated further wins at the 5th Boat Builder Awards for Business Achievement, held in association with Raymarine and jointly organised by *IBI* and METSTRADE. The awards received a record total of 82 nominations this year, with strong entries in every category.

5TH BOAT BUILDER AWARDS

The Environmental Initiative, sponsored by UCINA, drew a broad range of entries highlighting many of the boatbuilding industry's recent responses to sustainable production. But it was the UK's Spirit Yachts and its environmental efforts not only with the recently launched Spirit III superyacht, but also with manufacturing and business processes, that was duly recognised.

The Best Apprenticeship or Training Scheme category, sponsored for the fifth time by UK-based recruitment firm Marine Resources, recognised another British champion - Princess Yachts - for its apprenticeship scheme and leadership pathway that trains its new recruits holistically and nurtures them through the business.

"I am hugely proud of all the UK businesses who picked up accolades at both the DAME Design Awards and *IBI*-METSTRADE Boat Builder Awards, as well as all the British companies who enjoyed business success at this year's METSTRADE," said British Marine's Lesley Robinson at the close of this year's show. "This is testament to the strength of Britain's marine industry. British companies are trading well, investing and planning for the future growth of their businesses." **IBI**

British Marine has over 1,500 members drawn from both seagoing and inland sectors and represents an industry which employs more than 33,000 people in the UK. The latest figures show that direct revenue from the industry grew by 1.7%, rising to £3.17bn in 2017/8, directly contributing over £1.1bn of Gross Value Added to the UK economy.

uncomfortable

/ ən-'kəm(p)(f)-tər-bəl / • [uhn-kuhmf-tuh-buhl]

adjective

Having to explain why your boat still rolls.



Boatbuilders: Full order books, but don't mention the 'B' word

Brexit may be sapping confidence at home, but builders, buoyed by thriving exports, are investing in product and people and the mood is confident

WORDS: DAVID ROBINSON



Fairline's new F//Line 33 is making an impact. The yard has big plans for 2020

The uncertainties and economic impact caused by the ongoing struggles to complete the Brexit process in the more than three years following the 2016 referendum are taking their toll on the UK's boat and yacht building sector. A brighter picture is presented by the superyacht-related activities and manufacturing, supply and sales related to exports.

According to figures from British Marine (BM), the trade body for the UK leisure, superyacht and small commercial marine industry, the number of British marine businesses reporting an increase in revenue declined 10% between November 2018 and September 2019.

The statistics, presented by BM and Superyacht UK (SYUK) in September ahead of the autumn shows in Southampton, Cannes and Monaco, also highlighted static profit margins for marine businesses, with just 6% of companies enjoying an increase in profits, 6% less than November 2018. Business confidence within the sector is at its lowest level since autumn 2016.

BM reports that domestically-focused UK

businesses, especially marine services, continue to experience flat markets with 7% of companies experiencing an increase in revenue over the last six months. Brokerages are seeing reduced activity, as well as lower stock levels due to the value of the pound and weak domestic demand.

Lesley Robinson, British Marine's CEO, said: "These latest sentiment figures highlight the current risks to the long-term growth of the industry. Whilst Brexit uncertainty and a potential recession are factors completely out of our control, increasing participation is not."

She added: "It is crucial that the industry turns its focus to attracting new customers both old and young from a variety of backgrounds. Building the future generation of boating enthusiasts is key to the future sustainability of the industry. As part of this, the industry needs to adapt to the changing consumer buying habits and embrace new business models that are successfully transforming other sectors."

By contrast, BM reported that the British superyacht industry had celebrated a seventh year of consecutive growth. Figures released for its Superyacht UK arm showed that the British superyacht industry generated revenues rising to £660m, representing an increase of 7.1% on last year.

The findings also highlight the sector's impressive contribution to the UK economy with Britain's 300 superyacht businesses accounting for £308m in Gross Value Added (GVA) for the UK, a 7% increase from last year, which saw £287.5m in GVA. These statistics highlighted that 66% of UK superyacht revenue is derived from exports with the US and eurozone accounting for over half the revenues with 41% and 13% respectively.

IBI canvassed UK boatbuilders on market potential for 2020 and beyond. The following A-Z gives insight into what major (and not so major) players have been up to:

BIRCHWOOD MARINE

In 2019 Birchwood Marine, a 50-year-plus UK brand, planned a rebranding based around a crowdfunding

initiative which aimed to raise some £400,000 to develop new models to its range. This initiative only raised £82,140 or 21% of the total with 71 shareholders. The company is now understood to be reviewing its future strategy.

COCKWELLS MODERN & CLASSIC BOATBUILDING

This Mylor-based company has established itself as one of the leading bespoke superyacht tender builders in the world. In addition to one-off bespoke superyacht tender builds, it also markets other model series such as its Duchy motor launches, a number of which were sold at the Southampton show to Italian and Spanish buyers.

At the Monaco show Cockwells introduced a new tender called the Titian – a 10.5m (34.5ft) bespoke tender which is based on an original concept created by RWD, the British design studio, with interior styling by Cullum Bespoke, also UK based.

The company is thriving and success over the past few years has resulted in Cockwells expanding and upgrading its facility over the last year or so, which has caused its workforce to rise from around 40 people to over 70.

DISCOVERY YACHTS GROUP

Since its management buyout in 2017, the Discovery Yachts Group (DYG) has been on a consistent growth path which continues apace. Since the MBO, DYG acquired Southerly Yachts to add to its own Discovery yachts series. It has also launched two new brands – Blue Water Catamarans and Britannia Yachts as well as establishing a Custom Division.

Further expansion moves were made to acquire Elan Yachts and Oyster Yachts when those brands hit the market, but neither of these were successful. DYG however remains in expansion mode and 2019 saw the opening of a new headquarters and brokerage office at Lyminster Yacht Haven marina and a new dealer link up with the Spanish arm of the UK's Berthon Group. The two companies are working together to deliver sales and service in the Balearic Islands, with Berthon Spain becoming Discovery's 'brand ambassador' for the region.

Also in 2019 DYG transformed its Discovery Yachts and Southerly Yachts brands into three new styles but with all of them linked in size terms. The two brands were reshaped into the following: Revelation Yachts, featuring a lower saloon and fixed keel; Longitude Yachts, featuring a raised saloon and fixed keel; and Southerly Yachts, featuring a raised saloon with variable draft swing keel.

In respect of these three series the Revelation branding has three models of the 440, 480 and 560. A new 20m (60ft) 600 model is due to be launch in 2021. The Longitude Yachts brand has the 430, 480, and 540 models with a new 600 to come in 2021. The Southerly Yachts portfolio includes 440, 480, and

SEAN LANGDON | MANAGING DIRECTOR
DISCOVERY YACHT GROUP

We have about 20 buyers just waiting for the Brexit result. We currently exhibited at the Annapolis show with a yacht for the first time and had a very good response

540 models with also a 600 model in the future.

In 2018, DYG launched its Britannia Yachts brand, billed as high-class performance cruisers. Neogitations with potential buyers are understood to be in progress and in the future DYG also plans a Britannia 34, Britannia 64 and Britannia 84 models.

The second new in-house brand launch in 2018 was DYG's Bluewater Yachts which are designed as high-quality, long-distance cruising catamarans. So far, a Bluewater 50 has been introduced and will be followed by a Bluewater 53 and Bluewater 60 in 2021.

As for its Discovery Custom models – the aim is to take any of the DYG yacht series and give them a much higher spec and to support this there is a comprehensive options package available. Three Discovery original models are offered – the Custom 55, Custom 58 and Custom 68.

DYG currently has an orderbook which extends at least a year ahead and managing director Sean Langdon told *IBI* on a recent visit to the company's build facility on Southampton Water that: "We have about 20 buyers just waiting for the Brexit result. We currently exhibited at the Annapolis show with a yacht for the first time and had a very good response."

He identifies a need for the group to expand its built capacity especially if a number of orders come in after the Brexit outcome is decided. The current build facility can cope with up to six craft at a time up to around 65ft.

In terms of sales, about half are accounted for by the UK with the large majority of the rest in the US. DYG is looking to expand in the US and also Asia Pacific. Langdon pointed to 40-60% of all new enquiries coming from the US.

At Boot Dusseldorf 2020, DYG will have the world premiere of its 14.83m Revelation 480 which is currently in its final stages of build.

FAIRLINE YACHTS

For Fairline Yachts 2019 has been what is generally described as a pivotal year. It has included 

a number of new models; new facilities, new management executives and new dealers. All these are part of rebuilding the Fairline Yachts brand following its collapse three years ago.

The launch of some new boat models including the F//Line 33 and Squadron 68 which have both drawn a number of award nominations for 2020 (Motor Boat of the Year Awards and the European Poweboat of the Year), the results of which will be made known at boot Düsseldorf.

In respect of new facilities, in 2019 Fairline significantly increased its build capacity with the opening of its new shipyard in Hythe, Southampton. Now known as the Fairline Marine Park, the Hythe shipyard can accommodate vessels of up to 950 tonnes and 11.5m (38ft) in beam, which can be removed from the water via the slipway and stored undercover.

The shipyard features more than 10,000m² of covered halls with ample workspace for crew or contractors to carry out required works. It is also capable of berthing vessels from 10m-100m (39ft-328ft), with deep water berths available, for short- or long-term contracts.

Because of the opportunity the Hythe facility provides, Fairline announced in October that it was accelerating the development of its larger 80ft-plus boat range thanks to the strength of sales and customer interest at the recent international boat shows. The company has developed advanced plans for the yard's first 80ft-plus flagship flybridge model, set to be built at Hythe.

In terms of management changes, Alexander Volov of Fairline said: "To support this exciting development, we have optimised the management structure of the company. Over the last year, David Tydeman has successfully stabilised boat production, significantly strengthened the senior management team and will now concentrate his efforts on developing our large yacht range and fully maximising our commercial operations capability in Hythe."

In addition to Tydeman, another new appointment was Peter McNulty as chief operating officer. McNulty, who has extensive financial and operational management experience, was instrumental in recently attracting a significant £15m cash facility for the company. Another appointment was Dennis de Roos as commercial director.

"Fairline is entering its next stage of growth and we look forward to working with our strong and experienced senior management team to accelerate the development of Fairline Yachts and continue creating beautiful, hand crafted, high quality boats that are loved and admired across the globe," commented Volov.

In addition to the new Hythe shipyard, Fairline has also expanded its Oundle facility by adding a new 17,000ft² production facility at Oundle Marina.

RICHARD HADIDA | OWNER
OYSTER YACHTS

We're dedicated to making a real difference and I am certain that sailboats will soon be the natural choice for tomorrow's generations

The additional factory space will also ensure Fairline continues to create exciting new boats and make improvements to its existing product offering.

With a strong orderbook running well into 2020 and in some cases beyond, Fairline made known in September that it was looking to immediately fill 180 positions across a variety of roles including carpenters, electrical engineers, mechanical engineers, GRP moulders and assemblers at its manufacturing facility in Oundle, Northamptonshire.

At boot Düsseldorf, Fairline will exhibit the F//Line 33 and globally launch the Targa 45 GT. In addition to this the company has indicated that it will be making a very special top-secret announcement. Also on show will be the Squadron 68 and the Squadron 50.

In order to maintain and continue to grow the flow of orders, Fairline has made a number of new dealer appointments during the year. These include Southern Spain, the US Pacific Northwest and Western Canada.

OYSTER YACHTS

Since Oyster Yachts was rescued from its financial plight in March 2018 by gaming entrepreneur, Richard Hadida, this globally-respected brand known for building quality sail cruising yachts, has been pursuing a steadily and consistently upward path. This rebuilding has included new models and expanded facilities.

A firm indicator of the upward path was the news in early December 2019 that the company was hiring 150 new employees in a bid to keep up with global demand. The roles which include laminators, boatbuilders, joiners, electricians and engineers, will be hired across the UK builder's sites in both Wroxham and Ashmanhaugh, as well as further afield in Southampton.

These new employees will take Oyster workforce to over 400 by February 2020. Hadida commented: "This represents a hugely exciting time for Oyster.

It is wonderful to see the brand returned to its former glory, with a full order book and a dedicated team of people in Wroxham, Southampton and Ashmanhaugh.”

The refining of the Oyster Yachts range has continued through 2019 with the launch of its smallest model the Oyster 565 and also its largest the Oyster 1225. These are described ‘as new generation models’ and include greater innovation; the latest technology and engineering inputs and design advancements.

The company points out that while a sailing yacht is already more environmentally-friendly than its motorised counterpart, at Oyster research and testing, greener technologies for the future is underway. Hadida says: “We’re dedicated to making a real difference and I am certain that sailboats will soon be the natural choice for tomorrow’s generations.”

A further key development in the further strengthening of the brand was the signing in 2019 of a new 10-year agreement with MDL, the owner of Saxon Wharf where Oyster’s Southampton build facility is located. The facility is crucial to Oyster’s future development strategy. Saxon Wharf readily complements Oyster’s other sites at Wroxham, Ipswich, Palma and Newport Rhode Island.

Since the purchase of Oyster by Hadida the group has been steadily reviewing and developing the brand and investment to enhance the capacity and production of the Saxon Wharf site is planned for the future.

PEARL YACHTS

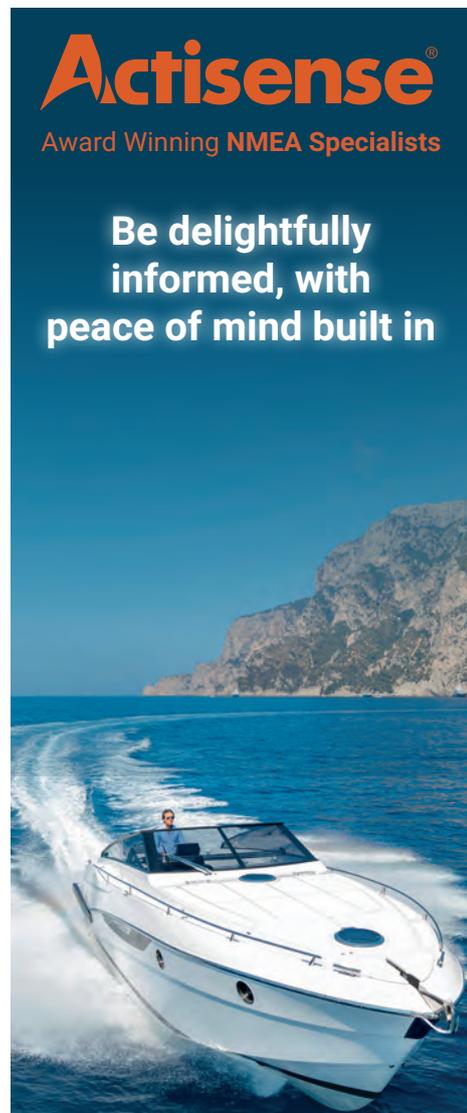
The newest model from the UK boutique luxury motoryacht brand, Pearl Yachts – the Pearl 62 – will be globally debuted at boot Düsseldorf in January 2020.

This new model was first announced last September at the Cannes Yachting Festival and it replaces the previous Pearl 60. It has been totally redesigned with the usual partnership of Bill Dixon for the exterior and Kelly Hoppen for the interior.

This new model joins the Pearl range including the 65, 80 and 95 of which good sales volumes have been experienced through 2019. The aim is for Pearl to build four 62s in the first year and six in the second.

PENDENNIS SHIPYARD

While the majority of work undertaken by the Falmouth-based Pendennis Shipyard is superyacht refit and repair work it has one new build under construction – the Truly Classic sail superyacht designed by the Dutch design house, Hoek Design. The 39m (128ft) TC128-4’s hull, which was built at Bloemsmas in the Netherlands, was delivered earlier this year. This is the second project to be completed with Hoek, following the delivery of TC128-2 ➡



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Lady E has been undergoing a refit at the Pendennis yard

Vijonara in the spring of 2018. This second Hoek project with Pendennis is now making good progress and is due to be delivered to her owner in the summer of 2020.

Apart from this new build, Pendennis is active with refits such as the 69m (226ft) *Lady E*, which includes an extra 6m being added to her length, and the 59m (194ft) MY *Marala*, which was built by Camper & Nicholsons in 1931. She is at the Falmouth yard to undergo a comprehensive restoration programme.

PRINCESS YACHTS

The increasing strength of the Princess Yachts brand will be readily on show at boot Düsseldorf 2020 where five show debuts highlight the company's unprecedented product development programme. The models premiered will be the F50, S62, S66, V55 and Y78.

In addition, a world-first Princess X95 'Superfly' life-size main deck mock-up transported from South Yard, Plymouth to Düsseldorf to offer visitors the chance to tour the X95 ahead of its spring 2020 reveal, will be part of the Princess's 10-yacht display. The other five will be the R35, V40, F55, F62 and Y85. This size of the Princess exhibit "underlines Princess's exceptionally strong recent launch programme that has resulted in record numbers of new yachts designed, developed, manufactured and ordered in the past two years," claims the builder. Princess Yachts continues to have an orderbook that stretches into 2021 for some models and well into 2020 for most. Alongside the strong product development activity is the company's improving financial performance which included operating profits nearly trebling in 2018 to £29.8m.

In the year to December 31, 2018, the



A mock-up of an X95 deck will be on display at Düsseldorf

Plymouth-based builder sold 270 boats in 2018 (up from 230 in 2017), boosting turnover by 24% to £340m. The forward orderbook remains worth some £700m and the workforce now numbers some 3,200, up 50% on 2016. New investment is being maintained at a strong level to support the company's on-going growth.

The latest initiative is the new Princess Yachts Learning Academy that has officially opened at South Devon College. This follows on from a recent partnership between the college and the boatbuilder and will allow apprentices to be taught at the college while gaining a realistic experience working with the same products and systems that the company uses.

The new workshop is 90m² and will provide real life skills training and allow apprentices to practice their areas of specialism in relation to their individual course. Apprentices will work on a Princess V40 hull, built especially for the academy. To complement the newly opened workshop, there is also a new Princess Yachts classroom in the college's £17m Hi-Tech and Digital Centre.

SPIRIT YACHTS

Ipswich-based Spirit Yachts is another company having a busy year with two launches including the company's new flagship, the 34m (111ft) Spirit III, which is one of the largest, single-masted wooden yachts ever built in the UK. The second was the Spirit P70, which marks a new generation of Spirit motoryachts.

The P70, also a company flagship, is equally as complex in her build and engineering as the Spirit III. As an owner-driven motoryacht capable of cruising 1,000nm at 18kts, she pushes the boundaries of what is possible when it comes to fuel efficiency.

In regard to the Spirit III, the overseas owner ➡

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requested that its design and in-house build by Spirit Yachts, make it one of the most environmentally-friendly sailing superyachts ever created. Spirit Yachts worked collaboratively with leading marine and automotive suppliers to deliver on the owner's eco brief.

Spirit Yachts was a winner in the 2019 IBI-METSTRATE Boatbuilders Awards, in association with Raymarine, picking up the 'Best Environmental Initiative' award sponsored by UCINA.

SUNSEEKER INTERNATIONAL

For Sunseeker International, the Poole-based motoryacht builder, 2019 will, without doubt, be a memorable year. It has included the start of build for its new steel and aluminium 161 models in its partnership with ICON Yachts in the Netherlands; a new CEO in Andrea Frabetti, and expansion plans to considerably increase the company's model range. All this is linked to an ongoing investment programme and increasingly healthy financial results.

Regarding the latter, in the year to end December 2018 audited accounts showed a £5.5m increase in profits. The profits grew from £1.1m in 2017 to £6.6m in 2018, with pure boat operations – excluding other operating income – increasing by almost £10m year-on-year. Underlying EBITDA was over £13m for 2018, more than doubling the £5.9m of EBITDA recorded in 2017. Overall group (Sunseeker International Holdings Ltd) revenue was £299.8m in 2018, with gross margins increasing by 39% (£9.8m) from £25.5m in 2017 to £35.3m in 2018.

Having been appointed chief technical officer in January 2019, Frabetti advanced to CEO in June and a new management structure was initiated which

“ This investment means our product development plan will see a doubling of the product range to 22 models over the next three years ”

aims to be more responsive to market dynamics and make decisions quickly to allow Sunseeker to make the most of market opportunities as they arise.

In terms of investment Frabetti commented: “Looking ahead, we will further develop the framework for the business and drive the Sunseeker brand forward to even greater success, aided by a £50m CAPEX investment in R&D, new products, innovation and technology over the next five years. This investment means our product development plan will see a doubling of the product range to 22 models over the next three years.

“The response we have had for our latest models has been incredible,” Frabetti adds. “Our future models will include new product segments, as well as improved differentiation between various lines, all of which will help us to continue to grow profitably.”

