

IBI

INTERNATIONAL BOAT INDUSTRY

ISSUE 428 | OCTOBER-NOVEMBER 2018

The business of boating

NETHERLANDS

Buoyant exports and warm summer inject life into sluggish market [Page 30]

US EQUIPMENT SECTOR

Full steam ahead for manufacturers as domestic boat market maintains momentum [Page 52]

IBI @ 50

A look back at half a century of reporting on the global leisure marine business [Page 28]



IBI PLUS
NEWS • INTELLIGENCE • DATA
www.ibi-plus.com



AC ELECTRIC THRUSTERS

For yachts and commercial vessels up to 175 ft

- Standard models for 230V or 400V systems
- Models for alternative AC voltages or 500-750V DC supply on request
- Low harmonic VFD's available
- Commercial series with DNV-GL type approved gearleg & propellers



**Up to 1400kg
ACTUAL THRUST!**

NEW
PDC 301



Drive controller

- Simplified installation
- Improved monitoring & diagnostics
- Easy firmware upgrade
- Programming and parameter setup ready from Side-Power factory

www.side-power.com

SIDE-POWER
Thruster Systems





 **METS** 20
TRADE 18

Webasto @ METS
Hall 12
Stand 603 + 703

Marine Air Conditioning Systems

Feel good climate on board with
Webasto chilled water systems



BlueCool A-Series with Ultimate Cabin Control

- Provides ultra silent fan operation
- Innovative master slave integration
- 100% adjustable fan speed



BlueCool V-Series

- New V64 T and V77 T with innovative hybrid control logic
- Large power modulation range: 8,500 up to 77,000 BTU
- Preventive maintenance monitoring system
- Zero electrical starting peak



BlueCool MyTouch

- New MyTouch display control unit as standard for all BlueCool A/C series
- Full color, high resolution, interactive touch display
- Individual customizable with 3 different digital designs
- Compatible with Vimar Eikon, Eikon EVO and other cover plates

See all our innovations at the METS 2018
in Amsterdam. For more Information visit
our website: webasto-marine.com

Webasto
Feel the Drive



METS MARINE
TRADE EQUIPMENT
SHOW



allpa
marine equipment
www.allpa.eu

We're pretty unique in having so much to offer consumers – why sell a boat when you can sell a dream?

Ed Slack | Editor | IBI

Having just returned from a successful IBEX show in Tampa, Florida, off the back of IBI visits to Cannes, Southampton, Monaco, and Genoa boat shows, it's exciting (though exhausting), to witness the industry in such rude health across a broad spread of markets.

In his annual State-of-the-Industry address at IBEX, NMMA president Thom Dammrich labelled the US industry the strongest it has been since the mid-1980s, in a current seven-year period of annual growth, capping 2017 with an all-time sales high of US\$38.6bn. The outgoing president went on to predict that US boat sales in 2018 could top US\$40bn with a positive outlook for at least three more years. All well and good, but the NMMA president delivered a cautionary note too – that the industry is failing to tempt the next generation of boaters and has become fixated on product. The long-term future of the industry depends on how successfully we market the lifestyle experience of boating. Some of the major players are already picking up on the 'soft sell' – promoting the pastoral delights of getting out on the water. There's been a trickling through recently of more innovative marketing initiatives across media and at shows, a trend that needs to accelerate if we're going to win over a sceptical consumer who gets much more of a buzz from doing, than owning.

It was reassuring to see that the Retail and Marketing Initiative Award at this year's Boat Builder Awards, in association with Raymarine, was one of the most keenly contested categories. At the time of

writing, shortlisted nominees were being notified and we'll find out at the gala dinner at the National Maritime Museum, Amsterdam, on November 13, which industry players are raising the marketing bar. To be there book tickets online at www.boatbuilderawards.com.

The boat industry is pretty unique in having so much to offer consumers – why just sell a boat when you can sell a dream?

50 YEARS AND COUNTING

It's a great honour to be at the helm of IBI as we celebrate our 50th anniversary. We've had a nostalgic look at back at half a century of the mag in this issue (p28) and we'll be making something of a splash at METSTRIDE in a few short weeks to celebrate. As always, if you have news or views to share, drop by the IBI newsroom on stand 06.102. A big thank you to our readers and advertisers who've been with us on the journey. We couldn't have done it without you. Here's looking forward to another 50 years! **IBI**

Ed Slack



“The long-term future of the industry depends on how successfully we market the lifestyle experience of boating”



EDITORIAL

Editorial Director: Ed Slack
Tel: +44 (0) 798 402 6733 Email: ed@ibiplus.co.uk
Deputy Editor: Belinda Snell
Email: belinda@ibiplus.co.uk
Art Editor: Madeleine Fitzsimons
Email: madeleine@ibiplus.co.uk
Research and Business Analysis Editor:
Arlene Sloan Email: arlene@ibiplus.co.uk
Publishing Director: Nick Hopkinson
Tel: +44 (0) 7966 159981 Email: nick@ibiplus.co.uk

ADVERTISING

Commercial Director: Philip Pereira
Tel: +44 (0) 7866 462577 philip@ibiplus.co.uk
Advertising Director: Philippa Drysdale
Tel: +44 (0) 7511 121833 philippa@ibiplus.co.uk
Account Manager: Amanda Barlow
Tel: +44 (0) 7730314989 amanda@ibiplus.co.uk

CORRESPONDENTS

Europe: David Robinson, Jake Kavanagh
USA: Tony Esposito
Brazil: Fernanda Teixeira Velloso

Far & Middle East: Mike Derrett
France: Olivier Voituriez
Russia: Eugene Gerden
Scandinavia: Lars-Ake Redéen South
Africa: Bobby Jordan
North America: Craig Ritchie
Turkey: Bahar Ozturk
Australia/New Zealand: Barry Thompson
Poland: Jaroslaw Adamowski
Italy: Fulvia Venturi
Ireland: David O'Brien
Benelux: Robert Wielgaard

INTERNATIONAL ADVERTISING REPRESENTATIVES

Italy: Ediconsult Internazionale SRL, Eva Green
Tel: +39 010 58 36 84 Fax: +39 010 56 65 78
Email: genova.com
Netherlands, Belgium: BAAS
(Boating Advertising Advice & Service),
Ted de Vries Tel: +31 (0) 36 522 7446
Email: baas@boatingadvertising.eu
www.boatingadvertising.eu
China: UICE - United International Conference & Exhibit Co., Ltd, Beijing Cynthia Tan

Tel: +86 (0) 10 87224826 Fax: +86 (0) 10 87224828
Email: cynthiatan@uice-expo.com
Taiwan: Alpha Trading Company Hur Hur Chou
Tel: +886 (22) 351 2225 Fax: +886 (22) 394 1138 Email: transpac@ms2.hinet.net

INTERNATIONAL BOAT INDUSTRY IBI is the business magazine for the boating world. Its aim is to stimulate profitable trading in all sectors of the marine leisure business.

Printing and binding by Pensord, Tram Rd, Pontllanfraith, Blackwood NP12 2YA. IBI, ISSN 0969-2576, is published six times a year by Boating Communications Ltd, 9 Pound Lane, Godalming, Surrey, United Kingdom, GU7 1BX.

ANNUAL SUBSCRIPTIONS (€70): IBI Subscription Dept, Warners Group, The Maltings, West Street, Bourne, Lincolnshire, United Kingdom, PE10 9PH. The 2017 US annual subscription price is \$100 Airfreight and mailing in the USA by agent named Air Business Ltd, c/o Worldnet Shipping Inc., 156-15, 146th Avenue, 2nd Floor, Jamaica, NY 11434, USA. Periodicals postage paid at Jamaica NY 11431. US Postmaster: Send address

changes to IBI, Air Business Ltd, c/o Worldnet Shipping Inc., 156-15, 146th Avenue, 2nd Floor, Jamaica, NY 11434, USA. Subscription records are maintained by Boating Communications Ltd, 9 Pound Lane, Godalming, Surrey, United Kingdom, GU7 1BX. Air Business Ltd is acting as our mailing agent.

BOATING COMMUNICATIONS LTD
Address: 9 Pound Lane, Godalming, Surrey, United Kingdom, GU7 1BX.



twitter.com/ibinews



ISSN 0020-6172

MERCURY DIESEL 3.0L

230 AND 270 HP



The new 3.0L Mercury Diesel engines, 230 and 270 hp.

Visit the mercurymarine.com website for more information about our engines benefits and specifications and meet us at Metstrade 2018 boatshow where we will inform you about our new 3.0L Mercury Diesel engine family!