Between 2019 and 2022, Sunseeker will spend between £10m and £15m a year on designing and launching new models. This programme will see the current 11 models in the Sunseeker range jump to 20 by 2021. This programme will comprise the following: In the performance category new Superhawk 52 and Superhawk 65 models will come in 2021 to add to the Hawk 38 launched this year; A new Predator 60 EVO was premiered at

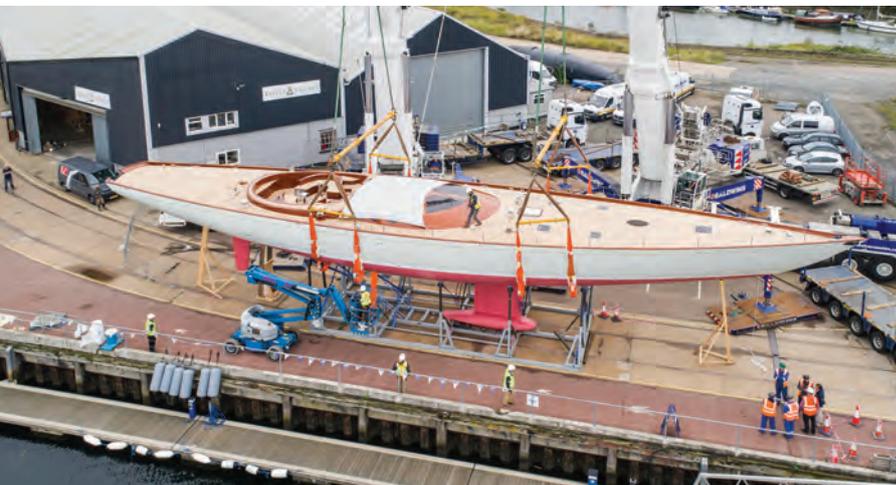
Southampton 2019, the Predator 55 EVO in 2020, and the 65 Predator in 2021; Sport Yacht: the 65 Sport Yacht will come in 2020 and the 86 Sport Yacht in 2021; Manhattan: The Manhattan 55 in 2020 and Manhattan 68 for Q1 2020; Yachts: Sunseeker is reintroducing its Yachts range with five new models by 2021. These are the all-new 86 Yacht, 87 Yacht and 87 Enclosed Flybridge Yacht in 2020, and the the 78 Yacht and 100 Yacht joining them in 2021; Superyachts: Replacing the Sunseeker 131 superyacht will be the 133 Superyacht in 2020 and the 161 Superyacht in 2021

Apart from the partnership with ICON Yachts in the Netherlands, Sunseeker has also entered into a partnership with Pendennis Shipyard to work on the Sunseekers 116 and 133. As to the 161, the first one has now been ordered and is due to be delivered in 2021.

WILLIAMS JET TENDERS

Sales and the orderbook at Williams Jet Tenders shows the popularity of these craft shows no sign of waning and the fact that a number of brands recommend or include Williams tenders in their marketing speaks for itself.

The latest development from Williams will be on show at boot Düsseldorf which will be the company's most advanced and luxurious model to-date. This is the Evojet 70 model which is specifically created for



Spirit's recently launched 111 is one of the most eco-friendly yachts ever built



parent yachts in excess of 40m (131ft) and capable of carrying 13 guests. The first model in the Evojet range represents a significant step forward for the brand –every detail has been considered for this semi-custom tender, which falls in a new market for Williams and sees the brand offer the unique proposition of delivering semi-customisable tenders with shorter lead times and no compromise on quality. The striking tender has multiple boarding options and an innovative foldout walk-through transom to ensure smooth transition from parent yacht or dock. The tender also features concealed LED lighting and controllable illumination for effortless boarding.

Powered by Yanmar 4LV diesel engines and utilising Williams' jet pump, the Evojet 70 offers promises, Williams say, to be much more than the traditional superyacht tender. The Williams team has also considered the tender's potential as a day boat too and included an integrated water ski pole and plenty of storage. One of the features on the new Evojet 70 is the optional folding carbon fibre T-Top, which ensures ample shade for the driver and passengers whilst having the ability to fold flat for easy garage fitment.

CONCLUSION

With Brexit still to be decided as we went to press, its impact on the UK boating industry will last for some time to come. As to the UK builders, as the above reports indicate, they are in general doing well and have strong order books going forward, balanced by active product development programmes, facilities expansion to boost build capacity, and extra workers being taken on.

Across other parts of the industry the outlook is not as positive as the sector's confidence statistics suggest. It's a case of 'watch this space' and keeping fingers crossed. **TBI**

Sunseeker's new Manhattan 68 will be on display at boot Düsseldorf in January

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Equipment: Innovation continues to power market forward

Despite the political uncertainties of late, the UK's legion of equipment manufacturers continue to lead the global pack, thanks to continued R&D investment, and a good dose of creativity

WORDS: BELINDA SNELL



DAME Award-winning Lignia decking will now be specified on all newly commissioned Spirit yachts

UK equipment firms that invested heavily in new product development over the last 12 months are holding up well in what can only be described as a challenging market. Innovation is a fundamental trait of many British organisations, and the leisure marine industry is no exception when it comes to delivering cutting-edge solutions to everyday problems. Nowhere was this more evident than at this year's DAME Design Awards in Amsterdam, where one-third of all accolades were handed out to UK firms. Below are just some of the success stories of the last 12 months.

"Business was really positive in 2019," Lesley Keets, chief operating officer of award-winning NMEA specialist Actisense, told *IBI*. "Leisure marine sales in particular are up due to an expansion of our core product range, as well as through the growth of our team. We are forecasting an

18-20% rise in revenue on 2018's figures, representing over 46,000 product and component units sold."

Earlier this year, Actisense launched the W2K-1 NMEA 2000 to WiFi Gateway with built-in data logger. It transfers data from an NMEA 2000 backbone to any device (ie, laptop, tablet or smartphone) connected to it via WiFi and can also convert this data to NMEA 0183 using Actisense's conversion engine – a feature that is said to be completely unique in the market.

Another new product is the SBN-2 Self-contained Boat Network, which claims to be the simplest and most cost-effective way to set up an NMEA 2000 network. It contains the equivalent of eight T-pieces in a single

case, with built-in termination resistors. Users simply attach the included 3m cable to a boat's power supply, and any NMEA 2000 network for up to eight devices is ready to use, taking 'plug and play' to the next level.

Keets told *IBI* that requests for more useful vessel network data and more control over that data is a growing trend. "Our customers are as data-hungry as ever with a desire for more and more useful data from their vessels' networks. We've continued to steer our product development to satisfy this growing demand," she says.

"Other trends that we've noticed over the past year is the increased use of WiFi onboard – not simply for browsing and web services, but indeed for use with their vessel network data. WiFi makes it easier than ever to share that data to devices like tablets and smartphones.

"We've also noticed a few more manufacturers entering the market with some interesting ideas."

Lignia Wood Company, a timber modification business whose Lignia Yacht



The W2K-1, from Actisense, has built-in data logging technology

range picked up a 2019 DAME Design Award in the 'Marina Equipment, Boatyard Equipment and Boat Construction Tools and Materials' category, is another fine example of cutting-edge innovation.

Produced in Wales, Lignia is a soft wood and a member of the Douglas fir family (or Pinaceae) that starts life in FSC-certified forests. Once harvested, the wood is modified by treating it with resin. After the resin is impregnated in the wood, it is dried out via a final curing process to ensure the resin is locked in at a molecular level. This gives Lignia the performance and durability that matches and often surpasses tropical hardwoods such as Burmese teak.

Earlier this year, Spirit Yachts announced that it would be fitting Lignia decking on all newly commissioned yachts, beginning with the launch of the Spirit 50CR sailing yacht at Southampton in September. It's an association that has helped boost the profile of the Welsh firm.

"Teak is now considered a high-risk timber, so whilst we are using up our current supply, our standard decking for new Spirit yachts will be Lignia," says Spirit MD Nigel Stuart. "We take our responsibility to the environment very seriously and we are not prepared to risk using unsustainable wood. Having done extensive research into different options, we have found Lignia to be the best alternative to teak."

Thanks to its partnership with Spirit, Lignia says it is now seeing significant growth from yacht builders and designers.

At sunroof and awnings manufacturer Makefast, CEO Richard Jones told *IBI* that Brexit uncertainty has been a challenge. The mid-Wales company makes manual and electric sliding roofs, awnings and biminis for some of the world's top boatbuilders, with systems to suit all needs. "After an initial slowdown in order intake, we now see a positive order input trend, thus indicting our expected 10% growth in 2019/20 to be realistic," says Jones. "Typically we would expect higher, but with consideration of the previous year's political issues we are able to consolidate and improve our design and manufacturing capabilities."

Having always worked closely with OEMs on new-build projects, Makefast is also turning its attention to the aftermarket with the introduction, earlier this year, of the Elan Sun Roof – a retrofit sliding sealing unit that comes fully set



Makefast's automated anchor handler

up and wired in its own thermo-formed housing. The Elan Sun Roof, says Jones, is expected to open up new markets for the Welsh firm. "We're changing our approach with the Elan Sun Roof, as it caters for retrofit and retail business," he says. "We are investigating similar in the USA."

In November, Makefast attended the 2019 Ft Lauderdale International Boat Show (FLIBS) where it launched a new range of oval section handrails and fittings, an automated anchor handler, a new cupboard hinge, and a bathing platform. "We have a full complement of high-specification machine tools

and we manufacture 95% of all our products," Jones explains. "If an OEM has a specific requirement we offer a comprehensive design facility using front end 3D modelling and printing. We enjoy the challenge working with boat designers to achieve the solutions to their requirements."

Makefast claims to be seeing good growth in the UK due to improved productivity and shortened delivery times. "All the major UK boatbuilders are our customers and we have excellent relationships with them," says Jones. Growth in Italy is also strong, he adds, thanks to personnel changes at its Italian office, Makefast Italia, which was set up in 2015 to support its many clients in the region. Business in other EU countries, however, is slower on account of Brexit uncertainties. "The unknown is a bit scary to say the least," says Jones. "Fortunately we have excellent relationships with our UK customers, which we hope will allow us and them to have the confidence to progress together."

Lighting is one of the industry's most innovative, fast-moving product sectors, and Lumishore has been leading the charge in the underwater segment for some time. This year the company launched its first-ever range of above-water lighting, leveraging its technologies to bring new levels of functionality and light quality ➔

Lewmar: New synergies offer fresh impetus and potential

Marine hardware specialist Lewmar launched no less than 26 new products at this year's METSTRADE Show in Amsterdam, all of which have powered intuitive control systems, reliable engineering and, Lewmar says, offer an easier, more enjoyable time on board.

Looking to the future there are a number of group synergies with significant crossover from the US and European business in both the Marine and RV sectors. In particular, there is a focus on large powered moving and opening glazing systems, alongside a full range of solar shading products. These include manual and electric soft sliding roof systems and retractable fore and aft sun canopies.

Lewmar is catering for the larger boats with a folding arm electric canopy, whilst the Sureshade telescopic platform is well-suited to the smaller

models. The company also launched a number of interior powered bed systems. These offer flexible use of interior space and are ideally suited to either crew cabins or occasional guest accommodation.



Lewmar had a strong METSTRADE presence

to interiors – a bar that’s been raised once more with its new Lux Lighting Collection, featuring its DAME-nominated Lumi-Link Wireless technology.

“We are delighted to have enjoyed another year of 20%-plus growth during 2019 in our underwater lighting business, with early positive signs for our newly launched above-water lighting product range,” Lumishore CEO Eiffrion Evans told *IBI*. “This new range leads us to believe that our growth can be maintained through 2020 and beyond.”

Featuring low profile downlighters including unique anti-glare downlights, courtesy lights, LED strips and Neon Flex lights, the Lux Lighting Collection marks the beginning of an expanding portfolio of sleek, interior light options, but it’s the technology inside the units, and their functionality, that really shines, transforming not only the atmosphere onboard but simplifying life for the boatbuilder, boat owners, crew and guests.

Lumi-Link Wireless avoids the need to run yards of data cable through the boat. This drastically simplifies installation for OEMs, but also offers an easy win for retrofits as owners look to upgrade dated lighting systems. The cable-free system utilises AFH (Adaptive Frequency Hopping), constantly monitoring the wireless activity onboard and using the quietest channel available so as not to interrupt other wireless activity.

“This is our first launch into above-water lighting and is also the industry’s first and only marine-specific, smart lighting system with fully colour-tuneable and white temperature-tuneable lighting – designed for all boats, large and small,” says Evans. “Every LUX light and LUX strip is based upon a five-channel CRGBW (Cold White, Red, Green, Blue and Warm White)

LED design, and is fully colour and white-temperature tuneable in every fixture from any combination of switch, MFD, WebApp or dedicated touch-screen controller.”

Lumishore’s underwater lighting range is also being enhanced with new models and brighter light outputs.

“Our boating customers are increasingly becoming a lot more knowledgeable about LED lighting, its potential and capabilities, as LED technology itself becomes increasingly ubiquitous,” Evans explains. “Our customers are now recognising that LED light fixtures are not all equal in terms of light output (brightness), functionality, colour match and reliability – and this greater understanding is having a positive effect for us.

“Customers rightly are also becoming more demanding and more discerning, expecting more from LED lights,” he adds. “The smart lighting capabilities that they enjoy in high-end cars, homes and offices is the minimum that customers now expect for their boating experience. Our goal is to ensure that those requirements are translated into marine-specific lighting, tailored to enhance their boating experience. For Lumishore, this means listening to our OEM and trade partners, and a continuing investment in R&D to ensure that we stay ahead of the competition.”

Mark Phare, sales and marketing director at Teignbridge Propellers, agrees. “We need to keep innovating and pushing the technology boundaries to keep ahead of overseas competition, especially from the Far East,” he says. “Companies also need to have strategies in place for Brexit and to reassure customers that they can manage the potential changes in export procedures and possibly offset any tariffs that may apply.” ➔



Teignbridge continues to push the technological boundaries in a bid to stay ahead of the competition

Marine Resources: Bringing talent to the fore



Nurturing talent is paying dividends

Marine Resources is a leading UK-based provider of bespoke recruitment and headhunting services for the leisure marine industry. The company manages a 50,000-strong international candidate database and fills over 800 positions each year. A long-time sponsor of the ‘Best Apprenticeship and Training Scheme’ category at the annual Boat Builder Awards for Business Achievement, Marine Resources has always been a strong supporter of nurturing home-grown talent and bringing it to the fore. *IBI* talks to managing director James Ward, who founded the business back in 2003 and has since grown it into one of Europe’s leading shore-based marine recruitment specialists.

“This has been a good year for us, business wise. We’re certainly up on last year and we’re doing more business with more clients and they’re new clients as well,” Ward told *IBI*. “More companies see the value of using a professional recruiter to find good talent.

“I think the general feeling across the industry is that there’s more of a need to bring in new talent from outside of the usual methods of recruiting, ie their own networks. We’ve been working hard to bring people in from outside of the industry. We have a database of about 50,000 people internationally – those are active and passive jobseekers – and there are more job-seekers than there are jobs, put it that way.”



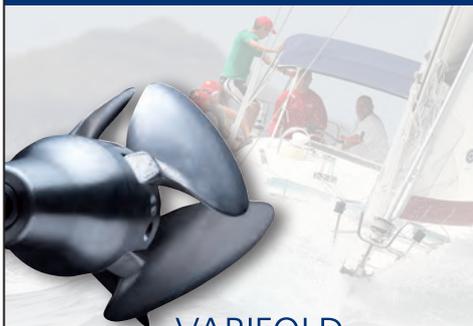
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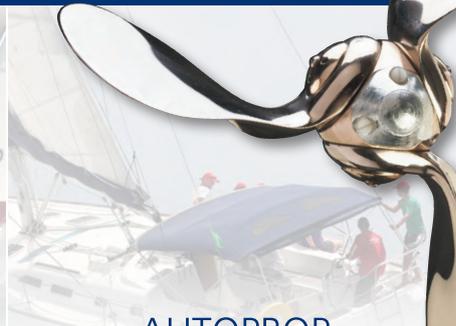
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Based in Newton Abbot, Devon, Teignbridge claims to be the largest manufacturer of quality propellers and stern gear in Europe. Earlier this year, the company launched the 'Clamp on Blade' (CoB) propeller – a replaceable blade propeller designed for operational flexibility and maximum hydrodynamic efficiency. The DAME-nominated product provides an economic and flexible option for smaller vessels and superyachts. "If vessel owners are worried about downtime on charter, it is quite easy for them to carry spare blades and if they sustain any damage, they can change blades, wherever they are in the world," says Phare.

The CoB propeller has been tested at sea on Teignbridge Propellers' test boat HRV1 and the company already has a number of clients looking to place orders. Initial interest has come from vessel owners with fleets operating in regions where impact damage has occurred due to debris in the rivers and sea areas. Teignbridge expects to secure class approvals this year.

"Increasingly customers are becoming better informed and are requesting more detailed information regarding propeller performance, efficiency and fuel economy," says Phare, whose company exports around 80-85% of all output. Of that total, 25% is sold to the EU. "Most growth is currently coming from the UK and Asia," Phare explains, adding that year-to-date sales are currently up 37% compared to 2018. "Our domestic sales have been boosted by a significant increase in sales to leisure motoryacht builder Sunseeker," he adds.



Oceanic Systems MD Bruce Coward

Oceanic Systems (UK) Ltd is another success story. Managing director Bruce Coward told *IBI* that revenue growth is currently up 13% year-on-year and that the number of vessel control and monitoring systems shipped is up by 23.6%, comfortably exceeding forecasts.

"2019 was the year we got our new Surface Mount PCB manufacturing line up to speed, which has reduced our costs and improved both our manufacturing efficiency and speed which is showing in our results," says Coward.

But the main driver of business, he says, was the take-up of Poseidon – an advanced Alarm, Monitoring and Control System (AMCS) that not only monitors and controls a vessel's data, but allows full user customisation. It is a feature that is said to be unique in the industry.

Boasting state-of-the-art vector graphics and PIN-controlled user access, Poseidon allows a simple installation phase to be tailored to the vessel's needs without having to spend a lot of time and/or engineering costs from the manufacturer

at the point of installation.

"The total flexibility of monitoring and controlling any part of the vessel combined with an industry leading graphical presentation is valued by many new customers," Coward maintains. "These units have been installed on commercial vessels ranging from 100 passenger ferries to windfarm support boats, and on leisure vessels from a 130ft Amels refit to new installations on Spirit yachts."

New products for 2020 will include a fully classed NMEA2000 Navigation Light controller which, Coward says, will be the first such device to work on Poseidon, enabling both leisure and commercial vessels to monitor and control their navigation lights at low cost, along with full LED life and degradation monitoring for security and safety. "We have a backlog of demand for this unit and know it will be very popular," he says.

Coward cites Princess, Sunseeker, Oyster and Spirit Yachts as some of its most trusted UK clients, along with Honda, General Electric and Viking Yachts in the US. "Growth to all of these customers and areas continues to please us," says Coward, adding that global trade disputes have led him to exercise caution.

"We think a global recession is still a possibility in 2020 and the disturbance of Brexit is likely to rattle the marketplace short term," he says.

"However, we believe Brexit is exactly the right way to go and after the disturbances are settled we should all see strong growth in the future." **IBI**

Raymarine: Raft of new innovations



FLIR's M300 thermal camera

FLIR Systems displayed its latest thermal and assisted docking technologies for the marine market at METSTRADE this year. Products included Raymarine DockSense Alert, the FLIR

M300 Series of thermal maritime cameras, and the Scion OTM handheld thermal camera.

Raymarine DockSense Alert is an addition to Raymarine's intelligent docking technology line. It can be installed on any boat to help skippers safely monitor their surroundings and dock their boats with confidence by accurately measuring distances from the dock and other moored vessels.

The M300 Series is FLIR's new generation of maritime thermal cameras, consisting of five models that feature rugged and robust pan and tilt housings and integrated attitude heading reference sensors. The dual-sensor M364C and M364C LR models blend thermal and high-definition visible colour video via patented Colour

Thermal Vision (CTV) technology for enhanced identification of buoys, vessels and other targets at night.

The Scion OTM (Outdoor Thermal Monocular) is a handheld thermal camera that assists mariners to quickly locate other vessels, landmarks, buoys, and floating debris in total darkness and through glaring light or haze. Built around the FLIR Boson core, it produces clear thermal imaging and records geotagged video. A rugged, IP67-rated housing ensures that the unit can be used in all weathers, and intuitive controls allow single-handed operation, maintaining reliable thermal imaging in the most demanding environments.

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Beyond the sales pitch: Argo shares its secret to success

How the disciplines of the luxury automotive dealership business are driving strategy at Argo, a recently launched UK brokerage house determined to put the customer front and centre

WORDS: ED SLACK



Whale has tapped into his automotive dealer experience to take brokerage to another level

Argo Yachting may be a young brand to the market – it launched at the Southampton Boat Show last year – but the UK brokerage house, a sister company to Princess Motor Yacht Sales, has bold ambitions underpinned by an established infrastructure and a forensic approach to customer service that owes its heritage to the car dealership background of its CEO, Max Whale.

Talking to *IBI* recently, Whale outlined the strategy for the firm that is seeking to take brokerage service to another level. “Though most brokers will help you sell and buy a boat, they’re

not into the owner experience beyond the professional purchase and sale management – they might, through third parties, offer some sort of aftersales care, but we want to do the whole thing. We want to own the whole experience, and show new buyers and vendors that they can rely on us throughout.”

Aftersales care is front and centre in Argo’s strategy. Back in August, along with Princess Motor Yacht Sales, it signed a 10-year lease at MDL Marinas’ Saxon Wharf on the River Itchen, Southampton to create a maintenance and retrofit centre for its customers; that complements a €1.4m facility in Mallorca,

due to open in January 2020, and its Turnchapel operation in Plymouth, which together bring the number of technicians and support staff at Argo’s disposal to more than 60.

One of the firm’s USPs is that once it’s sold a boat – every listing includes professional photography, 3D tours and drone footage from wherever the boat is located – a technician will fly out free of charge to the new owner to give them a tech orientation of their new vessel. There’s also the offer of a mechanical warranty that can be bolted on to any used boat they sell and an all-inclusive service plan for one or two years with options to extend. A yacht customisation service enabling owners to retrofit a wide range of fixtures, fittings and marine equipment is also part of the offering.

So far so good, but the sales pitch is given weight when you consider how Argo has evolved as a business and where the experiences of its management team and brokers lie.

The company’s roots go all the way back to 2008 and the acquisition of Princess Motor Yacht Sales (established 1964 and the largest distributor of Princess Yachts). With a family background running a network of Premium brand car dealerships (Rybrook Holdings), Max Whale joined the operation in 2012, and began moving Princess Motor Yacht Sales more into the used boat market. Seeing what was happening in the automotive sales sector at the time, Whale began to place more emphasis on aftersales care. From 2012-2018 the firm established itself fully in the Princess realm and was recording steady growth. “Through selling Princess we found ourselves gaining lots of knowledge around other brands like Sunseeker, Prestige, Fairline... as we took boats in part exchange and refurbished them for new owners. We saw the opportunity to take all that business into a separate division and to grow it.” So the Argo brand was born. On the hunt for growth it sought non-conflicting new boat sales franchises, and in 2016 was appointed dealer for Chris-Craft boats in the Balearics and this year was appointed sole importer and distributor for the US brand in the UK.

Max Whale had learned from his

automotive franchise days with the likes of BMW and Bentley, that dedicated service was key. “There were lots of similar skills sets shared between brands, but there was a limit to cross fertilising – at the end of the day a guy that lived and breathed BMW wouldn’t be interested in talking to a Jaguar salesman.” It meant bringing in dedicated teams to handle its various brokerage operations and Chris-Craft sales, separating them from its Princess business. It also meant following the automotive franchise disciplines of departmentalising in terms of accounts and management – new boat sales, used boat sales, brokerage, charter, aftercare, and parts... they’ve all been siloed off to enable as clear a picture as possible as to how the business is performing, both in terms of profitability but also in delivering its core principles to the customer. The company recently employed a specialist customer

“ *There is a limit to cross fertilising... a guy that lived and breathed BMW wouldn’t be interested in talking to a Jaguar salesman* ”

services operation in the UK to help report on and develop its customer experience. Following a sale or service use, clients are briefly interviewed, asking for feedback, creating a comprehensive picture of the client experience. Replies are processed by an independent third party, with the findings analysed by management four times a year. It’s such feedback that helped the company recently iron out a problem following its launch of a 24/7 service hotline. “We felt it was a great idea and service for clients – they could call any time and get advice over the phone to fix a certain problem they were having onboard. From the feedback however it soon transpired that our telephone systems were not up to the task and calls were not getting through to the right people. So we paused the service, paid for a professional telephone

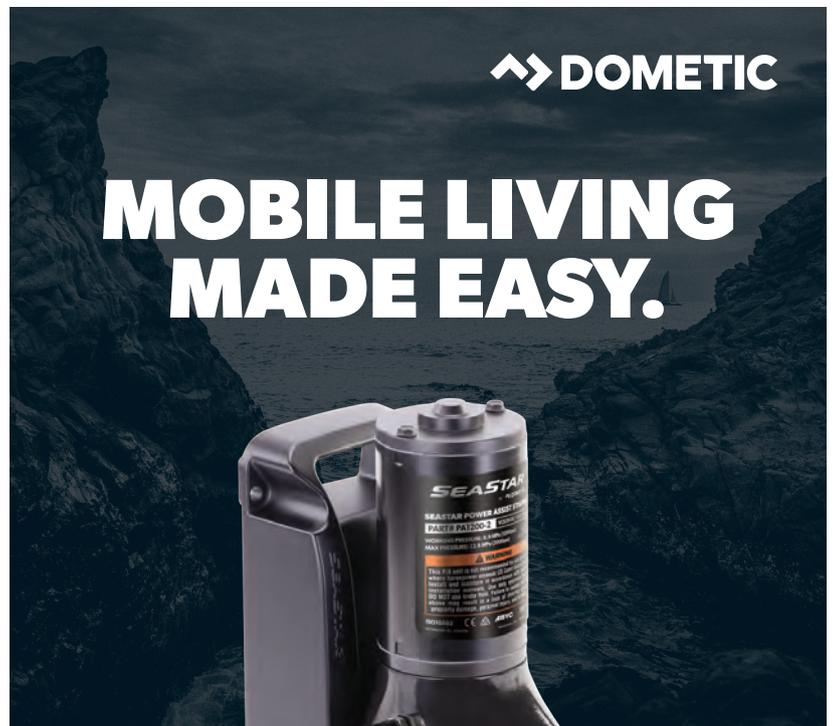
service hub, and relaunched it. Now the operator picks up within 15 seconds and has a dedicated suite of contacts to direct the call to the right person depending on location.”

The biggest challenge at present, unsurprisingly for a new start-up, is the rapid growth in sales volumes.

Growing Argo’s footprint will help, no doubt. It already counts facilities in important feeder markets such as the UK and Germany, as well as the Balearics and

going forward the South of France is also on the radar, says Whale.

So far Argo’s approach appears to be gaining traction in the market. It currently has around 30 listings on its books, with an aim to have 50-60 by the end of 2020. The mark of success? “Within five years we want people walking around this show to be able to name Argo among the five biggest boat sales companies,” says Whale. **IBI**



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How to increase sales

In two years, managing director Andy Scott has doubled MCI's turnover. His methods include a solid product base, avoiding debt and hedging the currency markets for a stable price list

WORDS: JAKE KAVANAGH



MD Andy Scott poses with just one of MCI's latest products, the A60-rated fire dampers from BSB. His company obtained exclusive distribution rights earlier in 2019

Marine Components International (MCI) is a marine distributor based on the UK's central south coast. This prime location places the company very close to its major European customers, which include leading OEMs such as Sunseeker, Oyster, Princess and Bavaria.

Around 50% of MCI's turnover comes from supplying Bennett Trim Tabs, now produced by US-based Yamaha Marine Systems. The rest comes from a small portfolio of other high-quality products including the all-bronze Groco seacocks, forward-looking sonars from Echopilot and 'A60 rated' fire-dampers from BSB.

MD Andy Scott has been with MCI since 2017 but has been selling to OEMs since 1988 when he joined Sowester, arguably the largest marine equipment manufacturer in the UK at the time. As we talked inside his 5,500ft² modern warehouse in Poole, Dorset, he was



MCI only distributes products that are well proven, such as these US-made Groco seacocks. These are cast entirely from bronze, yet in most cases are only marginally more expensive than DZR

happy to explore the methodology behind MCI's steady and sustainable growth.

GROWING TURNOVER

"Success comes from having a good business plan, a proper budget, good cash flow and tight stock control. MCI was established as a warehouse for the European distribution of Bennett Trim Tabs, although it did stock a couple of other products. When I took over in 2017, I wanted to move the business forwards, so we added to the product portfolio. I also realised that the price list was inconsistent, and that we were actually losing money on some of the lines. We adjusted the price list and explained to our regular customers that this was necessary to keep on supplying them. Most understood the logic. The other major area we developed was customer support. I learnt very early on that one of the greatest assets you have as a salesman is your ears, not your mouth.

By listening to the customer, you can establish what they need. You may even find a product that is better suited to them than the one you are trying to sell. Your customers need to know that they can count on your support. For example, we increased an order for our Dr Shrink polyethylene shrink-wrapping product by jumping on a plane to meet the customer rather than just chatting on the phone. So, keep listening to them. They will tell you their concerns, whether it's about price, delivery times, product range or any number of other issues. If you don't hear what they need, you can't help them.

CHOOSING THE RIGHT PRODUCTS

"You get to know certain products by reputation, and personal experience. Then you can look at the distribution channels they already have and see if you can give them a better route to market. Most of the products we now distribute were not particularly well known in the European leisure market and yet have so much to offer.

"A good example would be Duarry Liferrafts. The leisure versions are 30% smaller and lighter than their nearest rivals, so are ideal for the owners who want to haul them on and off a boat. Similarly, we took on Groco. This US manufacturer has been making skin fittings and seacocks from pure bronze since 1919 and is now one of the only manufacturers to do so. It has surprised me how many OEMs still fit DZR products, a move made after problems with brass fittings. However, in most cases DZR is only marginally cheaper than pure bronze, and whilst Groco is well known in the US, it is less recognised in Europe. As around 60-70% of US-built boats imported into the EU have Groco fitted, there is a good after-market for sales. Also, the Groco →

Around 50% of the stock held is Bennett Trim Tabs. For next-day delivery, these are now assembled in house using components rather than shipping in pre-made kits from the US



MCI's 5,500ft² warehouse is in Poole, Dorset, with major client Sunseeker International a near neighbour

range are ideal for new builds, with a remarkably wide product range.

"Another recent brand for us has been Echopilot, well known in the market and acquired by Daniamant in 2016. The forward looking, full-colour 3D sonar may seem pricey at around £10,000, but its nearest rival is £50,000. The route to market for these more advanced models is less clear. This is where we can help, especially with OEMs that build larger yachts or superyacht tenders.

CONTROL THE STOCK LEVELS

"Flexibility is the key. Most manufacturing now is to Just In Time (JIT) practices, so customers only want a short wait for their orders. We chose BSB fire dampers for this reason and secured global distribution rights this year. Fire dampers fit into ventilation ducts and slam shut automatically when excessive heat is detected. This stops a fire spreading between bulkheads. Turnaround within general industry is usually 6-8 weeks, but BSB make their marine versions in 8-10 days. Similarly, with our main brand, Bennett Trim Tabs, MCI used to stock complete kits, which limited our ability to meet specific orders. Now we stock components in-house, so instead of ordering from the US, we can now assemble a custom kit ourselves and despatch it the following day.

"The amount of stock being held is a conversation between the market and the dealers to find which products (or models) are more interesting. As a distributor, we don't just want to be a box shifter. We want to understand the USPs and make sure we market them properly to a target audience. This way

we don't waste effort and keep our prices competitive.

FOR CONSISTENT PRICES, HEDGE THE CURRENCY

"Because we deal a lot in imports and exports, buying and selling in dollars and euros, we keep a close check on exchange rates. We actually 'hedge' these rates through Western Union, one of a number of good currency dealers available for business. We take their advice and hedge the currency by pre-ordering 'x' amount of dollars at 'y' exchange rate for a set period. This allows us to know what our margins are. The advantage for customers is I can keep the price list stable. I don't need to charge different prices as the currency fluctuates. We take a view on expected rates at the beginning of the year and then by using hedging we maintain the prices, providing the rates don't go crazy. This has worked well for the last three years despite the instability of the pound against the dollar. If we hadn't been able to do that, our prices would probably be 10 or 15% higher.

BEYOND BREXIT AND LOOKING AHEAD

"I am not overly concerned about Brexit. The US and EU will both need to continue trading, so the only problem may be some extra bureaucracy. In the marine market, strong businesses survive and even thrive, but those lacking a good plan, good cash flows and robust budgets will struggle. As such, I have a three-year plan for turnover, profits, warehousing and so on but will not expand beyond what is sustainable. The key is listening to the customer and picking the right products to distribute." **IBI**

MARINE COMPONENTS INTERNATIONAL

MCI WAS FOUNDED in 1990 by UK-based Eric Cave and US-based Blake Bennett, and is located in a warehouse complex in Poole, Dorset, UK. The business was established to become an EU distribution hub for Bennett Trim Tabs but has since evolved to stock several other brands. The current product portfolio now also includes Echopilot 3D Sonar, Rocna Anchors, Duarry Liferasts, Groco Seacocks, Lasdrop Shaft Seals and BSB Marine Fire Dampers. Another non-marine specific product is Dr Shrink, which is used to protect products for shipping. Since 2017, the turnover has increased from £770,000 to £1.35m, with one annual order for Dr Shrink rising from £40,000 to £330,000 alone. There are five full-time and one part-time staff members and the company celebrates its 30th anniversary in 2020.

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ANDY SCOTT



Andy Scott has spent 32 years in the marine industry

TRAINED AS AN ENGINEER,

Scott spent two years working with hydraulic systems. He then spent the next seven years servicing anaesthetic equipment OHMEDA, part of BOC. He began his marine career with Sowester Marine Factors in 1988 and then worked as a sales manager for Craig Craft. From there he moved into the marine safety sector and spent several years with ML Lifeguard, RFD (now Survivtec) Ocean Safety and International Safety Products (ISP) respectively. MCI supplies OEMs and trade customers but avoids 'consumable' products. Scott notes that his early years were spent looking after Mercruiser dealers as part of his Sowester brief, where he recognised the friendly nature of the marine industry and how well it was connected. He also notes that unlike other industries, the end users, the boat owners, chat freely with each other so there is a greater sense of community.

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Overview: Yards remain busy, but uncertainty proves a drag

Political and macro-economic forces have conspired against the boating sector in recent years, but with a well-proven build and refit capability and low cost base, it's hard to keep the Turkish market down for long – the mood is optimistic for 2020

WORDS: ED SLACK

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It's been a record year for Sanlorenzo sales at Turkish boat dealer TRIO

It would be fair to say that 2018 was an ‘annus horribilis’ for Turkey with the country plunged into economic and political crisis, a perfect storm that saw its currency, the Turkish lira, halving in value in a matter of months, coupled with high inflation, rising borrowing costs and an escalation in loan defaults. Relations with fellow NATO member, the US, also hit a new low with the two at loggerheads over a number of issues including Turkey’s detention of a US pastor, resulting in the ramping up of trade tariffs on Turkey’s steel and aluminium exports to the US. Unsurprisingly the leisure marine industry was in the front line and has spent much of 2019 in recovery mode – or in the common parlance of



TRIO's Deniz Özçakir is optimistic about 2020

those *IBI* spoke to for this report ‘getting used to the new normal’.

However, with much of its industry export focused, there is light at the end of the tunnel for a country renowned for its resilience, and of course boatbuilding skills underscored by a low-cost base that continues to ensure its global competitiveness.

“2019 was a very tough year with Turkey in economic recession, while the big currency fluctuations and resulting devaluation of the lira at the end of 2018 cut the purchasing power of lots of people,” admits Deniz Özçakir, director of sales and marketing at TRIO, one of Turkey’s biggest boat dealers. TRIO exclusively represents the Sanlorenzo, Prestige, Jeanneau motoryachts, Hanse, Moody, ➤



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TURKEY | STATS & FACTS

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Top Boat Export Destinations

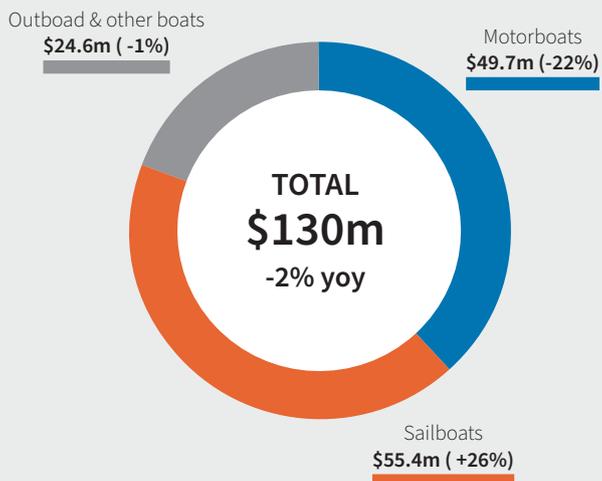
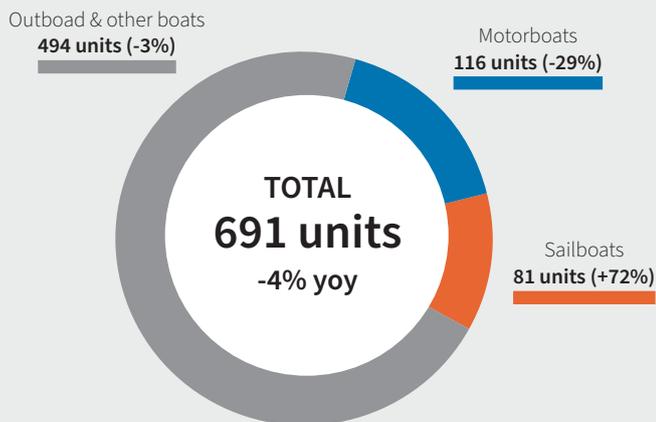
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 - ISRAEL
 - UNITED KINGDOM



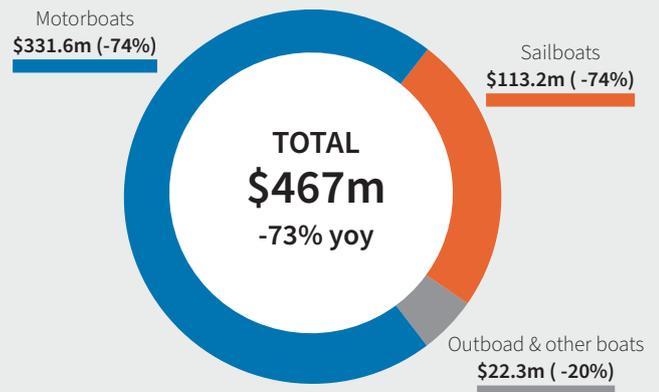
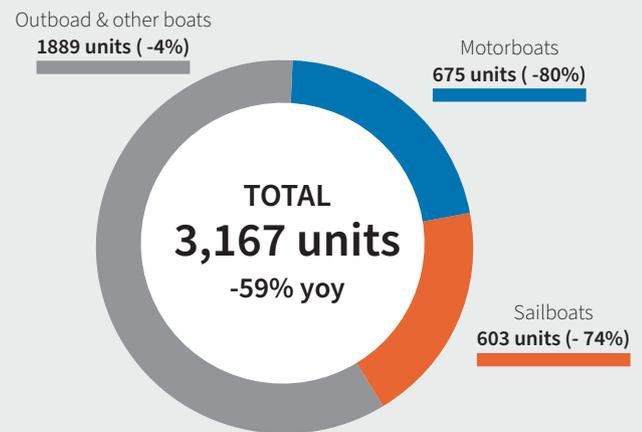
Top Boat Import Source Countries

- BY VALUE**
- ↓
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 - FRANCE**
 - USA
 - UNITED KINGDOM**
 - GERMANY
 - POLAND**
 - BR. VIRGIN ISDS
 - GREECE**
 - FINLAND
 - SINGAPORE**

2018 BOAT EXPORTS



2018 BOAT IMPORTS



Source: UN Comtrade

Equipment: Export markets healthy, while stabilising domestic economy bodes well for 2020



Data Hidrolik's facility and its DZC 11000-2 HPI type windlass

Turkey may be best known for its semi/custom new-build capabilities and refit, not to mention its significant charter market that capitalises on a perfect climate and cruising grounds to rival the best in the world, but it is also home to a number of established marine equipment manufacturers. One of the best known is Data Hidrolik (and its Data range of deck hardware and steering systems), which claims to have a 90% share of the domestic market, supplying the likes of Turquoise Yachts, Dunya Yachts, Mengi Yay Yachts, Tansu Yachts, Ada Yachts and Venture Yachts. Its latest launches include two different horizontal windlass models from 17.5mm chain diameter up to 22mm, for yachts from 40m-55m. As well as off-the-shelf solutions, the firm, which began life in 1979, can modify or make custom designs for specific requirements.

"When we compare 2019 with 2018, we see that the market is slightly better," says sales and marketing director Cem Hüröglü, "but for 2020 we have higher expectations both for Turkish and for international markets. From the projects we are involved in or ones that we are in contact with, we can easily say that 2020 will be a better year." Challenges inevitably remain – customers are increasingly after bespoke solutions and demand delivery in as short a timeframe as possible. The company has invested in management software to increase efficiencies on the production floor to



iron out bottlenecks and speed up delivery times.

Hüröglü says the drop in the lira has been a boost, making its pricing that bit more competitive in the global marketplace.

Though it's seen some similar benefits in the devaluation of the currency, fellow Turkish equipment firm Bofor, which manufactures doors and hatches and supplies yard such as Numarine, Tansu Yacht, Mengi Yay, Turquoise, HSY, and SARP, says the sense of uncertainty has been a drag on the market, though overall general manager Faruk Unel admits it's been a "smooth and a very productive year." With the lira rallying a little of late, early gains are being absorbed, he adds. "A harsh move, either up or down

in currency, has a negative impact on a manufacturer," he maintains. "Compared to 2018, this year was far better with increased turnover and profits which were up by almost 25%. We expect 2020 to be very similar if not better."

That said, its Bofor's commercial market – mostly for heavy commercial applications, such as tugs – that are driving growth along with exports. Its domestic market shrunk by 15%. "I think the leisure marine market got shy due the political climate in mid-2019, which resulted in sudden ups and downs in the Turkish lira, sociologically and psychologically affecting people in their attitudes in terms of future, decision making and planning," Unel reasons. "That was probably true for both the builders and the owners – builders found it hard to quote on a safe and reasonable level while owners may have had doubts about how safe their order was. Little wonder some decided to postpone investment plans and let their capital make the most the high interest rates at the time – that could be another reason why we experienced the dip. Now that the lira seems to have been tamed, lower interest rates and decreased inflation may change everything for the better in 2020."

It was the first time exhibiting at METSTRADE this year for Marincold, which has been manufacturing aircon systems for the past 20 years and is now building up a distributor network

to supply and service its products in use around the world. "We're strong in the domestic market, in the refit sector particularly," Necati Gezinci, the founder of the company, told *IBI* at the show, thanks partly to the cost-advantages of its Turkish-built product over German and US competitors. It's just supplied aircon systems for a 65m refit in Istanbul, and its products will be going into a 60m and 50m yachts currently in build locally. "We're now looking to develop service partnerships particularly in France, Italy and the Netherlands," he told *IBI*, adding that the firm would be expanding its presence at METSTRADE in 2020.

It was another first at METSTRADE too for Masterchain, the international brand name for Zintas, and like Marincold its stand garnered enough interest to ensure it will likely expand its presence at the show next year. The firm, which was founded in 1979, supplies a wide range of chains to different sectors as well as marine – including mining, agriculture, fishing and automotive. The major challenge for Masterchain is competition from cheaper, China-made product, but corporate director Mehmet Maruf Üster, says the quality of its Turkish chain is better – and that it carries a high level of stock. "We also have the distinct advantage of shorter transit times, with most deliveries within Europe taking less than a week," he says, adding that its products are also less expensive than European made product because of lower labour costs, despite he claims, comparable quality. On the quality front the firm invested this year in new German machinery to help production.