METSTRADE Amsterdam
13-15 november 2018, stand 12.309

mercurymarine.com



CONTENTS

OCTOBER–NOVEMBER

ISSUE NO: 428



▲ Despite tariffs and other threats, the US equipment market continues to surge

REGULARS

- 3 **EDITOR'S COMMENT** Happy 50th
- 9 **APPOINTMENTS** New CEO for CNB
- 132 **INDUSTRY INSIDER** Tom de Vries
- 8 **EUROPE** Sunseeker and Icon
- 16 **NORTH AMERICA** US industry remains strong
- 22 **WORLD** Brazil pushed leisure marine sector

MARKETS & REGIONS

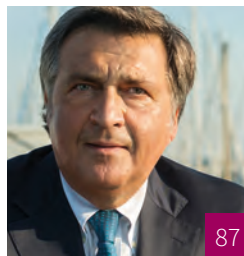
- 26 **SHOW PREVIEW** METSTRADE 2018
- 28 **IBI AT 50** A look back at half a century of IBI

Netherlands focus

- 30 **BOATBUILDERS** Domestic market stirs into life
- 37 **SUPERYACHTS** Exploring new territories
- 41 **EQUIPMENT** Innovative solutions

US focus

- 52 **EQUIPMENT** Overview



▲ Fulvio Dodich, Rosetti Superyachts MD

▼ Veleria San Giorgio renews its lifejacket range



▲ Healthy growth: Dutch market up 2.5% in 1H 2018



▲ Going for gloss: A look at the yacht coatings market

- 55 **SHOW REPORT** IBEX
- 56 **EQUIPMENT** Tops and covers
- 65 **EQUIPMENT** Power
- 69 **EQUIPMENT** Sanitation
- 73 **EQUIPMENT** Lighting
- 76 **EQUIPMENT** Decking
- 78 **EQUIPMENT** Seating

STRATEGY & FINANCE

- 80 **PROFILE** MacTac
- 83 **PROFILE** Galeon
- 87 **Q&A** Fulvio Dodich, Rosetti Superyachts
- 91 **PROFILE** Beneteau Racing

IBI TECHNICAL

- 96 **SECTOR SPOTLIGHT** Paints & coatings
- 116 **SECTOR SPOTLIGHT** Boat show business
- 127 **NEW PRODUCTS** Lifejackets, fishfinders, tracking antennas and light masts

BY THE INDUSTRY, FOR THE INDUSTRY

The **Boat Builder Awards for Business Achievement** were initiated by **International Boat Industry (IBI) magazine** and **METSTRADE** in 2015 and are designed to recognise individual and team success within boat building companies globally.

Nominations are invited across ten categories of business achievement and a number of outstanding initiatives and colleagues have been rewarded in previous years. However our search for admirable new projects and people continues. Individuals and teams can be nominated by professionals within the leisure marine business.

To make a nomination visit www.boatbuilderawards.com

SAVE THE DATE

This year's gala dinner and awards presentation will take place on the first day of **METSTRADE**, which is Tuesday the 13th November, at the National Maritime Museum in Amsterdam.

www.boatbuilderawards.com



The National Maritime Museum, Amsterdam (Het Scheepvaartmuseum)

HEADLINE SPONSOR
Raymarine®

2018 CATEGORIES

SPONSORS

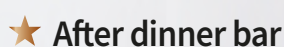
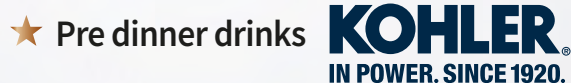
- ★ International distributor/dealer development
- ★ Collaborative solution between a production boat builder and its supply chain partner *(for vessels under 24m)*
- ★ Collaborative solution between a superyacht builder and its supply chain partner *(for vessels of over 24m)*
- ★ Innovative on-board design solution
- ★ Innovation in a production process
- ★ Retail marketing initiative
- ★ Environmental initiative
- ★ Best apprenticeship or training scheme
- ★ Rising star *(working for a boatbuilder and up to age 35)*
- ★ Lifetime achievement award



Open for sponsorship



DRINK SPONSORS



We place people first...