The drop in the lira has helped increase export potential short term, but Üster believes any advantages will equalise over the longer term.

It's seen a 25% increase in turnover from 2018-2019 with the lion share (10-15%) coming from its marine business – with much of the remaining growth driven by its mining sector. Üster puts the growth down to increase attendance at exhibitions boosting its export business, as well as investments made in driving up quality (some Italian builders have approached the firm to use their chain he says) and an increase in its product portfolio – it now manufactures anchor chains.



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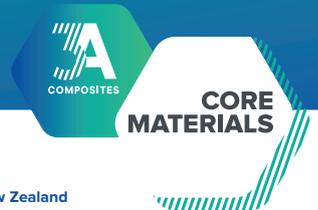
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and SACs RIBs brands and has just added Beneteau's new Xcess cat range to the list. "We've seen pockets of activity at either end of the size spectrum," says Özçakir. "It's been the best year ever for our Sanlorenzo business, which shows that the really wealthy have not been impacted by the currency problems; and the market for smaller 7m-8m outboard-powered boats has also been very active – people want to be on the water, some are downsizing and want weekend boats from €50-€100k, that cost less to maintain and keep in the marina." According to Özçakir the pressure's really being felt on the 'upper middle classes', what Özçakir defines as the general managers, doctors, and lawyers – "the ones that would in the past buy 40-60 footers in power and sail, that segment is very slow. These people have really been affected. They are our bread and butter – that's why we need a diverse portfolio. Our turnover is up on last year – but we're an anomaly, I think. We're bucking the trend." Özçakir, like many interviewed for this report, remains sanguine about the rollercoaster the country has been on economically. Turkey has been here before, and has proved resilient in the past. "We had a big crisis in 2001 when the banking system collapsed and the markets had to re-regulate. After that we saw great economic growth from 2003/4." Such a boom was mirrored in 2016/17 with GDP surging into double digits fuelled by cheap credit, creating a bubble that would leave the country exposed to the global slowdown in 2018. Inevitably Turkish boatbuilders were hit. "What we've learned from the Turkish economy is that it tends to bounce back quickly. We expect 2020 to be tough, but 2021 to be a recovery. People are just

“The ones that would in the past buy 40-60 footers in power and sail, that segment is very slow. These people have really been affected”

getting used to the new normal – the low value of lira.”

According to Özçakir, 95% of Turkish buyers go for European and US brands. However, most domestic builders, ironically, build for Europe and US markets. Turkish builders – those geared toward export, as most are – also tend to price and buy most of their materials in euros and dollars. "Labour is paid in lira, but that constitutes only around 20% of the overall cost of boat production – so the bigger the boats, the bigger the savings, which is why Turkish yards have always concentrated on the superyacht sector," Özçakir explains.

HERITAGE COUNTS

Turkey has long been renowned for good quality and value when it comes to labour; one of the reasons why in the past it has been used as a contract builder for premium brands like Oyster, Perini Navi and Nordhavn – but also in recent years has been building serial production brands of its own in the shape of builders like Sirena and Numarine.

Sirena Yachts, which launched its biggest boat to date, the Sirena 88, back in Cannes in September, claims not to have been impacted by the drop in the lira and at the time of going to press was on the cusp of signing a second order for its new flagship. Sirena told *IBI* it is looking to build 3-4 88s annually at its facility in Orhangazi (a two-hour drive south of Istanbul), along with 12 of its Sirena 58s and 10 of its Sirena 64s.

Originally founded to manufacture Azimut motorcruisers following a joint venture with Italy's Azimut Benetti Group, Sirena Marine took the bold step to develop and build a range of performance sailing cruisers under the Azuree brand back in 2009. The Azuree 40 made its debut at the 2010 Istanbul boat show and was followed eight months later by the launch of her younger sister, the Azuree 33. The range of Azuree sailboats now comprises a 33, 41 and 46 which are built alongside the power line-up in Orhangazi. In 2012 the builder launched its Euphoria brand, with its German Frers-designed Euphoria 54 followed by a 68 and 84, all billed as niche 'custom orientated' boats for the experienced sailor. Sales are going well the builder claims.

Going forward Sirena says it will end its current family of motoryachts around 30m, and that a new family of bigger models, starting around 40m, is potentially on the cards. No smaller models are ➔

Sirena's latest, the new 58 Coupe, will be launched at Miami in February



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Charter sector: Push to entice more superyachts

Turkey has a well-established charter sector thanks to its long coastline (8,300km) and beautiful cruising waters; Turkey is rounded by four seas – the Mediterranean, Aegean, the Marmara and the Black Sea making for a wealth of naturally sheltered, quiet bays and inlets.

The industry began to develop toward the end of the 1970s along the south and southwest coasts with the cruises becoming known as the Blue Voyage or Blue Cruise. In those early days boats from Turkey's 'sponge hunting' industry were often used, eventually replaced by larger and more comfortable Bodrum type gulets that are still used in the industry today.

Government tourism subsidies in the 1980s saw the sector boom and become a significant employer through marina, yacht building, refit and repair services, and marine related tourism.

The number of yachts with Turkish flag and tourism operating license for charter is on the increase. In 2018 the number of Turkish flagged yachts with a charter operating licence was 7,708, compared to 2,400 in 1989. There are approx. 79,000 beds in the existing charter fleet.

This year it was announced that from 2020 bareboat yachts with foreign flags will not be allowed to be chartered in Turkey, the result being that the foreign-flagged bareboat fleet has largely migrated to the neighbouring cruising hotspots of Greece and Croatia. The impact is being felt in marinas that have seen drops in occupation rates, as well as a reduction in business for refit and maintenance yards. Foreign-flagged charter yachts can still operate in Turkish waters as before, as long as they follow the exit and re-entry procedure during the charter period and pay €30/metre on LOA for a cruising permit – commonly referred to as the charter tax.

Foreign-flagged yachts can also charter in Turkey by obtaining a licence – the operator pays a set fee for the year which is calculated based on tonnage and guest capacity etc.

The country's charter market continues to battle external forces beyond its control. The drop in value of the lira – it can be 30% cheaper to charter a boat in Turkey than in rival Croatia or Greece – has provided a potential lure to holidaymakers, however the macro-economic and political problems that have embroiled the country of late, have undoubtedly taken their toll. According to Birkan Ata of AnD Yachting and Concierge Services, which supplies yacht support

services in Turkey, Montenegro and Croatia, there has been a marked decline in the last couple of years of Western visitors – notably from the US and to a lesser extent Europe. Diplomatic tensions with Saudi Arabia have also seen tourists from that region give Turkey a wide berth of late. That said, 2019 saw an overall improvement in the sector compared to the year before, fuelled by what appears to be the insatiable appetite of wealthy Russians and boaters from other Baltic states, keen to make the most of Turkey's cruising grounds and enjoy its developed marina infrastructure that continues to offer both luxury and family appeal. Bodrum in particular is becoming a notable high-end destination for all, with the quality of facilities and services improving, earning it a growing reputation as the Turkish 'Cote D'azur'.

New, easier ways to book charters are also helping – online listing platforms like Zizoo, that provide payback options and work with verified boats, are proving popular, and bode well for the future of the industry.

According to Birkan Ata the country is also attracting increasing numbers (including a high proportion of government officials) from central Asia – notably the likes of Azerbaijan, Uzbekistan and Kazakhstan. Superyacht charters also appear to be holding up, says Birkan – he says an 85m was cruising the local waters recently right up until the end of October (emphasizing one of Turkey's key selling points – a climate that extends its season well into the autumn) joining a 78m and a 68m that AnD Yachting and Concierge Services were looking after on behalf of Burgess.

Birkan Ata is among a number of industry members lobbying government to reconsider the exit and entry procedure for commercial yachts to allow superyachts to cruise local waters more freely. "We visited the ministry of transportation in Ankara last winter but couldn't get a solid result yet - we will try again this year. What we are suggesting is maybe raising the price per metre for superyachts from €30 to €50 and then removing the requirement for the boat to exit upon embarkation." Ata says the current law is a hangover designed to protect Turkish flagged gulets by preventing foreign-flagged commercial yachts transporting guests between Turkish ports; "What I am trying to explain the officials is the superyacht industry is not in competition with gulets, they are in a different league."



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Marinas: D-Marin sees increase in refit and repair while low prices lure charter boaters back

Managing 14 marinas in the Eastern Mediterranean and Gulf region, D-Marin is one of the largest global marina networks. It started operations in 2003 in Turkey with its first marina, D-Marin Turgutreis, followed in 2009 by D-Marin Didim, and then a year later, D-Marin Göcek. In 2009 it extended its operation beyond Turkey, opening marinas in Croatia and Greece, and most recently in Montenegro, undertaking the management of Portonovi Marina in January 2018. It's also now operating in the Gulf too, with the formation of D-Marin Dubai LLC, established in cooperation between Meraas, Dubai Holding and D-Marin, now manages the Al Seef, Business Bay and Jaddaf Waterfront marinas, bringing D-Marin's total berthing capacity to 8,773.

"Our market is growing globally – more

boats and bigger boats," says D-Marin's Mehmet Numannoglu. "Because of the increases in sizes, we're seeing the yacht mix in marinas changing – all marinas are creating more space for bigger yachts now, that includes in Turkey where there's been an increased emphasis on luxury and superyachts. Transits are also increasing with the recovery of tourism generally and number of arrivals in Turkey," Numannoglu claims. He adds: "We also see increasing results in refit and repair area – for example our marina in Didim is a great example especially with our 400tonne travel lift. There we see the volume of the work and sizes of the boats increasing." Despite seeing a drop in revenues because of the devaluation of the Lira, and a decline in the yacht pool because of political tensions in the region, Numannoglu sees

the market recovering, as boaters return, lured by the affordability of the region.



D-Marin's marina facility in Göcek

in the pipeline. Sirena sells approximately 20% of its output to local buyers, but the largest market remains the US followed by Europe. In December the builder launched a new German Frers-designed 58 Coupe, aimed squarely at its US market, to sit alongside its 58 flybridge, currently the biggest seller in the Sirena portfolio. The builder claimed that three units had already been ordered before work had begun on hull #1 that will officially launch at Miami in February.

"Like every other builder in Turkey there is difficulty in being a Turkish brand internationally," says Ali Tanir, sales and marketing manager of Numarine, one of the country's best-known builders. "People are scared to come to Turkey, they are scared of investing in Turkey because of the news coming out that is not helpful," he adds. "People are not comfortable sending money to Turkey, that's the main trouble for us." All that said, however, it's been a good year for Numarine, which exports more than 80% of its production. Pricing and buying in euros meant the drop in the lira has had limited impact, while the launch of its new XP

“People are scared to come to Turkey, they are scared of investing in Turkey because of the news coming out that is not helpful”

series in 2018, Tanir describes as a “gamechanger”. “Nine out of 10 phonecalls we receive are about the Explorer series,” he maintains. “Of the XP26 we delivered hull number 6 at the beginning of December and we’ve already sold hulls 7, 8 and 9. For the XP32 we sold hulls 1, 2 and 3 at the beginning of the year and have hull number 4 under construction. We have a buyer close to signing on the dotted line for that one.”

Numarine had been building 10-12 boat a year – mainly made up of its 62ft-105ft range of more traditional flybridges and sportsyachts, but demand for them has dried up for now. Given the uptake of the XP range, the builder is not concerned. “We’re very optimistic for 2020. We have three 26s for delivery and the XP32 to finish, so we have no capacity for the first half of the year. We’re now

looking at 37m and 45m XPs and lots of interest is being shown,” Tanir says.

Turkey’s financial and political woes in 2018 had a major impact less on direct boat sales – most of its recognised builders manufacture for export – but according to semi-custom builder Mazu Yachts, European banks, considering Turkey risky, tightened

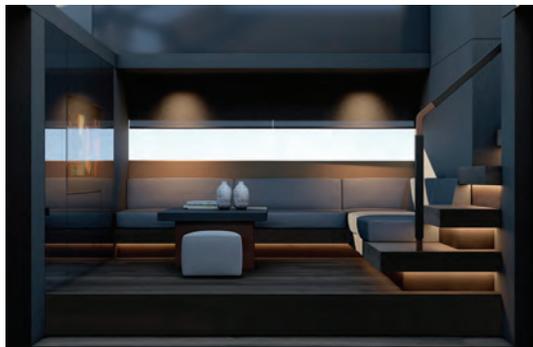


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up on financing. However, the builder's founder Halit Yukay remains optimistic. Currently the yard, which employs 30 people directly, builds annually 7-10 open and hardtop motorboats and superyacht tenders, in five models from 38ft-82ft, but the goal is to build bigger and more. Operating at capacity presently, the ambition is to create another brand under the same umbrella as its existing marque and to build 100 boats in five years – which will mean expanding its currently facility in Yalova, in the north west of the country. Despite most of its production heading to overseas clients, Mazu counts a handful of key Turkish customers. Hull number one of its first flagship 82s, delivered this summer, was for a local buyer.

Naval Yachts was actually established back in 2008 and received its first order in 2010 in the shape of 40m sailing yacht, *Minalli*. After a successful delivery, the builder established a joint venture shipyard with US trawler builder, Bering Yachts in the Antalya Free Zone. In 2017, the builder decided to go it alone and invested heavily in building two state of the art yards on a 8,000m² parcel of land in the free zone – Yard Alpha and Yard Beta. ➔



Mazu has just delivered hull #1 of its flagship 82

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Mengi Yay Yacht's second biggest motoryacht launch to date, the 44m *Virtus*, hit the water in August

Opened last year, one is designed to build and refit superyachts up to 62m, and the second next door to build yachts under 24m.

Naval Yachts says the facilities are now some of the best in the world and feature the latest fire sprinkler systems as well as 24/7 security cameras connected to the Internet, enabling owners to get a real-time bird's eye view of their build from anywhere in the world.

The investments are paying dividends, according to the yard's co-owner Dincer Dinc. It has recently signed orders for two 43m aluminium megayachts, details of which are under wraps for now, while two of its GreeNaval or GN series – a GN60 and GN47 – are currently in build. The GN series is designed to be more eco-conscious and comes with hybrid and

electric propulsion options. The GN's aluminium construction is another unique selling point – the boat's light weight and strength make it more economical to run during long distance cruising, says Dinc. The 60ft GN60 is for a Dutch client and will be delivered to Amsterdam in summer 2020, while the GN47 has undergone successful initial sea trials with her Torqeedo electric propulsion system, and is now back in the yard for her interior fit out. She'll be ready for launch next summer and will be used as a demo boat for the company.

One of its most recent developments is the launch of its new eXtreme eXploration Passage Maker (XPM) series, with the XPM78, described as an all-aluminium

'exceptional long range passagemaker' designed for owners that want to cruise to extreme locations. One boat, designed by New Zealand company, Artnautica, is currently in build for a Canadian ➔

“The investments are paying dividends... it has recently signed orders for two 43m aluminium megayachts, details of which are under wraps”



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Last year's CNR Eurasia Boat Show attracted 73,500 visitors and generated over US\$230m in sales

Boat shows: Update

Organized by CNR Holding subsidiary, Pozitif Trade Fairs with the cooperation of DENTUR (Turkish Marine Industry Association) and the support of KOSGEB (Small and Medium Enterprises Development Organization), the 15th International Boat Marine Equipment and Accessories Show - CNR Eurasia Boat Show will open its doors at CNR Expo Istanbul Expo Center between February 21 - March 01, 2020.

Last year the show attracted over 250 exhibitors and almost 73,500 (71,101 domestic, 2,275 international) visitors, 26% of whom were visiting for the first time, and generated sales, according to the organiser, of US\$230m. 62% of attendees this year stated that they were considering buying a boat in 2020.

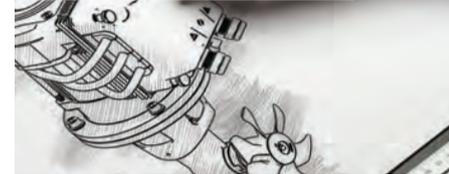
As well as the CNR Eurasia Boat Show, Turkey also has the competing Tuzla Boat Show, organised by Via Fuarçılık with the cooperation of GISPIR, the Turkish Shipbuilder's Association. The show had originally been called Boat Show Eurasia, aimed more at the sailboat sector, and had run over the same period at another venue in Istanbul, creating some confusion in the marketplace that saw a drop in attendance for both shows back in 2018. This year, the re-naming of the Tuzla event and the separating of them in the calendar by a week helped avoid any more unnecessary clashes.

The Tuzla show, which attracts around 75,000 visitors, is held twice a year, one on-water and one on-land. The next on-land edition is scheduled for March 2020.



TURKEY'S BOAT SHOWS

- **CNR Eurasia Boat Show**
(February 21- March 1, 2020) in Istanbul
- **Tuzla boat show on Land**
(formerly Boat Show Eurasia (March 7-15, 2020) in Istanbul
- **TYBA Yacht Charter Show**
(May 7-10, 2020) in Bodrum
- **Tuzla boat show on Sea**
(October 3-11, 2020) in Istanbul
- **CNR Yacht Festival**
(October 14-18, 2020) in Istanbul
- **Boat Antalya**
(March 18-22, 2020) in Antalya



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The Turquoise yard with Go moored alongside

owner, while a second project is close to being signed. “Although it has very similar features to the GreeNaval series, such as long-range capacity, thicker aluminium construction, and very low fuel consumption... XPMs are designed for long passage making and real ocean crossings,” explains Dinc. “Thanks to its thin body and long waterline, she has very effective hull which provides magnificent fuel economy.”

The yard has also taken on two more completion projects from other yards – a 27m steel-aluminium motorboat and a 20m catamaran in composite. A 38m is also due in for a major refit too.

With its enviable reputation for quality at a reasonable price and low labour costs, it’s little wonder then that in recent decades Turkey’s builders have gravitated toward bigger and bigger boats. Mengi Yay Yachts, now based in Tuzla, is a case in point. Founded by Ramazan Mengi back in 1964 in Ayvansaray, in the outskirts of Istanbul, the yard

began life building traditional rowing and fishing boats from 3m-10m. But it was in 1982, following the state enforced move of boat yards to Tuzla, that the builder found the space to grow. It was here that Mengi took the decision to build bigger, producing the longest gulet of its day (1986) at 28m, followed by a 36m in 1990. New facilities and sheds would follow, enabling ever bigger builds. Today two hangars of 50mx26m enable it to tackle two 45m boats at the same time, while a larger 100mx26m shed extends its capacity further. At present it has three ongoing projects – a 35.5m wood/composite motoryacht for delivery in June 2020; a 42m steel/aluminium sailing yacht for delivery May 2021; and a 47m gulet for delivery next September. In August this year the yard delivered its new 44m project *Virtus*, its second largest motoryacht to date after its 2016 launch, the 45m *Aquarius*.

One of Turkey’s most respected superyacht builders, Turquoise Yachts, currently has five new-build projects, both sail and power, in various stages of construction, as well as three refit contracts currently underway. Formerly known as Proteksan Turquoise, the yard, which now employs 250 directly and growing, dates back to the 1970s and has delivered more than 30 yachts to date. It operates from two locations – Pendik and Kocaeli – close to Istanbul. The Kocaeli facility was recently extended, while the Pendik facility which also incorporates its design and engineering centre, is due to be extended soon to manage what Turquoise says will be an exciting “ground-breaking” project, details of which remain under wraps for now.

“Our outlook is strong so this bodes well for busy times ahead,” says Patrik von Sydow, who took over the role of CEO in May. “Being busy also means that we are in the fortunate position of being able to further strengthen our teams. The marine sector in and around Istanbul is growing due to demand. This is important for us as it creates an even stronger supplier base,” he adds. Von Sydow, a dual Swedish and British national with a proven track record as CEO and managing director of several international

companies, including Numarine and Danish Yachts, said what impressed him most about Turquoise was that it is a “complete company” – a superyacht builder that can design, engineer and builder.

“The historic development of our currency is something we just had to manage,” explains von Sydow. “As always with currency there are two sides

“The marine sector in and around Istanbul is growing due to demand. This is important as it creates an even stronger client base”



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to any change and it's our job to balance the cost impact for the yard as well as for our employees with regards to cost of living. We purchase critical equipment from the same international suppliers as other leading superyacht builders so our cost base in that regard is equal."

As far as trends are concerned von Sydow sees the desire for 'exploration'-style yachts only getting stronger. The yard recently launched two modern 'Explorers' – one 62m by De Basto Design and another 75m by H2 Design.

Von Sydow says yachts must tick more than one box, that they must appeal not only to the original owner, but hold their value and have charter potential: "I am very pleased our new yachts fulfil this in a good way and that they are proof that 'Exploration' can also look beautiful. We're currently building a classic Explorer with beautiful lines by Andre Hoek."

This summer also saw Bodrum-based builder Ada Yacht Works launch the 50m, steel and aluminium *All About U 2*, sistership to its 50m motorsailer *All About You* which it launched in 2018. It also announced that it is going to start construction of a new 60m superyacht again in cooperation with Global Impact Yachting and investor, Israeli billionaire, Ron Zuckerman.

As well as new-builds, Turkey has long been a prime refit location, and it's a sector that Dunya Yachts has focused on solely for the last six years. "Refit has shown to be solid, with a solid uptick in activity in the last 12 months," claims the yard's sales and marketing director, Jeremy Frank Roche. Specialising in large refits taking on average around six months or more, it currently has four projects on the go in its 18,000m² of climate-controlled sheds. Dunya lays claim to the only covered, climate-controlled dry-dock in Turkey, as well as a 5,000-tonne floating dock and 180m of quays for berthing. "The Turkish lira has been pretty stable for the last 12 months. Prior to that there was a significant drop which clearly adds to our competitiveness," admits Roche. "There is no doubt that Turkey is a value proposition, as is Italy, compared to some of the other northern European yards. However, the skills here mean that the price/quality ratio is exceptionally good and more and more owners are realising this fact."

2019 was a busy year that looks set to be bettered in 2020. "We completed our first delivery in 2019, the Palmer Johnson PJ 170 called *DB9*. This had an eight-month refit which included new paint, upgrades to the interior and engineering systems.

"We have seen a significant uptick in enquiries and are currently managing a higher number of active leads than at any time in the last five years. A number of these are well advanced and we are optimistic several of these will conclude with a signed contract. I anticipate that 2020 will be



Photo: Guillaume Plisson



Turquoise's 2018 launch, the 77m *Go*



our busiest ever and we are currently hiring new project managers and additional staff to ensure we can complete works on time and to our usual exacting standards."

Work currently at the yard includes a complete rebuild of the 36m *Cacouna* – a two-year project that is due for completion in January 2020; a 20-month project involving the conversion of a 50m naval vessel into a yacht that is due to be delivered in March 2020; along with a six-month refit that's included engine room and interior upgrades of the 36m *Secret Love*; and a two-year project on a 54m explorer vessel, taken on after the project stalled at another yard. She is due for delivery in the first quarter of 2022.

Despite the workload, Roche says the yard is working on a number of leads for new builds from 30m-64m and is working through details of a possible new line of semi-custom yachts. **I BI**

Vanemar eyes competitive boat monitoring sector

Turkey has earned a reputation for heavy industry and quality manufacturing, but new consumer electronics firm Vanemar is evidence of a new generation of Turkish entrepreneurs rewriting the playbook

WORDS: ED SLACK



Şahin united his tech skills and boating passion

When it comes to equipment, Turkey offers more than hardware and heavy engineering. New company Vanemar is harnessing the latest app technology to stake its claim in an increasingly competitive remote boat monitoring market. Co-founder and general manager, Mevlüt Şahin, spoke to *IBI* about Vanemar's strategy.

What inspired you to start Vanemar?

Our journey began in 2012. We were a bunch of talented young people devoted to designing and creating applications that make people's life easier through technology. The passion and hard work brought us recognition and success pretty fast, making us able to work with some of the biggest national and international brands. Along the way, our fine-crafted designs and attention to detail won us five national and two international awards. The applications we've made are still used globally, with over three million active users. Over the years, we've extended our capabilities and partnered with another company that has decades of expertise in other fields like hardware design and security.

Why boat monitoring?

We happened to fall in love with the sea and getting out on the water. Turkey has some of the most breath-taking coastline. Spending more and more time on the water, and with captains and other boaters, we found ourselves thinking about the problems boaters have and how to solve them. In almost all of the conversations we had, we learned that they were always worried about their boat's status while they are away. In most cases, they were paying someone to look after their vessel. We thought we could offer a product with our expertise in the field of IoT (Internet of Things). Then, in 2017, we decided to invest our time and resources to bring it to life.

How long was the product in development?

We began our field tests in 2018 in different types of boats ranging from 7m up to 35m, with users who were boat owners and professional captains. We primarily focused on reliability and stability.



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Boat monitoring is a hot sector. What makes Vanemar stand out from the crowd?

Vanemar offers an easy and intuitive way to monitor and control your boat remotely. With completely wireless sensors, the system is designed to be easy to install. You only need to peel the sticky band covers on the back of each sensor, place them, and lastly, scan the QR code.

In less than 15 minutes you are good to go. No wiring or drilling is needed. It can detect and alert you about a lot of possible threats including, high water in bilges, low battery voltage, intrusion, overheat and icing, unauthorised movement, anchor drifting, and fire, for instance.

Unlike some of the similar systems in the market, Vanemar does not just send an SMS message or push notification when an alarm occurs. The alert generated by the device is sent to the cloud immediately, which starts a process. The system then sends notifications to all users related to that boat and tracks them if someone opens them. If no one opens the notifications in 60 seconds, the system places an automated phone call to users to make sure they get alerted.

The system also allows you to monitor and track engine hours, fuel tanks, water tanks, battery voltages, and more with its NMEA2000 compatibility.

Vanemar products are also designed to be tamperproof. You'll be alerted about anyone trying to disturb the sensors immediately thanks to the innovative design of the enclosures of Vanemar devices. Also, with the always-connected nature of Vanemar, the system can detect attacks like signal jamming, alerting you right away if your boat gets offline.

It also automatically checks for the weather forecasts in your boat's location and pre-notifies you about bad weather.

So when will the product hit the market?

We are launching Vanemar both in the US and Europe at the beginning of 2020. Vanemar uses a state-of-the-art quadband connection module to operate on various bands all around the world with an integrated global SIM card that keeps your boat connected via 550 different carriers in 170 countries. Right now, we are establishing a reseller network with known local marine equipment stores in the US and Europe.

What are the pros and cons of developing a product in Turkey?

Turkey has the largest population of young people (16.6%) compared to the rest of Europe – therefore, in terms of human resourcing, Turkey has a lot to offer with its highly educated and talented young people. There are over 600 R&D centres in Turkey.

Nearly 100 of them are established by global companies like Siemens, Ericsson, Samsung, Cisco, and so on. There are plenty of incentives too. Turkey grants generous incentives for R&D activities since the introduction of the Technology Development Zones law in 2004, which brought 100% deduction of R&D expenditure from the corporate tax base, 90% income withholding tax exemption for employees, and 50% of social security premium exemption for employers.

In addition to being relatively close to European countries geographically, Turkey also has Customs Union (Free Trade) agreement with the European Union, which makes trading with the EU easy and hassle-free.

On the downside, the majority of the Turkish manufacturing industry is focused on automotive, textile, and construction materials, so it sometimes becomes tough to find companies that offer goods and services for consumer electronics manufacturing. **IBI**



Easy-to-install and intuitive to use, Vanemar presents a compelling option for the boat monitoring aftermarket

Flying mission to transform the boating experience

ENATA's new flying showstopper has been grabbing headlines, but is the Foiler merely a rich man's plaything? *IBI* investigates this foiling phenomenon and the strategy that's turning both boat and its builder into serious contenders

WORDS: MIKE DERRETT



ENATA's Foiler wearing the National UAE day colours



ENATA director Alois Vieujot

United Arab Emirates-based company ENATA is establishing itself as a leader in fully foiling technology for powerboats and has launched what it claims is the world's first fully foiling production powerboat.

Foiling boats have become increasingly popular in the sailing world but have not, as yet, created a major impact in the production powerboat sector. Having been driving development of a foiler for the past five years, ENATA now appears to have taken a head start in the race to deliver a fully foiling production model.

ENATA – the word stems from the Polynesian language meaning 'human' – launched its second prototype model at the 2018 Dubai International Boat Show.

This year the final production version had its debut at the Abu Dhabi International Boat Show in October. After the event, *IBI's* Middle East and Asia correspondent was invited by the company to be one of the first journalists to experience and test the Foiler on the water and to visit the factory to understand the advanced production process.

THE ENATA MISSION

ENATA director Alois Vieujot shared the company's vision while driving from the high-rise centre of Dubai through the Emirate of Sharjah to the ENATA factory situated in the industrial free zone of Al Hamriyah. As little as 20 years ago, this was virgin desert with wild camels

grazing the scrubland. Now it is heavily built up with residential high-rise and industrial buildings.

"We are bridging the gap between foiling sailing yachts, which in recent years have made large advances in foiling technology, and motor boating, which has not developed the concept of foiling to the same extent," Vieujot told *IBI*. "One of our key drivers for the project is to deliver the ultimate foiling machine, without any compromise to the boating experience and handling. We are also focused on the performance and ease of maintenance of the Foiler whilst delivering an environment-friendly boat. For us this is a very important issue and means reducing harmful emissions to the environment



A CNC machine at ENATA's UAE facility

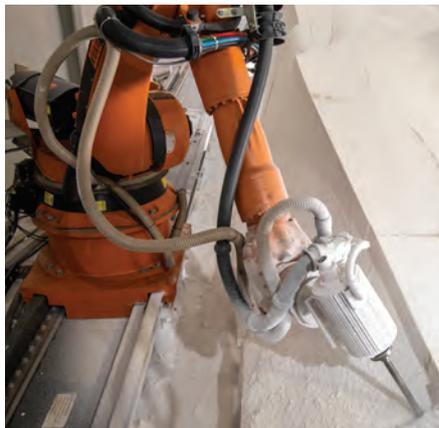


Operating the CNC machine

both during manufacture and in the use of the boat. Our manufacturing process facilitates this by using resin infused epoxy, carbon fibre and pre-preg carbon for both the foils and the hull."

WHY THE UAE?

"ENATA is a privately owned company registered in the UAE which we established in 2015. Our choice of a base in the UAE was influenced by the countries geographic position in the world between the established markets of Europe and the expanding countries of Asia and Africa," explains Vieujot. "The ease of setting up the business in the UAE was also a key factor coupled with the fact that the UAE is a good location for our other



A KUKA robot mills a mould plug

businesses. Our family has a background of boat manufacturing in Normandy, France and we have always lived on or close to the sea. My father and mother, who are still involved with the business, were both competitive sailors in the early 1990s racing the International Tornado catamaran and also keen kite surfers which led to an interest in foiling and high speed sailing and water sports."

ENATA has four production areas – architecture and industrial, which builds large industrial pieces like the domes of mosques and the core of desalination plants, as well as drones which also cover scale model flying aircraft and foiling kite surf boards, and finally the foiler boat. They all have common synergy in that they require very sophisticated and light weight composite manufacturing techniques. "The larger scale model flying aircraft that we produce have wingspans up to 5m. These are mainly for the global leisure market with some commercial and observation roles," says Vieujot.

TESTING TIME; BOAT OR PLANE?

The claim in the brochure that 'the Foiler delivers a smooth and exhilarating ride for the passengers due to its foiling system' is, if anything, an understatement as this correspondent found out during a sea trial off Dubai after being handed control of the boat.

From a standing start the boat starts to lift onto the foils at 12kts with flight fully commencing at 18kts. Riding 1.5m above the sea surface, the boat runs as if on rails. What is particularly impressive is how the craft handles waves up to 1.5m high

at speed. While the sea state during the test was fairly calm, going through the substantial wash of a large powerboat at 35kts was a complete non-event; the Foiler ran rock steady, any high speed boat of similar length (9.6m) without foils would have jumped out of the water, with an uncomfortable ride for the crew.

A novel concept is the ability to control the boat from the forward cockpit using reclined seats and a single joystick control. This really works well, like flying a helicopter at very low level and creates a unique and instinctive driving experience. You sail, or should we say fly, in complete serenity. With power and controls at your fingertips, you overtake conventional slamming and rolling powerboats effortlessly. From the traditional driving console with its wheel and throttle, you can choose to activate the joystick installed by the front seats. The joystick then controls the speed and direction of the Foiler. By pushing forward or pulling back on the joystick, you can adjust the speed from stationery up to 40kts, tilting on either side controls the direction. For those preferring less responsive handling, changing the ride control from the sport to comfort mode resets the handling to a more sedate and conventional feel, but still without the pitching and rolling of a conventional boat in a choppy sea.

GREEN CREDENTIALS

The green footprint of the boat is enhanced when it's fully foiling as the efficiency gain over conventional yachts is 20% at low speed and in excess of 50% at high speed. A good example of the efficiency is that the maximum speed for the yacht in Archimedean mode, (ENATA's term for conventional mode) is 24kts, while using the foils its 40kts using the same power setting and fuel consumption. For use in the Archimedean mode the foils retract completely offering a draft of 0.6m and alongside berthing. There is also a garage mode for a reduced air height which also lifts the propulsion drive legs and propellers out of the water to reduce corrosion from sea water.

The Foiler had its original debut during the Dubai International Boat Show in March 2018 using diesel



electric power. However, since then the final production model has been developed with a switch to hydraulic propulsion and will be launched in 2020.

ENATA says the hydraulic propulsion is more efficient, using industrial grade hydraulic systems that it claims are extremely reliable and durable. It is powered by two Nanni V8 marine diesel engines, capable of a total of 740hp although the engines are configured at a lower power rating. The engines drive hydraulic pumps to power the twin hydraulic propulsion motors and the hydraulic rams needed to raise and lower the foils and the propulsion drive legs. According to ENATA the efficiency is greater than using a diesel electric system with only a 5% efficiency drop to the propellers.

ENATA says it has also conducted extensive research to further optimise the drag of the torpedoes housing the hydraulic motors and propellers, leading to a significant increase in speed, efficiency and a reduction in noise level. ENATA also offer the Foiler with a high level of customisation in terms of interior trim and layout.

PRODUCTION PROCESS

After sea trialling the Foiler *IBI's* correspondent visited the impressive ENATA 10,000m² factory in the Hamriyah free zone in Sharjah, UAE, where some 60 staff, from many parts of the world, are currently employed in design and the production process. The immediate impression upon entering the factory is the complete absence of resin fumes and dust, indeed the atmosphere is more typical of an electronics component factory with ranks of computer screens and sophisticated computer aided manufacturing machines. The factory is clearly an example of a composite boat manufacturing facility of the future, which has required considerable investment, according to Vieujot; "Our investment is in excess of several tens of millions of US\$. Of this, roughly one third is in machinery, one third factory set up and one third into research and development. The factory has a capacity of up to 50 boats per year, more with additional tooling, without any expansion of the building. We have a high ceiling



FOILER SPECIFICATIONS

CE certification – category B

SPEED

Archimedean (Displacement) mode: 28kts max.
Foiling mode: 40kts max

RANGE

At 20 knots: 190 nautical miles
At 30 knots: 150 nautical miles

DIMENSIONS

Foiling mode	Archimedean mode	Garage mode
Wingspan: 7.2 m	Beam: 3.3 m	Beam: 3.3 m
Length: 9.6 m	Length: 9.6 m	Length: 10 m
Height: 3.7 m	Height: 2.8 m	Height: 2.3 m
Draft: 1.9 m	Draft: 0.6 m	

height in the building and an overhead travel crane which allows us to position mould tools, mouldings, machinery and the mobile curing oven easily."

As an advanced composite manufacturer ENATA also has a strong presence in the flying drone, replica flying model aircraft and kite foiling markets. These are produced on the mezzanine level above the boat production floor. Both boat and drones were observed being built in the same hi-tech facility with extensive use

of Computer Aided Design (CAD) and Computer Aided Manufacturing (CAM) machines.

FROM THE FACTORY FLOOR

"Effectively we are building an aircraft, not a boat, and we have to use expensive machinery. This also comes with a high cost of integrating all the machinery and work processes together."

There are a total of five milling machines from 2 to 5 axis. These have ➔

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a 0.0001cm manufacturing tolerance. The production capacity of the machines is shared between the production requirements for kite foiling, drones, replica model aircraft and the foiler.

“We also have CNC machines that produce small metal components and a 3D printer making small composite parts. The 3D printer makes the joystick for the foiling boats – using a printer allows us a high degree of customisation of small parts for our customers.”

Vieujot adds: “We have to be extremely precise with our manufacturer of components as weight is extremely critical and pieces must fit together precisely. Our largest 5-axis machine has a bed length of 35m and is capable of being extend further, almost to the full length of the factory. All of our machines are capable of working 24/7 with a minimum of supervision.”

OVEN READY

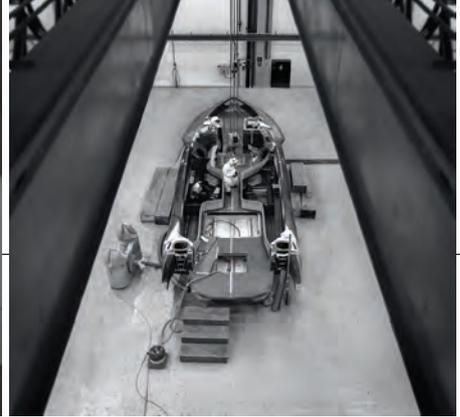
ENATA uses a mobile oven for the larger hull and deck mouldings. The oven can be lifted by its overhead cranes and placed directly over the parts that have been infused and are ready for curing. This reduces the need to move moulds around the factory floor to gain access to a curing oven.

For smaller parts, the builder uses a hot pressure press machine for curing, up 200 psi at 120°C.

CONCLUSION

With prices starting for the complete foiler at €764,000 ex-factory in the UAE, the boat is at the premium end of the market. However with ENATA’s claim that it’s the first fully foiling production boat it is currently in a niche market of its own and the potential is high.

Discussing the current sales potential, Vieujot stated: “To date we have had 12 orders and many more enquiries to follow up with lots of interest from Europe and the USA, especially from superyacht owners and what I describe as business-to-business clients – that is, hotels and resorts who want to offer unique experiences for their guests and fast transit to island resorts. A prime example is the Maldives with over 100 luxury resorts that need to be serviced from the main airport.”



Working on the finishing touches. Precision is vital, as minimising weight and ensuring all pieces of the puzzle fit together perfectly is critical to the overall performance, look and feel of the product

Discussing future projects Vieujot, while not supplying details, confirmed that the research and development is well advanced for producing larger versions of the Foiler up to 20m in length.

Some larger power boat manufacturers such as Princess Yachts and Beneteau are realising the potential of partial foiling and fully foiling powerboats, recognising the trend for fast, more comfortable and fuel-efficient boating. In the case of Princess, the partially foiling R35 is already in production, while Beneteau has a research and development program under way to produce powerboat models. For commercial fast ferry applications, partially foiling catamarans are already

in operation – the Sea Shuttle operation in the Maldives being just one successful example.

The manufacturing process at ENATA is impressive. This is a new kind of manufacturing model that is reminiscent of the changes in the car industry of 30 years ago. It has been a long time coming, but is an example of a technology and production process that offers the potential to change the industry. There are considerable barriers to entry, not least being the investment required for the machinery and factory set up, but for volume manufacturing, where the economies of scale can be realised, the potential is there. **IBI**



ENATA means business: Plans are in the pipeline for another, larger Foiler



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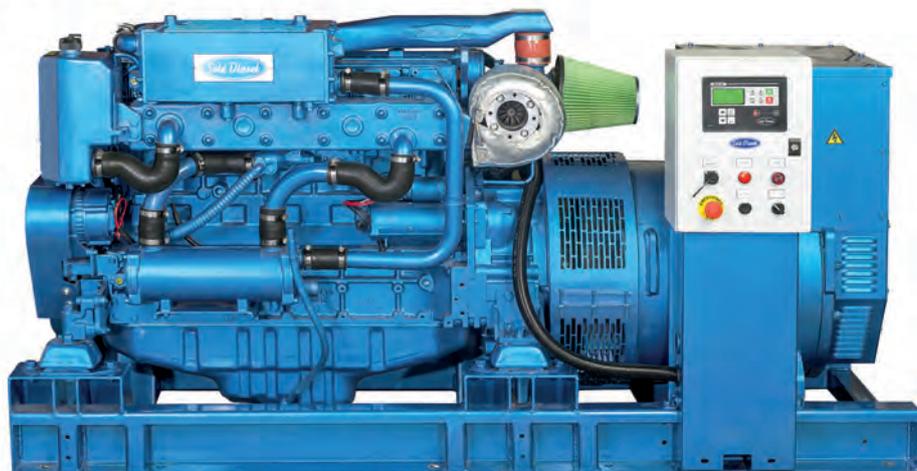
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Focus on affordability

As retail prices continue to spiral skyward, at least one US builder is focused on including more affordable models in its lineup to keep the entry-level buyer from being priced out of the market

WORDS: CRAIG RITCHIE



'Affordable to own and operate' is the new mantra from Smoker Craft which has launched new ranges, like the SVX (right), to appeal to younger buyers

If there has been one clear and unmistakable trend in boatbuilding over the past 30 years, it is the relentless push toward building bigger, more powerful, more feature-rich boats pushed by ever-larger engines. While this shift has driven revenues and profits for builders and engine manufacturers alike, it has also steadily increased retail prices – to the point that numerous voices in the industry have begun expressing concern about boating one day pricing itself out of existence.

Smoker Craft Inc, a US-based manufacturer of aluminium fishing boats, aluminium pontoon boats and fibreglass sport boats sold under its Smoker Craft, Starcraft, Starweld, Sylvan and SunChaser brands, has made affordability a principal focus as the company prepares to greet buyers at the 2020 winter boat shows. It's a strategy driven by the firm belief that young, first-time buyers are not yet likely to have established strong brand loyalties, and are thus easier to convert to becoming life-long customers. It's

also driven by an equally strong belief that retail prices are rapidly approaching the point where at least some prospective buyers will begin to turn off. "The bottom line is that we want to get more people out on the water by keeping boating affordable and accessible to everyone," said Smoker Craft's vice president of marketing and corporate development, Peter Barrett. "As the marketplace focuses increasingly on that higher-end consumer, our concern is that the entry-level buyer has been completely left out, and we want to bring them back into the picture. We want a millennial to be able to buy one of our boats and become a customer for life."

Barrett notes that the way to achieve that is to develop fresh, new product that appeals to the tastes and preferences of young buyers, while keeping an eye on the sticker price. "It's not about cutting corners," he notes. "It's about completely re-thinking how we do this so we can appeal to this customer."

That includes the recognition that used boats – long held up as the answer

to the rising cost of new product – may simply not appeal to younger families, even if they are more affordable. "Having inventory at the right price point is only half of the answer. More importantly, it has to be a boat that a young family will actually want to buy," he says. "Affordability is obviously important, but the boat has to be appealing. Because if the buyers can't see themselves in it, they won't make the commitment to purchase it regardless of the price."