For sponsorship opportunities please contact Rens-Jan van Vliet on: r.v.vliet@rai.nl

ORGANISED BY



IBI PLUS

NEWS • INTELLIGENCE • DATA

TOP 10 MOST READ NEWS ON IBI PLUS

1 Bavaria sale – new owner outlines strategy and investment objectives

• [IBI-plus.com September 15](#)

2 Bavaria week one: work plan revealed, production to be ramped up

• [IBI-plus.com September 21](#)

3 Azimut-Benetti presents latest financial figures at Cannes

• [IBI-plus.com September 12](#)

4 Dutch yard to build Sunseeker's next flagship

• [IBI-plus.com September 26](#)

5 Hallberg-Rassy reports 'best ever' Open Yard

• [IBI-plus.com September 28](#)

6 Italian market bounces back with double-digit growth as Genoa show opens

• [IBI-plus.com September 20](#)

7 Attendance, sales up at NZ show

• [IBI-plus.com October 4](#)

8 Beneteau unveils 2018/19 recruitment plan

• [IBI-plus.com September 27](#)

9 Former Oyster CEO joins Fairline

• [IBI-plus.com September 26](#)

10 IGY Marinas views major expansion in Europe

• [IBI-plus.com October 5](#)

Europe

Sunseeker takes next step with Icon

UK British luxury yacht maker Sunseeker has selected Icon Yachts of the Netherlands to build its next flagship – the Sunseeker 161 – in aluminium at its yard in the Dutch city of Harlingen.

The plan is for Icon to build five Sunseeker 161s a year, starting next spring. The first is to be delivered in 2021.

Also, all Dutch-built Sunseekers will have a Fast Displacement Hull Form, a patent of Van Oossanen Naval Architects of the Netherlands that generates significant fuel savings and onboard comfort.

The Sunseeker-Icon collaboration was announced by the two companies at a joint press conference at the Monaco Yacht Show.

It comes at a time of great uncertainty over the conditions of Britain's exit from the European Union next March. Sunseeker sales director Sean Robertson said he expects Brexit "to have an impact, but we have looked at worst-case scenarios and decided to move forward. About 60% of our business is into Europe."

The deal marks Sunseeker's first foray into metal hulls. The company has been making motorboats since 1969 and superyachts since 2001. Of the latter, it has sold 121 to date – all in composite material. Sunseeker is owned by China's Dalian Wanda Group.

Robertson hailed Icon Yachts as an accomplished builder that "will deliver



▲ Five 161s will be built a year

exactly what we need to bring to our clients."

Icon Yachts CEO Jen Wartena said he can build eight Sunseekers simultaneously. His company recently added a new floating shed of 130m x 30m x 28m, doubling the yard's capacity. Icon will build Sunseekers from the hull up, including all finishing.

Genoa show success on back of double-digit growth for Italian market

ITALY The 58th Genoa International Boat Show drew to a close last month, culminating in a record edition that brought with it exceptional results not only in terms of visitors and business but also in terms of income and marketing for the Genoa province and the Liguria region as a whole.

According to event organiser UCINA Confindustria Nautica, 174,610 visitors people visited the six-day show (September 20-25) – a 16% increase over the previous edition. There was also a significant international presence with more than 33% of visitors coming from abroad, including from Israel, Australia and Hong Kong.

According to new figures

from Italian boating industry association UCINA, which were presented at the show, Italy's leisure marine market experienced its third consecutive year of double-digit growth in 2017 with total turnover up by 12.8% to €3.88bn. Exports accounted for around 65.5% of sales and the remaining 34.5% came from the domestic market.

Total turnover was largely generated by new-boat construction, accounting for a 58% share of sales, followed by equipment at 28%, engines at 8%, and refit, repair and maintenance at 6%.

Of greater significance, however, are signs of a resurgent domestic market. While exports in 2017 accounted for 75.6% of national

production (an amount equal to €2.44bn), production for the domestic market was up 15.4% last year to €788m.

Carla Demaria, UCINA president, described the figures as a "significant and consolidated recovery" – one that has seen an increase of 60% in just four years.

"While exports remain stable at exceptional levels, the domestic market also continues to grow (+15.4%), thanks to an increase in consumer confidence levels, determined by the regulatory reforms promoted by UCINA Confindustria Nautica, and to the boosting of marine leasing, which in 2017 recorded as much as +58% of turnover from contracts signed," said Demaria.



▲ There were 650 boats on display from 2.4m-50m

Cannes Yachting Festival 2018 'best of recent years'

FRANCE The 2018 Cannes Yachting Festival (CYF2018), its 41st edition, was described by a number of exhibitors as "the best of recent years". The show appears to have been very successful, with most exhibitors spoken to by *IBI* reporting that they had either signed up business or had strong leads to follow up after the show.

The event attracted 542 exhibitors, of which 58% were foreign, and these comprised 40% boat manufacturers and importers, and the other 60% covered everything else. There were around 640 boats ranging from 2.4m-50m (8ft-164ft). Of the total, 219 were new boats and yachts, of which 122 were world premieres. There were

150 yachts over 20m (66ft).