BUILDING FOR TODAY'S BUYER

Smoker Craft's commitment to design and build product that appeals to young, entry-level buyers was in ample evidence over the summer, as the company presented its 2020 model year lineup to its international dealer network. Among the product unveiled were three entirely new series of boats designed specifically for the first-time buyers. That includes an all-new outboard-powered SVX deck boat line, introduced as the company celebrates its 60th year in the



IN THE RUN-UP TO SEATEC 2020: THE NEWS

Seatec, the trade show dedicated to **technology, components, design and subcontracting applied to recreational boating**, organised and promoted by CarraraFiere, will be in its 18th year in 2020. The organisational team will be introducing further important new features and business opportunities for the sector, taking a new perspective on the market that is currently very dynamic and looking to the future optimistically, as confirmed by all the indicators in the sector.

The team has established positive connections with the leading figures in the national shipbuilding industry, which is the first in the world for quality and production volumes. Upon their request, the show has been moved back to February (from 5 to 7) and the team is exploring new opportunities and synergies with the overall consensus of the production sector in order to consolidate the role of Seatec as a **B2B event** – the **only one dedicated to the sector in Italy and Mediterranean Europe** – in the array of internationalisation nautical shows.

To confirm its status of **highly specialised technical hub**, Seatec 2020 will host – for the first time – an area for the promotion of shipyards. An exclusive **Shipyards Lounge** will extend over an area of 400m² in which shipyards will participate with their own booth. Not simply a VIP Lounge, but a

networking space where shipyards' representatives will hold B2B meetings reserved for exhibitors of the show, arranged beforehand with individual schedules. In the **Lounge**, shipyards can also develop relations with the supply chain players, with start-ups operating in the sector, universities and professionals participating in the Career Day to be held at the show (another new feature of the 2020 edition). The **Seatec Shipyards Lounge** will see the participation of prominent characters of the shipbuilding industry, such as: *Absolute Yachts, Azimut|Benetti, Cantiere delle Marche, Cantieri del Pardo, Cantiere Navale Franchini, CCN Cerri Cantiere Navale, Gruppo Ferretti, Italian Sea Group, Montecarlo Yachts, Overmarine Mangusta, Rossinavi, Rossini, Sanlorenzo and Seven Stars Marina & Shipyards*. Further relations are being defined by the organisers with shipyards producing medium- and medium-small-sized boats, so as to include the widest possible range of yards at the show.

In the framework of the event, shipyards will also attend the **Seatec Career Day** initiative, scheduled for Friday 7 February, encouraged by the constant need for specialised technical people such as young designers and engineers with specific background in the nautical field, with a view to establishing new relations and developing job opportunities.

Professionals will be recruited by CarraraFiere in collaboration with UniGe, Master PromoStudi, UniFi, Milan Polytechnic and Quasar Roma.

Thanks to the long-term **collaboration with Italian Trade Agency**, once again Seatec 2020 will favour the **internationalisation of Italian companies** operating in the subcontracting supply chain. The show will reconfirm the **incoming programme of selected buyers from Europe and North America**, who will attend targeted B2B meetings – scheduled before the event through an advanced match-making system – with the fair's exhibitors.

Seatec's 2020 edition will also be offering a rich calendar of conference opportunities under the aegis of the **Seatec Academy**, flagship of an event that has always been devoted to technical training. The 2020 conference schedule will focus on sustainability, both regarding products and the work environment, the marketing of subcontracting companies, design controlled by regulations, contemporary refit techniques compared to construction methods of the past.

Seatec 2020 will be held from **5-7 February 2020 at CarraraFiere, Carrara**, in the heart of the largest superyacht production district in Tuscany and Italy, which is also the largest producer of the segment in the world. ●

SEATEC PRESS OFFICE

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fibreglass boat segment. “These are boats that have fresh, contemporary styling and versatile interior layouts, yet come in at an extremely attractive price point,” said Barrett. “Beyond that, they are designed to perform extremely well with outboard engines of even modest horsepower, further lowering the overall package price to keep them as affordable as possible.”

The four-model SVX series is significant for the company, as it is the first new product developed out of Smoker Craft’s refreshed fibreglass division, a process that began about 18 months ago. One key element in that rebuilding process was the recruitment of fibreglass lamination supervisor Paul Trolian. “Paul has been able to develop new models and bring them to market in much less time than we’ve required in the past,” says Barrett. “Coming from outside of our company, he’s worked very closely with our design engineer, Mike Farmer, to introduce some fresh approaches that are reflected in the new SVX series. It represents an engineering approach to manufacturing that we haven’t had before.”

The new SVX line was designed around three key criteria – make it appealing to young families, make it affordable to buy and own, and make it fit inside a standard shipping container for cost-effective delivery to overseas distributors because affordable boating, Barrett notes, is a global challenge.

“The NMMA tell us that at least in North America, the average person buying a boat is 57 years’ old. It’s

probably not much different in other markets around the world, which is pretty scary if you think about it,” says Adam Reed, Smoker Craft’s international sales manager. “Our industry as a whole has not done a particularly good job of engaging the entry-level buyer, and that has to change. We as an industry need to make product that people can afford, and that they’re going to want to buy. It’s important now, and it’s going to be increasingly so over the next several years as a critical mass of consumers reach the point in life where they can start looking at purchases like boats. We have an opportunity to bring a huge cohort of younger people into boating, but that won’t happen if we price them out of the market right from the start.”

Hired in February 2017 to succeed the late John Babbitt, Reed has worked tirelessly on expanding Smoker Craft’s global footprint – no easy task in a period when tariffs and a strong US dollar put even greater pressure on costs. “Some of these things are simply out of our hands,” concedes Reed. “But even with those considerations, there is still a strong demand everywhere for appealing boats that entry-level buyers can afford. We’ve enjoyed good success building our business in Scandinavia,

central Europe and Russia by focusing on affordability, which gives us a unique value proposition.”

Much of that success has centred on aluminium fishing boats, including both fully welded models sold under the company’s Starweld branding, and riveted models sold under its Starcraft and Smoker Craft banners. The boats appeal with appropriate price points and versatile seating arrangements, including aft jump seats and split benches that convert from seating to raised casting decks and back again, allowing these models to serve as serious fishing boats or comfortable family watercraft. Being made

from aluminium, they’re lighter in weight than comparable fibreglass products, and thus easier to tow with a smaller vehicle. “Buyers prefer aluminium boats over RIBs because they offer more interior space relative to their overall beam,” notes Reed. “An aluminium boat with a 96-inch beam will have far more interior space than a RIB with a 96-inch beam, yet still provide comparable performance.”

‘TOON TIME

North America may have a leg up on other markets around the world in the drive to make boating more affordable in view of the enduring popularity of the pontoon boat. Simple, versatile and able to accommodate a large number of passengers in comparative comfort, pontoon boats currently outsell fibreglass boats in the US and Canada by a margin of three to one. While pontoons have not caught on in global markets as they have in North America, Reed feels that is likely to change as buyers come to appreciate their advantages, including fully flat floors that provide easy access throughout, low maintenance requirements and a much lower retail cost than similarly equipped fibreglass boats with comparable seating capacity.

With their ability to fit inside a container for cost-effective overseas shipping, Smoker Craft is confident that its all-new SunChaser Vista and Starcraft

“Our industry as a whole has not done a particularly good job of engaging the entry-level buyer, and that has to change”



Smoker Craft’s aluminium fishing boat plant

LX pontoon boats will resonate with entry-level buyers in global markets. “These boats are a new version of the pontoon boats that many people would have seen and driven through rental operations in popular tourist areas throughout Europe,” says Reed. “We have many of these boats at rental stations in Switzerland, for example, at areas like Lake Lucerne, where people can rent them license-free because of the low horsepower motor. This gives them the opportunity to test drive the pontoon boat with their family if they’re unsure it’s the right style boat for them. In many cases, those people go on to purchase a pontoon after having had the opportunity to try it out and see how comfortable, stable and spacious they are.”

One key advantage to the pontoon boat is its ability to provide enjoyable performance with engines of comparatively low horsepower, reducing both initial purchase and ongoing maintenance costs for young families. On waterways subject to engine horsepower restrictions, pontoons are generally the only boats able to provide seating for the entire family and still meet maximum horsepower limits. Their simple design also lends their use with electric power for buyers who opt for electric out of a desire to reduce their own carbon footprint, or who boat on waters subject to bans on combustion engines.

“Consumer values are changing and we believe that we’re moving in a direction that will resonate with younger, first-time buyers who have different priorities than what we’ve seen in the market so far,” says Barrett. “I think it’s important to recognise that some of these first-time buyers may not have been raised in a household with a boat in it, making simplicity and intuitive operation critically important. Low ongoing maintenance costs and minimal maintenance requirements are also critically important, so we need to pay close attention to building boats with those considerations in mind. Affordable boating will develop life-long customers that are important for boatbuilders and boat dealers alike, we just need to capture them by giving them products that they will be proud to own and at prices they can afford.” **IBI**



Starcraft’s SVX191, one of the first models from Smoker Craft’s refreshed fibreglass division



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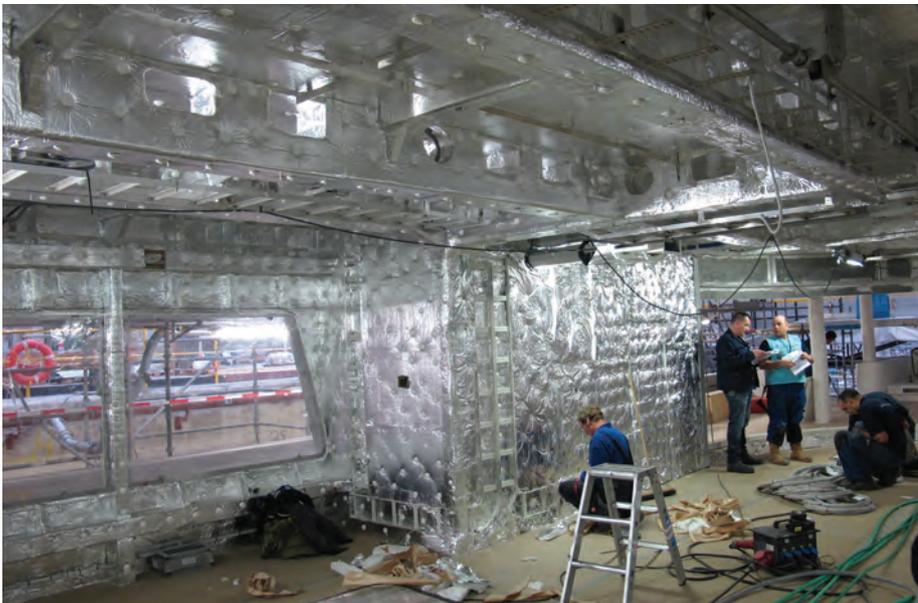
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MORE COMFORT, LESS ENERGY

Temperature control within a boat is evolving. Customers are demanding more energy efficiency and quieter running whilst the regulators are introducing greener fuels and less damaging refrigerants. *IBI* explores the innovations

WORDS: JAKE KAVANAGH



There is a big drive towards energy efficiency in all modern vessels. Here an Amels superyacht is being equipped with multiple layers of insulation to ease the loads on the HVAC systems. This anti-convective/anti-radiant insulation will work equally well in both tropical and polar regions

hungry are the diesel-powered heaters and electrically-powered fans, but they only require a steady supply of low amps to keep them going. However, for boat owners, there is a growing need to run their vessels with as little environmental impact as possible, and to be able to explore away from the comforts of shore power for extended periods.

“We have certainly seen a surge of interest amongst our customers for off-grid living,” said Darren Griffiths, general manager of the specialist heating and power systems distributor Kuranda. “We’ve also had a big jump in enquiries about the feasibility of an all-electric boat, from propulsion right through to hotel loads. Our industry needs to join the dots to provide complete packages for a growing number of ‘green-leaning’ customers.”

Perhaps the biggest trends *IBI* has discovered are the moves towards variable speed compressors and pumps, designed to minimise power consumption, and the ability to remotely operate an HVAC system via an internet connection. The main driver has been improving energy efficiency so that off-grid boats can spend longer on batteries, and less time on a generator. Much of the technology is

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A-Z of key market players

HVAC IS A GENERIC term to encompass all aspects of Heating, Ventilation, and Air Conditioning, but sometimes also gets referred to as RHVAC. The ‘R’ stands for refrigeration. Basically, HVAC means anything to do with environmental temperature on board, from the humidity in the cabin to the water in the calorifier. It is a huge subject, so we are going to focus here on the original HVAC and leave refrigeration for another day.

With the exception of motorised e-propulsion, HVAC is the biggest user of electrical power on board, with air-conditioning the hungriest. Far less

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A great deal of innovation is coming from the electric car sector, where HVAC needs to run exclusively off batteries. Involvement in this industry has helped Frigomar develop highly efficient BLDC inverter technology resulting in compact self-contained aircon units. This 7k-16k model recently won the BMEEA Product of the Year

filtering down from the automotive sectors, but also from commercial businesses innovating to lower their energy costs.

“We get a lot of our inspiration from the commercial HVAC sector,” explained Dometic’s Steve Morris. “They have vast arrays of freezers and chillers which take a great deal of energy. With so much competition out there, the large food retailers want to reduce overheads as much as possible whilst still providing a good customer service.”

Similarly, the automotive sector is as cut-throat as it comes, with each OEM trying to gain a tactical advantage in each particular niche. With a global climate emergency being declared by environmentalists, many boat owners are seeking to reduce their carbon footprint whilst also investing in reliable systems. “Many want to be green,” one supplier said. “But others just want to be seen to be green.”

Adding to the mix are the regulatory authorities, who want to minimise emissions by altering the palette of acceptable fuels and refrigerants. A good example has been the dramatic reduction of sulphur in diesel. Whilst over 100 countries now have low sulphur roadside fuel (Sweden, Germany and Japan have led the way) it will become mandatory for all ships operating under IMO (International Maritime Organisation) regulations from 2020, with big cost implications. For the air conditioning sector, there is also the possible loss of some industry standard refrigerants, such as R410A, from 2024.

“ We have certainly seen a surge of interest among customers for off-grid living. We’ve also had a big jump in enquiries for all-electric boats ”

Meanwhile, leisure users are demanding ever increasing comfort on board, with aircon now the most frequently ticked option for boats destined for hotter climates. This is understandable as most modern cars now have a compact unit nestled in the engine bay, and drivers get used to the cool air and extra demisting they offer. Modern car specifications are also feeding demand for a centralised multi-functional display (MFD) from where all systems can be monitored and controlled. Increasingly, these are also linked to various apps for remote access, interrogation and status alerts.

All these demands are being met by key marine OEMs who are themselves heavily involved in the automotive sector. Names like Eberspächer, Webasto and Dometic are just three that spring to mind. ➡



Efficiencies are also coming from advanced connectivity and diagnostics. Clion Marine’s ECO mode allows the system to minimise power usage. The OEM can access the network remotely and all functions are displayed on MFDs throughout the boat



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Feel the Drive

HEATING



Slowly gaining traction amongst the buying public is the ability to pre-heat or pre-cool a boat before arrival on board. These systems connect to the heaters SIM-enabled control unit via a mobile device, as seen here with Dometic's phone app

“Boatbuilders don’t want ‘half-engineered’ products for their boats that then need a lot of fixing,” said Webasto’s Denis Merle, director of strategy (RVM). “Unfortunately, innovation within marine is limited due to the low volumes involved, so solutions are coming from high volume/high use sectors such as automotive. Here, cabin heaters run for longer and are well engineered. Anyone can bolt together a basic system, but few can make it run efficiently. Fewer still can deliver the exact output required. We have always been heavily involved in land transport, so we have a wide range of R&D that we migrate to the marine sector.”

By talking to leading OEMs, distributors and installers post METSTRADE, plus a dip into the many user forums on the web, we have built up a picture of the current direction of the marine HVAC industry.

Boat heating broadly divides into five main types – solid fuel burners, drip fed burners, diesel-fired blown air, diesel-fired heated water and electric. The solid fuel is by far the simplest - a metal box in which to burn wood or coal with the smoke vented out via a chimney. Some also support a hot plate on which to boil a kettle. Drip fed heaters use the same basic design but replace the solid fuel with diesel. Next come the controllable systems – combustion-chamber designs that circulate hot air via ducts, or hot water via pipes or radiators. Both use a heat exchanger and burn either gas, kerosene or diesel. Electric heaters use an element that is usually very power hungry, so tend to depend on shore power.

“Selling steadily for us in smaller boats and liveaboards are basic solid fuel heaters that are in full view in the cabin and burn charcoal briquettes or wood,” said Kuranda’s Darren Griffiths. “The fuel burns very cleanly once properly alight and gives a lot of heat. Boatowners like the simplicity of these fireboxes and many designs are nicely made and look smart on the bulkhead. Also very popular are combined stoves and heaters, where cooking is done on a hot plate. These work well in boats where space is limited.”

However, there have been several issues recently with increased air pollution in major European cities, and wood burning stoves have been singled out as a culprit. The particles they produce are very small (between 0.2 and 2.7µg m⁻³) and can cause significant respiratory problems.

Airparif, the Paris pollution network estimates that an open fire burning for just one day will emit the same particle pollution as driving a 10-year-old diesel car for 3,500km. As such, wood burners are banned

The owners of smaller yachts often opt for a cosy diesel cabin heater, such as this model from Dickinson. The Canadian company has made some modifications to compensate for bio diesel, which has a tendency to separate out if left for too long



in Paris during periods of smog. In 2017, London’s mayor asked for additional powers to tackle non-road pollution sources, focussing on the solid fuel stoves used by canal boat liveaboards. The problem has been identified in other areas with high liveboard populations, so it may be that wood burning stoves will fall from favour in the near future.

Meanwhile, diesel-based blown air and water systems (branded as Airtronic and Hydronic by German-based Eberspächer) continue to prove popular in boats cruising in colder climates, with advanced electronics aiding a clean burn and efficient heat distribution. There is also an increasing amount of remote access by app. Electric remains the domain of the winter layover in the boatyard, or vessels that have a substantial generator or reliable shore power connection. Here are some of the latest innovations.

Lower start-up voltages

Dependant on glow plugs to fire a combustion chamber, diesel-fired blown air systems have always needed a good voltage within the battery bank. They require a high initial draw, and then a steady voltage when running, often shutting down if this falls below 11.2V. That is now changing, with the equivalent of a ‘soft start’ making its way into this type of heater.

Typical is the new Wallas Spartan air twin, which has two outlets rather than the more usual one. The heater only needs 9.6V to start and run, making it ideal for boats with limited power. ➔



The new Wallas Spartan air twin only requires 9.6V to start and run. It also has WiFi built in as standard



Eberspächer's new EasyStart Pro unit (grey box) works with a wide number of devices via a SIM card

Greater connectivity

A growing innovation is the ability for marine equipment of all types to connect to the boat's MFD and also be accessed remotely via a built-in SIM card connection. Not only can the heater be started to pre-warm the boat for an owner in transit, the connection also allows for later firmware updates to improve the heater's running. The control menu also appears as an icon on the multi-function display and can be used for trouble shooting. A typical example would be Eberspächer's EasyStart internet-based control unit, which can be connected to later models. The unit uses a permanently installed roaming SIM chip and integrated antenna for access to the strongest signal in each county. The controller is operated by an app which provides a dashboard on any compatible mobile device, including a smartwatch. You can even use the voice-activated ALEXA system. The hardware is compatible with both Airtronic and Hydronic systems, and up to five separate

Demisters are becoming more popular, especially on small motorboats. Caframo's new 12V EM Demister is currently part of an exclusive agreement with Beneteau, but will be rolled out to all interested OEMs next year



users can be supported, ideal for syndicated boat ownership.

However, Kuranda's Darren Griffiths has yet to see a large take up of remote access technology. "At boat shows, customers show an interest but tend to balk at the additional cost," he said. "This usually exceeds £300 for the necessary SIM unit, plus there is also a small monthly fee. They would rather get on board and press a button themselves. That said, prices may come down as the technology becomes built-in rather than retrofitted."

For example, the new Spartan heater from Wallas has a WiFi control unit fitted as standard, although the monthly access fee remains. The remote control is activated via a dongle device.

New demisters

Again inspired by cars, boatowners are increasingly fitting demisters, especially on boats with large windscreens. Whilst these can use diesel-fired hot air, electric versions are now available. One of these is from



Eberspächer's re-engineered D2 and D4 Airtronic units have been 'noise optimised' to remove the ticking noise associated with metered diesel pumps

Caframo, which introduced its 12V EM Defogger last year.

"We have been working with Beneteau to create a built-in defogging system that will clear the large wind screens of their Merry fisher boats in 5 minutes or less," said Caframo's Adam LeMaitre. "It is now incorporated into the ductwork, and once the 1-year exclusive agreement with Beneteau is complete next September, the Defogger will be available for sale to other OEMs."

No more 'ticking'

A regular complaint with blown-air diesel heaters has always been about the ticking noise of the fuel pump. Eberspächer has solved this problem in their latest Airtronic S2 DL2 and Airtronic M2 D4L models aimed at boats between 23ft and 45ft.

The metering pump has been 'noise optimised' with Eberspächer claiming the ticking noise when running is now a thing of the past. Other refinements include a brushless motor and more efficient burning to save fuel.

Challenge of the 'cheap' – rise in automotive kit retrofits

THE MARINE BLOWN-AIR heating sector is finding itself competing against a range of imitations from the Far East as well as rival products from Russia, most of which are re-tasked automotive units.

"Recent reports suggest a growing number of people have been buying vehicle heater kits from various sources and expecting a problem-free boat installation," said Eberspächer's Marine Technical Manager, Matthew Birks. "This is not a practice we support, and there are a number of (mainly)

safety-related reasons why. Automotive equipment is fitted externally to the vehicle body, with vents and temperature controls the only internal equipment. By contrast, marine units have to be fitted completely within the hull. Consequently, they must conform to the latest regulations, be sea-safe and generally more durable."

Birks concedes that automotive kits are usually considerably cheaper than marine versions, hence the temptation, but when a buyer compares the specifications between the two, the reasons

become fairly obvious. "For instance, the marine kit includes extra-long double-lagged exhaust systems, exhaust standoff safety brackets, fire retardant fuel systems, and fuel close off valves," he explains. "Above all, the equipment must endure the harsh environment found at sea, so is provided with heavy-duty stainless-steel brackets and other corrosion-resistant fittings."

The bottom line is that an automotive kit could prove a false economy, and even prove quite dangerous.

HVAC - THE INSTALLER'S VIEW



'On smaller boats, space is always an issue for retrofit installations'

Tasked with fitting the various HVAC systems to boats big and small is UK-based Landau, whose team of skilled engineers travel widely across Europe and the Med to retrofit new equipment. How is the industry looking after the installer, and what is the customer asking for?

"Our biggest challenge is the amount of space available for an installation," said sales manager Chris Doran. "OEMs usually configure their boats for either a hot or cold climate. When a boat is destined for a hot country, an aircon unit is a pretty standard fit nowadays. If it moves to a cold one, the aircon is usually retained and extra space has to be found for a heater system. A basic Eberspächer Airtronic or Webasto equivalent will need 3 or 4 outlets, and this requires drilling big holes through bulkheads. So, on small to medium-sized yachts, space is nearly always an issue.

"Another customer expectation is a totally silent installation, especially when it comes to aircon. When specifying a self-contained unit, we have to fit them under a bunk or settee in the main cabin, but the compressor units make a noise. Customers are used to silent AC in their cars, where the compressor is tucked away in the engine compartment. The fans also make a noise, more noticeable in a moored boat than in a moving car. In bigger yachts, this is less of an issue as we can use split systems and house the noisier elements in the engine bay. Another issue is the need for space for a grey tank for the condensate drain if the unit is below the waterline.

"There is a lot of interest in units that also double as heaters, but these are usually only effective down to a sea temperature of 5-6°C.

"Also gaining popularity are hot water 'Hydronic' systems. These are more expensive to buy, but less labour intensive than Airtronic to install. This is because you are only running 22mm hot water

pipes through the boat rather than 100mm - 150mm ducting. The connectors are usually push fit and the hot water also assists with sanitary applications.

"The calorifier is a component whose importance is often overlooked, especially those that use an electrical heating element when docked. On today's power-hungry boats, diverting diesel-heated water to

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the calorifier can free up between 1.5kw-3kw power for other electrical systems.

“Whilst manufacturers are making their products ever easier to fit for the DIY market, we always recommend a professional installation. We see so many great systems let down by poor workmanship, leading to extra expense and aggravation for the owner. Typically, we see hot exhausts pipes running through fender lockers, poorly made connections or over-long fuel runs. Experienced installers can usually avoid the pitfalls. For example, a trick we use on blown-air heaters is to mount them at a 30° down angle to help the fuel pump work more efficiently.

“We think the remote start-up app will catch on. I use mine a lot to pre-heat my house on my way home from work. In cold weather, it can take up to two hours to warm up a boat’s interior, so it pays to be able to start the heaters before arrival. These apps also allow authorised



Biodiesel can be made from crops or by recycling used cooking oil but has a tendency to separate out if left too long in a boat’s tank

dealers to interrogate the unit and usually trouble shoot without the expense of a call out. Often, it is a simple thing such as low battery voltage, a blocked filter or an accidental disconnect that has stopped a heater from working.”

THE CHALLENGE OF BIODIESEL

Biodiesel is a renewable fuel produced from vegetable oils (rape seed, sunflower, soybean etc) and also from used cooking oils or discarded animal fats. These FAME (Fatty Acid Methyl Ester) oils go through a process called transesterification to make them more compatible with modern engines. They can be used neat but are usually blended with fossil diesel fuel to various ratios. The international ‘B’ grades indicate the percentage. B100 is 100% FAME, whereas most blends used in transport are B5 (5%) or B7 (7%). Grades over B20 (20% FAME) are not recommended for fuel injection equipment, and pure biodiesel can also attack some types of rubber seals.

Whilst biodiesel’s green credentials have made it a popular addition to everyday road fuel, the organic element and slightly lower calorific value can cause problems for use afloat. The main problem is with fuel left standing for ➔

The importance of insulation and keeping out the sun

A BOAT’S HVAC SYSTEM is only as good as the insulation onboard, so in recent years far more emphasis has been placed on reducing temperature differentials between the inside and outside of the hull. Insulation materials intended for road transport and house building are equally useful afloat, especially closed cell foams or ‘hydrophobic’ products. These include Armaflex foam, Reflectix foil and 3M’s Thinsulate. Spray foams are also proving popular, especially as they also help to dampen noise. However, a common mistake made by DIYers is to not include an airgap between the radiant (silver-backed) barrier and the surface it is facing. This has been perpetuated by hundreds of vloggers detailing van and boat insulation for a nomadic existence, demonstrating the web’s global power to dis-inform.

In superyachts the vast areas of rockwool, foam and radiant barriers help to take the strain off the aircon units, which cuts down on generator time and so reduces noise, fuel use and maintenance.

Hand in hand with insulation is blocking the sun when necessary, and the introduction of shaded areas. At least two HVAC companies also manufacture sunblinds and roof systems, co-

incidental although clearly helpful.

Oceanair, for example, is now part of the giant Dometic group, whereas Webasto also has its own line of shading solutions.

“The more windows a boat has, the more it becomes a greenhouse,” explained Jörg Faltin, Head of Webasto’s Product Portfolio Management (RVM).

“Energy efficiency can be greatly helped by a combination of good thermal insulation and careful use of shades.”



Both Dometic and Webasto also make roof systems and sunshades. Dometic recently acquired the Oceanair brand, whose products help with temperature control in yachts with large areas of glass



Insulation comes in many forms and to suit many budgets. Seen here are two typical examples used in marine applications – spray foam and 3M Thinsulate. The foam has been applied under the deck in a Sunseeker yacht



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long periods, fairly common on a leisure boat. The FAME tends to separate out, thicken and attract moisture.

“There have been some issues with the new types of bio-diesel, and some heaters really don’t like it,” said Kuranda’s Darren Griffiths. “The Canadian Dickinson drip-fed heaters are a classic example. Aging biodiesel fuel wasn’t burning properly and was pooling within the combustion pan, so Dickinson cleverly designed a baffle plate that ensures proper vaporisation. This gave a complete burn.”

Landau’s Chris Doran agrees. “Biofuel in boats has been problematic,” he explained, referring mainly to diesel-fired heaters. “The main reason is infrequent refreshing of the fuel, so the blend sits, settles and begins to break down. The bio content also has a greater ability to grow the diesel bug. This suggests that boat owners should leave their boat tanks empty rather than full during extended down time.”

Low temperatures also thicken bio diesel, so some larger boats in cold climates have two tanks, only one of which is bio-diesel. The engine is started and run up on fossil diesel, then the warmth used to heat up the biodiesel tank prior to switch over.

VENTILATION



The new Sirocco II Elite from Caframo features a brushless motor for greater longevity

Good ventilation is well recognised as highly desirable on board, with fan technology advancing to provide better air flow for less amps and less noise.

Boat owners heading to hotter climates often re-orientate their hatches from aft-opening (where they would safely slam shut in a seaway) to forward opening to promote good ventilation at anchor. After all, owners plan to spend many more hours



An aircon accessory is Dometic’s Breathe Easy unit, a mains-powered ultraviolet air purifier that sits within the ducting without interrupting air flow

trying to stay cool than riding out a storm. Some DC electric fans have been designed to drop down from the inside of a raised hatch and help the throughput, although some light is lost when the hatch is closed.

QUIETER INTERNAL FANS

Dorade-housed fans, drawing both in and out, are recommended for boatowners who don’t have aircon, along with quiet but efficient internal fans. Here, two names dominate, Hella and Caframo, with boat owners impressed by the quiet running of each offering. Low noise, especially at night, along with a low amp draw are key buying points. Meeting demand is the new Sirocco II Elite from Caframo.

“We showcased this at METSTRADE last year pre-launch, but is now readily available to customers,” said sales manager Adam LeMaitre. “This is our most powerful fan, and the longevity of its 360° airflow is supported by a brushless motor that keeps the blades spinning four times longer than other fans on market. This model is available with 12V/24V autosensing with a four-year warranty.”

SOLAR FANS

Solar fans have also evolved from the early versions that had non-replaceable

Engines need heating too

THE ABILITY TO PRE-HEAT a house or car prior to the owner’s arrival has also transferred to boats, and particularly to the engine bay. A cold engine needs a lot of amps to crank over, so heaters dedicated to gently warming the engine bay prior to start-up have been developed from automotive applications.

For boats on shorepower, Canadian-based Caframo launched its new Pali electric heater at METSTRADE. The



unit is completely ignition protected and both CE and ISO certified, and contains an automatic thermostat. The Pali can not only protect engines and fuel lines during a cold snap but has been used to prevent watermaker pipes from freezing as well. The heater is available in 120V and 230V options and carries a 2-year warranty.

Caframo’s new Pali electric heater is for mains-power use in engine bays and has also been used around water makers to keep the pipes free from ice

batteries and were seen as disposable. Some enterprising vendors are even selling kits of small solar panels and quiet computer fans cheaply on the web for owners to assemble their own. Meanwhile, the domestic market is burgeoning with a wide offering of desk-top and roof space 12V fans from brands such as Cowin, Sunlar, Western Harmonics and Hereta.

For specific marine solutions, brands like the US-based Nicro and New Zealand-based Marincos offer some rugged and quiet running units, along with 'rebuild kits' to replace all the main components. The Nicro Day/Night solar vent is also supplied with two types of fan, one to draw in, and

one to draw out, encouraging owners to buy the vents in pairs.

CLEANER AIR

Good airflow, especially when it's damp, resists mildew, and when ventilation is combined with an AC unit it also reduces humidity. However, the in-duct Breathe-Easy device from Dometic also helps to purify the air and remove odours by bathing it in powerful ultraviolet radiation. The units fit inside the ducting without impeding airflow, and require no fans so operation is completely silent. The units do, however run on AC 120V or 240V power and are relatively pricey.

AIR CONDITIONING

As air conditioning is the most continuously amp-hungry installation on a boat, it has seen the most development in terms of energy efficiency. Ease of installation, zone control, ECO-modes and the introduction of titanium in condenser coils by some OEMs have also been recent innovations

Air conditioning for mainstream leisure boating falls into two main types – self-contained and split gas. The self-contained unit tends to be fitted onto smaller craft and tucked away in the accommodation, although compressor noise can be an issue. By contrast, split-gas types can place the compressors in the engine bay and have just the cooling outlets distributed throughout the boat. But whichever system is fitted, they all have one common drawback – heavy power consumption. However, with boaters wanting less generator time and more silent running,



the inverter and 'intelligent control' are coming to the rescue.

Much of this development has come due to work in the electric car market, where the aircon will have to be powered exclusively from batteries. The Italian company Frigomar is a good example of this crossover from automotive to marine.

"Over the past four years Frigomar has been involved in a big European research project," said Export manager Bernardo Cerrai. "We have worked with Genoa University on electrical vehicles air-conditioning in order to maximise the energy efficiency thus increasing the vehicles' range. Many successful results from the research (high performing heat exchangers, expansion devices, motors and optimization on inverter drive and control) have been exploited in the new range of products that were presented at METSTRADE this year. Most notable is our inverter BLDC self-contained units of 7K-16K BTU which was recently named as 'product Of the Year' by the BMEEA. ➔

Climma chillers use water-cooled inverter technology allowing the units to be installed in an engine room without additional ventilation

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Dometic's VARC variable capacity chillers can operate in three modes, including and economy setting to conserve power and a boost setting to quickly chill a cabin at times of excessive heat

Webasto is heavily involved in electromobility projects, which has led to the development of batteries for HVH (High Voltage Heating) loads. The result of computer modelling is a range of battery modules that are temperature controlled for best performance



Here are the latest aircon innovations:

Harnessing inverters

Aircon units have traditionally needed a high start-up load, but this draw can now be effectively controlled.

"All our chillers are fully inverter managed with no electrical starting peak," said Clion Marine's Othni Rigot. "They feature full modulating capacity which is positive for the electrical balance of a boat's power system."

Also harnessing the versatility of the inverter is Italian based Climma, part of the Veco Group.

"Climma's DC chillers are driven by their unique water-cooled inverter technology," said Veco's sales director Guila Formenti. "This protects the compressor from excessive temperature and irregular voltage supply, allowing it to be installed in the engine room without additional ventilation. Depending on the heat load requirements, the compressor frequency varies to control the output capacity. This can range from 10,000 to 130,000 BTU

based on the specific model. Heating and cooling capacity is managed by the Climma Intelligent Control unit (CIC) which uses specially configured algorithms to ensure maximum efficiency."

This type of variable control is usually promoted under the generic term of 'eco-mode', something Dometic has also developed to reduce generator load.

"We are focussed on both capacity

STEVE MORRIS
DOMETIC

By using inverter technology, it is possible to control the chillers in eco-mode. This matches the chiller to the available power

control and power control," explained Steve Morris. "By using inverter technology, it is possible to control the chillers in eco-mode. This essentially matches the chiller to the available power, and avoids shut-downs in the event of limited power. This also suits shore power connections. Whilst some marinas can offer 64A, or perhaps 32A, some may only supply 16A. The chiller can be told what is available, and then operates efficiently within that constraint. Our VARC models offer capacities of 48k, 72k and 120k BTU in 230v 50 and 60Hertz, plus 400V 3-phase variants for the largest unit."

For Veco, Guila Formenti says that their variable power control helps keep the chillers running when amps are in short supply. "Climma DC chillers provide further efficiency gain through a special ECO mode," she said. "This enables the chiller to work when only a courtesy/night generator is running or even while on the dock with a limited shore power supply. A Climma DC chiller requires no additional amps to start the compressor." ➔



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Webasto has also conquered the high start-up loading. “We are now using multiple technologies to erase the peaks in energy demand, including dedicated high-efficiency soft starts,” said Denis Merle.

Extending variable speed

The ability to vary the speed of a compressor using inverters and BLDC technology (a synchronous DC motor that constantly adjusts its speed to meet demand) is continuing with experimentation throughout the system.

“This efficiency is also being extended to the saltwater and freshwater circulating pumps,” Dometic’s Steve Morris said. “We have been testing new pumps in a hybrid-powered boat, an Oyster sailing yacht, where we only allow the cold water to go into the accommodation spaces. The water pump also has variable speed control and responds directly to demand.

Moving forwards, we are convinced that variable speed compressors will be the platform of choice, but we will still manufacture components to support legacy equipment for the foreseeable future.”

LAURENT CERUTTI
WEBASTO

The way the compressor is managed and proportioned will have a big impact on noise

Longer battery time

Several other OEMs have adopted the generic term ECO-mode to describe how their systems can run efficiently from batteries or when mains power is limited.

“A boat has many advantages if it has a big battery bank to store the energy it creates,” said Webasto’s Denis Merle, director of strategy RVM. “Hotel loads draw large amounts of power, but guests don’t want to hear a generator in the

background. Our system is configured for fast charging when the guests are ashore. By using different chemistries of lithium for the batteries, very careful power management and strict temperature control, a highly effective battery bank can be used.”

Webasto speaks from experience, as it is heavily involved in electric vehicles. The groups researchers have recently co-operated in a remarkable project to electrify an experimental Ford Mustang. The result is a vehicle with an 800V battery that can deliver 900hp with startling acceleration.

“Webasto was the first to combine a chiller and diesel-fired water heater and is now developing further integration of a high voltage system for hotel loads such as heating,” Merle said.

Meanwhile, other companies are seeking to reduce the need for excessive power.

“A big technological development for Dometic has been the E-VARC split gas AC systems,” said Steve Morris. “This is aimed at the 45ft-75ft market. With the emphasis on power saving, we now run ➔



Clion Marine’s remote connection also collects valuable data which can be used to further improve efficiency

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Dometic's new 'global' self-contained air conditioning system allows boaters to move their vessel around the world without voltage frequency limitations

multiple evaporators off one condenser. This also keeps the weight and cost down. The ECO platform is also the gateway to self-contained units that can be switched from shorepower to batteries, particularly the tightly-managed lithium ion battery packs. As soon as the chiller senses it is now on batteries, it slows itself right down to eke out the power available."

Easier installation

The ability to fit advanced aircon units without the need for specialist subcontractors, greatly helps with installation projects.

"At Clion Marine, we have designed our equipment with plug and play cable looms for easy and quick installation and swift replacement if needed," said Eberca BV's Othni Rigot. "The main point is that there is no chance of making wrong connections, which not only saves a lot of time at installation, but also helps with trouble shooting at commissioning and with after sales costs."

Dometic has taken this a step further by focussing on the actual pipework required.

"We've simplified installation by

deskilling the copper pipe work needed on a Dometic E-VARC split gas installation," said Steve Morris. "We've been working with specialist crimping companies to allow boatbuilders to successfully and safely connect these units up more reliably, reducing the chances of gas leaks."

Better remote diagnostics

With every Spotlight feature, IBI has noticed just how important Internet access has become for system control, and HVAC is no exception.

"We recognised the need for connectivity and remote operation and developed our CMM monitoring system," said Clion Marine's Othni Rigot. "Now the complete HVAC installation can be controlled and reviewed from a monitor on board, or from a phone or tablet, or via a remote device. When captains or service engineers have questions or need a system

check, we can log in remotely and run diagnostics. We also get valuable data about the performance of a system, such as the way it adapts to demand per cabin during the season. In some cases, capacity could be reduced as a result of the performance of the unit. This could result in a positive reduction in electrical load, a better electrical balance and maybe a smaller generator set."

Other OEMs are also harnessing the power of the CANbus to link the HVAC to a central MFD, with great efforts made to simplify the user interface. This can also benefit the boatbuilder.

"A trend we are addressing is for easier access to the system," said Webasto's Jörg Faltin. "We wanted to escape from the 'multi-button' interface with layers of sub menus. We developed the BlueCool Expert as a 'free' diagnostic tool for installers. All you need is a laptop and printer cable to access all the parameters, check the operational activity and simulate some functions. All this can also be done remotely. At METSTRADE this year we went one step further and launched the BlueCool Connect - a way to remotely monitor the system via cloud-based internet technology. This was a logical evolution. The webserver can display all the functions on an MFD without any additional programming. Providing the product has enjoyed a good maintenance schedule then the Bluecool app should be able to deal with 90% of problems remotely. This

also helps the OEM because customers will be serviced faster. Also, functional improvements can be added to existing products in the field via software updates over the air. Commissioning and documenting an HVAC application is done via a central

Webasto database. Wherever a boat ends up, our international dealers can access this central log to see the original setup. This allows them to identify

“If we don't change towards sustainable, low-energy, low-emission systems, then there is a risk our HVAC industry will suffer”

anything that has been changed on board afterwards.”

For onboard controls, greater emphasis is being placed on stylish and easily-driven thermostats.

“A recent launch is the new Climma C-Touch control,” said Climma’s Guila Formenti. “This is for fancoils and small air-conditioning units. The new control is a touch-screen thermostat for installation in each cabin. It has been designed for ease of use and full compatibility with Climma self-contained Compact solutions and Climma fancoils. The Climma C-Touch thermostats allow for a weekly schedule and are customizable as interfaces and colours. They are also designed for the most common plaques on the market, such as Vimar and BTicino s.p.a.”

Greater noise reduction

All the OEMs have been working towards noise reduction, and this also includes specifying smaller generators that run for shorter times. “The way the compressor is managed and proportioned will have a big impact on noise,” said Webasto’s Laurent Cerutti. “By optimising the amount of cooling a chiller can deliver, this means the size of the generator can be downsized. A smaller generator working harder is more fuel efficient than a larger one working at lower capacity. You also need to consider the speed of airflow, the size of the grills and the use of special accessories, as a lot of noise comes from resonant vibration. Our chillers are much quieter than our competitors as we have built in a lot of noise-killing features as standard. These are also available as retro-fit accessories. To reduce noise you have to optimise the interplay between the compressor and the blowers. This has allowed us to win a big contract recently solely due to the quiet running.”

Cerutti also endorses the use of variable speed on the chillers as a great asset. “The loads on a chiller unit will vary throughout the 24-hour cycle,” he explained. “The load will reduce on the chillers overnight, but we have also reduced noise further in the fan units with anti-vibration motors, and anti-hum electronics. Often, the power-reducing electronics make more noise than the fan blades, so we have taken out the hum.”

Universal hertz

Leading directly on from inverters and

LAURENT CERUTTI
WEBASTO

A smaller generator working harder is more fuel efficient than a larger one working at lower capacity

variable speed compressors, several companies have also hit on the idea of making the HVAC system compatible with variations in the frequency of shore power connections throughout the world. This not only helps to save power consumption, but also makes the systems more versatile.

“The biggest technological development Climma has had in the last few years is the introduction of the variable speed technology with BLDC brushless compressors,” said Guila Formenti. The technology has migrated successfully from commercial applications.

“Veco has over 40 years of experience and has always researched the variable speed field. We developed a unique technology around 15 years ago with an inverter able to vary the compressor speed between 40 and 60Hz, allowing an overall energy saving of around 30%.

“With the new BLDC compressor it is now possible to have a full variable speed range, therefore regulating frequency between 0 and 120Hz. This huge improvement lowers the power requirement by up to 50% compared to traditional ‘on-off’ chillers.”

Also taking the frequency route is Dometic, with its Global Turbo Air system.

“Perhaps Dometic’s biggest breakthrough is in developing air conditioning that works equally well on 50Hz or 60Hz power,” said Steve Morris. “This opens up whole continents to shore power connections. It also saves OEMs having to rip out 50Hz systems when an

EU-destined boat is re-routed to a US-based customer, and vice versa. This was made possible by Dometic being able to specify a compressor motor with exactly the right windings to run between 50hz-60hz with minimal capacity variance. This means OEMs can now fit one unit that will perform reliably in Europe or the US. The product also remains within its warranty, which is usually obviated if a different frequency is used.”