While motor craft dominated, there were 110 sailing yachts accounting for 17% of the total, including 46 multihulls, of which 13 were motor-powered.

However, the announcement of plans to move the sailing yachts and multihulls to Port Pierre Canto for 2019 has generated mixed opinions.

As usual, Port Pierre Canto this year hosted brokerage yachts for sale or charter, with 46 yachts up to around 50m on display. Most of the brokers spoken to by *IBI* were pleased with the results. Several brokers received offers on superyachts plus some sign-ups for charters.

Alliance Marine acquires 3SI

FRANCE Alliance Marine Group, owner of Accastillage Diffusion, Plastimo and VDM-REYA of France, has acquired the 3SI Group for an undisclosed sum. 3SI Group includes well-known brands such as Ocean Safety, Typhoon, ISP and Revere.

Alliance Marine's strategy is based on a combination of organic and external growth. "Internal growth requirement gives every company a real commitment to tight management and positive financial results," says Jean-Paul Roche, founder and CEO of Alliance Marine. "In addition, our acquisition strategy enables Alliance Marine to increase its geographical footprint and products portfolio as well as enlarge markets segments exposure.

Alliance Marine Group

consists of seven companies: VDM-REYA, SEIMI, Accastillage Diffusion, Kent Marin and Plastimo in France, BukhBremen in Germany and FNI in Italy. Prior to the 3SI acquisition, the company employed 450 staff and registered €135m in turnover.

"After a consolidation phase in France over a period of 17 years, the group has accelerated its external growth pace through internationalisation in Germany (Bukh Bremen) and Italy (FNI), reflecting Alliance Marine's confidence in the market," Roche adds. "With 3SI and its strong brands Ocean Safety, Typhoon, ISP and Revere, Alliance Marine has made a major step while strengthening its safety products division and commercial segment exposure."

Appointments

CNB

Groupe Beneteau has announced **Yann Masselot's** appointment as CEO of Construction Navale Bordeaux (CNB), taking over from Dieter Gust, the subsidiary's long-standing manager and founder, with effect from September 1, 2018. Masselot joined Groupe Beneteau 25 years ago.



Yann Masselot

Photo: Nicolas Claris

YANMAR

Yanmar Marine International (YMI) has appointed **Julio Arribas** as its southwest European regional manager, a position that encompasses the roles of general manager of both Yanmar Equipment Iberica SL and the newly-established Yanmar France SAS.



Julio Arribas

MARINEMAX

MarineMax has promoted **W Brett McGill** to the role of CEO. He will retain his title and responsibilities as company president. McGill is the son of William McGill Jr, the company's prior CEO and chairman, who has been named executive chairman of the board of directors. His most recent positions include executive vice president of operations in 2015, as well as chief operating officer in 2016.

NAUTOR'S SWAN

Giovanni Pomati has joined **Nautor's Swan** of Finland as its new CEO. Pomati joins the Finnish boatbuilder from the automotive sector, having worked at the Pirelli Group for over 29 years. Pomati will work closely with Nautor's Swan president Leonardo Ferragamo and, supported by vice president Enrico Chieffi, will assume global executive responsibility for all of Nautor's activities and companies.

FAIRLINE

David Tydeman, former CEO of UK boatbuilder Oyster Yachts, has joined **Fairline Yachts** as its executive chairman. His appointment comes as Fairline enters phase two of its growth plans. This involves the launch of the new F-Line 33, the launch of the Squadron 64, and continued investment in production, including the new Fairline Marine Park facility in Hythe, Southampton.



Stellan Westerdahl

OBITUARY: STELLAN WESTERDAHL

Swedish sailor and co-founder of **Pelle Petterson**, later **Maxi Yachts**, Stellan Westerdahl, has passed away at 82 after suffering from Parkinson's disease. Stellan was one of the founders of Pelle Petterson AB in 1969, together with sailor and boat designer Pelle Petterson.

IBI's daily marine industry intelligence service online and in depth. For more information or to subscribe contact Nick Hopkinson: nick@ibiplus.co.uk

IBI PLUS
NEWS • INTELLIGENCE • DATA



La Dolce Vita 3.0
Advanced Yachting Experience



AZIMUT S6 _ *Carbon-Tech*

Exterior Design _ Stefano Righini
Interior Design _ Francesco Guida

In Brief

IGY MARINAS IN EUROPE

US With its strong network in the Caribbean and US east coast, IGY Marinas is now looking to expand its European operations over and above the two facilities at Sete and Porto Cervo that it is already involved with. At a presentation in Monaco, Kenny Jones, a director of the group, indicated that some 35 potential projects are being assessed.