Titanium coils

Another investment by many OEMs has been with the use of titanium where corrosion may be an issue. TMD Marine, a US-based installer, uses the Italian Termodinamica range, designed to run with minimal – or no – use of a generator.

“We are in South Florida, and highly aware of what the salty environment can do to marine equipment,” TMD states on its literature. “We use equipment designed to ward off environmental impact, such as Termodinamica’s unique titanium heat exchangers.”

Dometic has also opted for this more expensive material in its condensers.

“This greatly reduces corrosion which is the biggest killer of AC systems,” said Steve Morris. “Although more pricey than stainless steel equivalents, we have been able to absorb the cost due to our high volumes of production. The stronger engineering means we can extend warranties for the condenser unit from two years to five, which has great appeal for blue-water voyagers.”

THE FUTURE

There is no doubt that energy efficiency will become increasingly important, with boat owners feeling under increasing pressure to minimise their environmental impact. OEMs who can meet this demand whilst still providing a robust and dependable system will do well.

“There is a social perception in our industry now,” says Dometic’s Steve Morris in conclusion. “As boating is a luxury, we have to be seen to be doing our bit.

“If we don’t change towards sustainable, low-energy, low-emission systems then there is a risk our HVAC industry will suffer. We will be seen as a problem towards global warming, so the time is right to show our green credentials.” **IBI**

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Canadian Fractional Motors (Caframo) was founded in 1955 and is a privately owned company based in Ontario and produces equipment for marine and medical applications. caframo.com

Clion Marine

Clion Marine is a development of the Dutch-based climate specialist Eberca B.V. The company has over 25 years of experience in marine and automotive HVAC systems. clion-marine.com

Dickinson

Founded in 1932 and based in British Columbia, Canada, Dickinson makes a wide range of diesel and propane-fuelled heaters and stoves. They acquired Sig Marine in 2006. dickinsonmarine.com

Dometic

Dometic is a giant Swedish company founded in 1919 and based in Stockholm with 27 factories globally. They create products for HVAC, power control, safety, hygiene and sanitation. dometic.com



Eberspächer's Hydronic water-based HS3 CS heater has been recently upgraded to work with the new EasyStart Pro digital heater control

Eberspächer

The Eberspächer Group is a privately owned family company based in Esslingen am Neckar in Germany, serving automotive and marine sectors in over 80 countries. eberspacher.com

Frigit

Frigit is an exclusive brand of Il Frigorifero, itself founded in Italy in 1946. The company makes custom air conditioning and refrigeration systems for superyachts. frigit.eu

Frigomar

Italian OEM of aircon, refrigerators and icemakers established in 1989. Frigomar works closely with Genoa University on developing new technologies. frigomar.com

Propex

UK-based OEM of LPG-fired blown air and water heaters for automotive and marine, with production facilities in Northern Ireland. propexheatsource.co.uk

Quick Spa

Major Italian manufacturer of a wide range of marine equipment, including the Nautic range of water heaters. quickitaly.com

Thermowell

Italian-based specialist in air conditioning and powered ventilation systems. Founded in 1997 with dedicated B2B section and system customisation. thermowellmarine.com

Termodinamica

Termodinamica was established in Italy in 2010 by three engineers who had been working in refrigeration since the 80s. The company specialises in inverter technology. termodinamicamarine.com

Veco

Founded in Italy in 1971 and manufacturer of Frigoboat refrigeration systems and Climma air conditioning brands, with a superyacht division for larger applications. veco.net

Vitirfrigo

Part of the Vitri Alceste Group (VAG), Vitirfrigo has a manufacturing plant in Montechio (PU), Italy and provides a wide range of refrigeration products in a number of sectors. vitirfrigo.com

Wallas

Based in Kaarina, Finland, Wallas is a privately-owned company producing boat and RV heaters using diesel or paraffin as fuel. Founded in 1972. wallas.fi

Webasto

Founded in 1901 and headquartered in Stockdorf near Munich, Webasto is a major manufacturer of heating and cooling systems with 30 factories worldwide. websato-comfort.com

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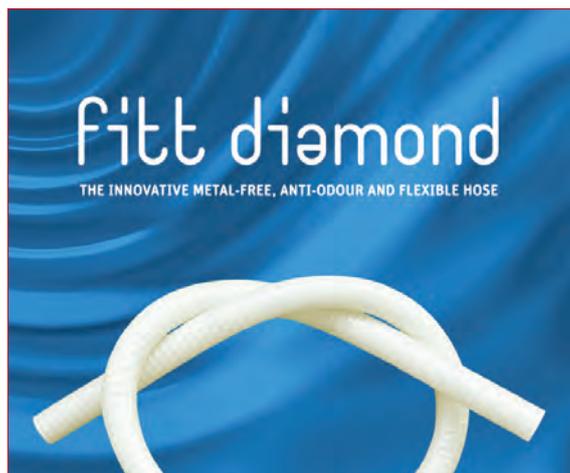


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Boat builders often use portholes in bedrooms, bathrooms and galleys. It's precisely in these areas that a lot of moisture and therefore condensation occurs. With the well-known wet and black spots in the woodwork around the portholes as a unpleasantly consequence. Plastic does not function as a thermal bridge, so with TOPWINDOWS new portholes the condensation problems are eliminated.

The profiles are made of insulated, moulded plastic (black or all look gray) with gray tinted PMMA plastic glazing.

Available in fixed and opening version, with rain hoods and fly screens. Naturally, the UV and seawater resistant portholes meet the ISO and ocean-worthy CE-A standards.

info@topwindows.nl / info@combinoord.nl, 0031 650686031, Mr. Folkert Roest
www.topwindows.nl, www.combinoord.nl

Visit us on boot Düsseldorf Hall 10 stand B76



New individual roof systems for marine applications

In addition to the proven shading solutions of the Folding Shade and Rolling Shade series as optimum sun protection on the water, Webasto presents innovations from the BlueSky sunroof series.

- All BlueSky roof systems are now also available in a completely black version. This creates a modern look and is in harmony with the black window pillars and frames.
- A new, premium version of the electrically operated BlueSky roof is also equipped with a grey-tinted glass plate instead of an acrylic plate.
- The product range is rounded off by a more economical, manual version of the BlueSky roof. This is also available in a smaller version (500mm x 500mm) and can therefore be used in smaller boat models.

For more information
VISIT www.webasto-marine.com



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The world's only Boat Builder Awards for Business Achievement
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WHERE The National Maritime Museum, Amsterdam

WHEN METSTRADE, 17 November 2020

Visit www.boatbuilderawards.com

For more information on Sponsorship opportunities contact philip@ibiplus.co.uk

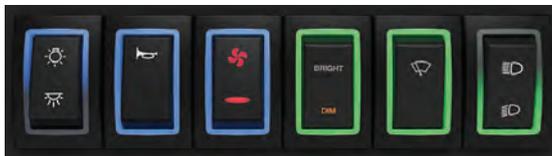


Carling HR-Series

www.carlingtech.com

THE HR-SERIES FROM Carling

Technologies is a perimeter illuminated sealed rocker switch, featuring a stylish, low-profile actuator that is available in either two or three positions. The switches have a variety of dependent and independent illumination options; momentary and maintained circuits; and up to two customisable laser-etched legends. The patented design supports the various illumination options and allows the switch to be rated up to 20 amps, eliminating the need for relays. The HR-Series is sealed to an IP68 level and endures a minimum of 200,000 cycles.



Elegance 2G Pure

www.thetfordmarine.com

FEATURING CLEVER ITALIAN design, natural materials and nature-inspired tones, the Elegance 2G Pure from Thetford Marine is part of the company's Tecma Flexi 2G line of ceramic toilets. Combining trusted macerator technology with a contemporary 'spa-like' style, it comes in a soft yet powerful matte finish in tones of green, enhancing the overall aesthetic of any bathroom. The Tecma Elegance 2G toilets are the 'small bowl' sized models of the Flexi line for maximum comfort within reduced space.

Crewline Pro

www.crewsaver.com

THE CREWLINE PRO safety line range from Crewsaver is designed to meet the requirements of those who need to tether to a yacht in unstable conditions, where there may be risk of falling overboard. Self-locking safety hooks, with a wide opening, easily attach to a lifejacket (or safety harness) attachment point and a suitable anchor point on the yacht as required.

Durable, hydrophobic webbing helps keep the safety line as light as possible, even in the harshest environments, as it reduces the amount of water absorbed. The range is available in four variants - including elastic and non-elastic with a choice of a single, double or triple hook set up.



Fusion MS-RA210

www.FusionEntertainment.com

THE MS-RA210 HEAD unit from Fusion features Digital Signal Processing (DSP) technology, providing premium audio delivery to all speakers, subwoofers and amplifiers in any environment. It boasts a new aesthetic design, with a 2.7-inch optically bonded colour LCD display, built-in Class-D amplifier, Multi-Zone technology in two zones, and Fusion-Link integration. Meeting both IPX6 and IPX7 international standards for water resistance from the front panel, the MS-RA210 is built to last, even in the harshest marine environment.



SEND NEW PRODUCTS TO: belinda@ibiplus.co.uk



ZF Steerable Pod Propulsion

www.zf.com

ZF'S FULLY ELECTRIC propulsion system for sailing yachts uses an electric motor with a maximum output of 125kW instead of the usual diesel unit. The motor connects to the ZF Steerable Pod Propulsion system (SPP) where manoeuvrability is further improved thanks to smooth control of the electric motor with no clutches. Benefits include zero noise and zero emissions, making sailing more environmentally friendly.

Trem T-Belt

www.trem.net

THE T-BELT FROM Italian hardware manufacturer TREM allows sailors to easily attach their SUP to a boat's handrails or stanchions, saving valuable space on-deck. Thanks to 360° swivelling clamps made in high-resistance ABS, it can be installed in multiple positions. The 180cm-long belt is suitable for pipes from 22mm-30mm in diameter.



PRO 10

www.idnaval.com

TO HELP PROTECT against hull corrosion, the PRO 10 from IDN continuously monitors the state of a boat's cathodic protection in real time. It also boasts a highly-efficient, impressed current cathodic protection system that substitutes sacrificial anodes. Battery voltage, AC supply, and water detection and control are also monitored, with information relayed to the user via mobile phone.



Prospeed Foulfree

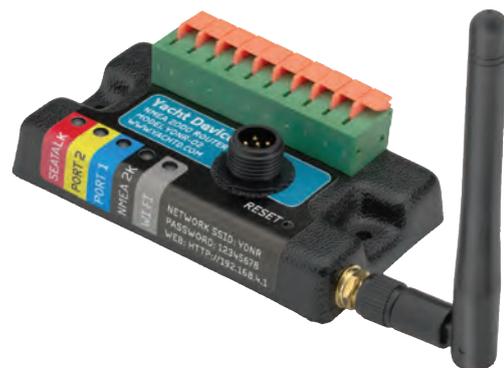
www.oceanmax.com

PROPSPEED'S FOULFREE COATING was specifically designed for transducers, releasing marine growth and reducing the maintenance needed to keep transducers clean and streamlining water flow. Foulfree is a specialised foul-release coating that is biocide-free and does not poison marine growth. Once cured, it forms a super-slippery surface over the transducer, preventing marine growth from attaching to its surface. Offering a long service life, it lasts a minimum of 12 months, with an even longer lifespan in cooler climates.

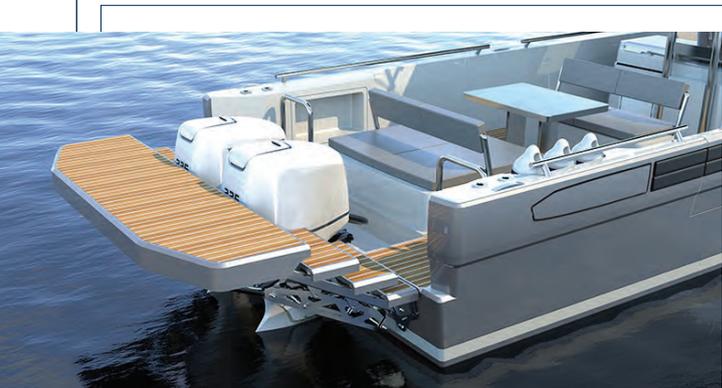
NMEA 2000 Wi-Fi Router

www.yachtd.com

THE YDNR-02 NMEA 2000 Wi-Fi Router from Yacht Devices Ltd connects all marine and mobile devices easily. It supports all popular marine protocols, is compatible with virtually all marine software, and even allows management of a vessel from a web browser without internet connection or installed software. The router is equipped with NMEA 2000 and SeaTalk ports, two NMEA 0183 ports, has three TCP/UDP data servers and a built-in web server, where you can easily configure it or update the firmware.



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Ascender

www.h-btechnics.com

H+B TECHNICS' ASCENDER is a segmented platform-step-lift for boats with inboard and outboard engines. Integrated steps mean users can easily climb from the water to the deck, or walk from the deck to the quay. Intuitive handling provides an exceptionally handy and enjoyable experience.



Pauger Carbon Vang

www.paugercarbon.com

THE PAUGER CARBON VANG from Hungary's Pauger Ltd is a lightweight, stylish solution for any yacht. A 5:1 internal purchase system keeps the design clean, while the outer surface has a clear coat varnish. Advanced production methods allows the vang to be competitive compared to its aluminium counterparts.

MPOWER CLMD12

www.maretron.com

MARETRON'S MPOWER 12-CHANNEL DC load module, CLMD12, offers programmable multi-channel DC electronic load modules in a scalable configuration, each capable of switching up to 5, 10, or 12 amps with a total current capacity of 75 amps. It connects directly to the NMEA 2000 network, allowing breakers to be turned on and off from a Maretron DSM-Series display or any device running Maretron N2KView.



Seadamp EVO

www.seares.it

RECENTLY NOMINATED FOR a 2019 DAME

Award, the Seadamp EVO hydraulic shock absorber from Seares is designed for moorings and anchorages, up to 13 tonnes boat displacement.

Made of hard anodised aluminium and stainless steel, it is completely watertight and offers all the features of the Seadamp STEEL in a compact, light and robust design.



GX1400GPS/E marine radio

www.standardhorizon.co.uk

MEASURING JUST OVER 6in wide and a fraction under 4in deep, the GX1400GPS/E DSC VHF marine radio from Standard Horizon is designed to fit into the most challenging of

locations. The full waterproofing to the IPX8 standard (5ft submersion for 30 minutes) makes it ideal to grace the dashboard of any high-performance open boat, power or sail, where space is limited and the spray may fly. As with all Standard Horizon transceivers, it comes with a full three-year waterproofing guarantee.



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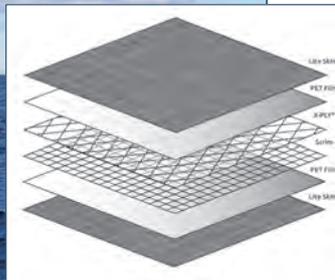


Rolly Tasker Sails get the Lite Skin treatment

www.rollytasker.com

ROLLY TASKER SAILS has now added new Lite Skin laminate, a material specifically designed for Rolly Tasker by sail cloth manufacturer Dimension-Polyant (USA). Rolly Tasker says that compared to modern membrane sails, the Lite Skin laminate will stand up to UV and humidity stresses for much longer and is much less sensitive for delamination.

While professionally sponsored Grand Prix racing teams may have no qualms about effectively throwing away complete sets of sails after only one or two racing season's use, the performance sails made from Lite Skin laminate will have a long life-cycle, the maker claims. Once their racing days are over, they will still be good enough to serve as back-up, cruising or delivery sails.



ResQLink View PLB

www.acrartex.com

ACR ELECTRONICS' DAME-NOMINATED ResQLink View is said to be the only buoyant Personal Locator Beacon (PLB) designed using survivors' feedback. A new digital display shows its exact status for peace of mind, while infra-red and LED strobe lights assist rescuers with and without night vision goggles.



Rutgerson's flush multihull escape hatch

www.rutgerson.se

RUTGERSON HAS DEVELOPED a certified multihull escape hatch with a flush design that gives minimal resistance in the water and significantly reduces the pressure on the hatch. The flush design also simplifies the installation. No recess or other adaption to the hull is needed.

The 12mm tinted acrylic glass is bolted to its frame and the hatch has double rubber seals for optimal waterproofness. Frames, handles and hinges are made of durable high-grade acid proof stainless-steel, and fixing nuts are welded to the frame to facilitate leakproof mounting.

The Multihull Escape Hatch, which was officially launched at the METSTRADE Show in November, is designed and manufactured in Rutgerson's factory in Marstrand, Sweden.

The hatch is CE-certified and approved according to the highest level (Area I) of ISO 12216 international standards for ocean sailing (Category A).

The hatch can be ordered with or without an inner frame in off-white ABS. The inner frame is also available separately, as well as a cut-out template in aluminium.



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EBI set to tackle future challenges



Jean-Pierre Goudant,
president of the EBI.

Career history: Formerly held senior management roles with Volvo Penta, Mercury France, Nanni Industries, Cummins and Mercruiser; a former board member of the Beneteau Groupe Supervisory Council; active in the FIN industry federation for over 40 years.

As the new president of the EBI, what do you feel has been its major achievements?

It is an honour to have been elected President in June and represent our great industry. Some of our major achievements have included the successful revision of the Recreational Craft Directive, the first-ever EU study on our industry's competitiveness and nautical tourism, as well as our participation in various trade negotiations.

What were the main reasons behind the establishment of the EBI in 2009 and who are the key players involved?

There were two previous organisations in 2006, which united to form EBI in 2009. The European Confederation of Nautical Industries (ECNI) was initiated by the Fédération des Industries Nautiques (FIN) from France and Nautibel from Belgium, later joined by Bundesverband Wassersportwirtschaft (BVWW) from Germany, and UCINA Confindustria Nautica from Italy. The first president of ECNI was France's Annette Roux, followed by Dutch boatbuilder Fritz Conyn when the organisation became EBI, and then Robert Marx from Germany.

The additional founding MIAs of the broader EBI were Asociación Nacional de Empresas Nauticas (ANEN) from Spain, British Marine for the UK, BVWW, FIN, Finnboat of Finland, HISWA from the Netherlands, Nautibel, Norboat of Norway, Sweboat representing Sweden and UCINA.

At that time, EBI was established as an international non-profit organisation in Belgium, with Mirna Cieniewicz serving as the first Secretary-General, developing our current structure and an efficient organisation.

The aim of EBI then and now is to represent the interests of the European industry at EU

Nick Hopkinson interviews Jean-Pierre Goudant, president of the European Boating Industry (EBI)

level. Lobbying is a daily task and takes place with meetings at the European Parliament and European Commission and many other activities in order to make our voice heard.

Who are the current members of the EBI and what is its management structure?

We currently have representation from many of the founding members along with some of the newer marine associations from Europe, including CEA from Croatia, the Association of Estonian Marine Industries (AEMI) from Estonia, and POLBOAT from Poland. In addition, we are proud to have some individual companies as sustaining members: RACEIX, Enaviga, boot Düsseldorf.

The Council sets the overall strategic approach of EBI. Most of the Council members are CEOs or Secretary-Generals of our members and are therefore actively involved in the business. The Council can have up to nine members, with five elected to the Council in June 2019.

EU lobbying and management of the association is led by our Secretary-General, Philip Easthill, who took up the role in September 2019.

What are the key objectives of the EBI for the next 5 years? Which projects will be prioritised?

In essence, our mission is simple: defend and promote the recreational boating industry in Europe. Being represented in Brussels and ensuring that our sector is clearly heard in EU institutions is therefore our key priority.

Our recent anniversary forum enjoyed high-level participation from MEPs, the EU Commission and NGOs, and highlighted the timely themes of economic and environmental sustainability and this will continue to define our second decade as an organisation. We want to ensure our sector can grow by promoting policies leading to a stronger Single Market which ensures our sector's products can be easily exported. Therefore, we are against arbitrary trade barriers and tariffs, and we advocate on behalf of those working in our industry, so they can easily do so across Europe with recognition of their qualifications. We are also a strong ally in the fight for clean oceans and against climate change,

which are major issues for our sector in the coming years. Another key priority will be the review of the Recreational Craft Directive in coming years, and working for a consistent European approach for end-of-life boats.

Events are another important aspect of our work, where we bring together EU institutions, business leaders and key stakeholders to address the major issues impacting our sector. An example of this is the International Breakfast Meeting (IBM) that we are organising together with boot Düsseldorf on 21st January on the topic of sustainable boating.

What is the focus of key discussions you are having with the EU administration concerning the future of the industry?

After the recent European elections, the next few months will be crucial as we expect a lot of movement on various issues, including trade, climate change, a new strategy for small and medium-sized enterprises and industrial leadership to name a few. Our focus is to bring the sector's perspective into these discussions and to promote a strong European approach to issues affecting our industry, including review of the Recreational Craft Directive and the trade relationship with the US.

How do you view the prospects for the boating industry in Europe? What are its greatest challenges?

At a political level, the key challenges are certainly the trade war with the US and Brexit discussions that will now move towards the question of an EU-UK trade agreement. Our role is to advise policy-makers on how to avoid negative impacts from these issues on the thousands of businesses and hundreds of thousands of employees, and promote our sector instead.

On the economic side, growth is slowing globally, and this will likely affect our sector but not in 2020. It is now almost exactly ten years after the economic crisis and it is good to record that recovery in our sector has been widespread across the region resulting in job creation and substantial investment. **IBI**

To read the full interview visit our website www.ibinews.com

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Carlos da Mancho, Owner of a Sirena 58 ft motor yacht, Ft Lauderdale, USA



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