• *IBI-plus.com October 5*

SCANSTRUT IN US

UK Scanstrut, the UK-based outdoor technologies company, has opened a distribution centre in the US and named Chris Beaudry as vice president/general manager. Located in Westbrook, Connecticut, the facility will serve as its US headquarters and shipping hub to increase shipping speed, efficiency and maximise customer support, according to a company news release.

• *IBI-plus.com October 15*

SLEIPNER GROWTH

NORWAY Norwegian marine equipment manufacturer Sleipner Motor has presented plans to build a new factory by the water in Fredrikstad. "We are in need of much more space to realise our research projects and to streamline our production requirements for the future," said Skauen. "The proposed new factory will house both administration, R&D and manufacturing, as well as a dedicated test station, built out into the sea and a rigging station for our 58ft test vessel."

• *IBI-plus.com October 1*

UFLEX TAKES ON COELMO

ITALY Italian genset manufacturer Coelmo has named Uflex Srl as its new distributor for Italy. Under the new agreement, Uflex will sell and service the complete range of Coelmo marine generators from 3.2kW to 32kW.

• *IBI-plus.com September 28*

Europe

Sanlorenzo ramps up sales and investment

ITALY In 2018, its 60th anniversary, Sanlorenzo is pursuing a steady expansion path that comprises substantial facility investment, an ongoing flow of new models, and the launch of new brands under the Sanlorenzo umbrella.

The group's anticipated sales volume is estimated to reach €338m in 2018 compared with €301m in 2017.

In June this year the backlog order book reached €497m. Production for the SL Yacht division rose 40%

between 2017 and 2018 from €122m to €171m; the following year's production rose 258% from €32m to €113m. The Superyacht Division's current year production rose 44% from €55m to €79 while its following year's production rose 26% from €111m to €125m. The new Bluegame models added €9m.

To expand its facilities, Sanlorenzo has taken over sheds previously owned by FIPA Group in Massa and Viareggio.

Slovenian builder expands

SLOVENIA Slovenia-based Greenline Yachts, part of the SVP Yachts group, is expanding, having taken on another 200 staff over the past three years, bringing the total head count to 250 employees, says Greenline's Luca Meffle. "Having increased our production capacity threefold, we have an ambitious product

development program which started this year with the launch, at the Monaco Yacht Show, of the new NEO Open."

Looking at further developments, Meffle added: "There will be a new 48ft Coupe also planned for launch at the Düsseldorf show next year and later in the spring a 45ft Flybridge."

Princess Yachts joins 'Top Track 250'

UK Princess Yachts has been placed 87th in the annual 'Top Track 250' listing of UK companies compiled for *The Sunday Times* newspaper.

The basis of Princess Yachts' placement in the list was its

sales and profit performance. The entry in the list referred to the company's sales rising to £274.4m, up 27% and its profit of £10.9m an impressive rise of 268.1%

The 'Top Track 250' listing ranks the UK's private mid-market growth companies by sales, with required growth in profit and sales.

Pictured is Princess's newly launched R35 that has been turning heads at Europe's autumn shows.



▲ The head-turning R35

Meet us at METS
Stand 03-410

www.bruntonspellers.com

BRUNTONS

VARIFOLD



FIXED



CPP

AUTOPROP



SIGMADRIVE

Bruntons Propellers is probably the only company in the world that designs and manufactures virtually every type of propeller for virtually any type of craft. CPP, fixed, folding and feathering propellers are all custom designed for the intended vessel by our team of highly experienced Naval Architects and Engineers and manufactured to the highest standards.

Bruntons Propellers Ltd

T: +44 (0)1255 420005

E: sales@bruntonspellers.com

W: www.bruntonspellers.com

Oakwood Business Park, Stephenson Rd West,
Clacton-on-Sea, Essex, CO15 4TL, UK

GARMIN

WHO CARES ABOUT THE
LARGEST DIGITS IN CLASS?

THE BEST SAILORS IN THE WORLD.



OFFICIAL SUPPLIER

LUNA ROSSA

GNX™ 120 & 130 LARGE-FORMAT INSTRUMENTS

» 7" or 10"

HIGH-PRECISION GLASS-BONDED
HYBRID LCD DISPLAY

DISPLAYS MORE THAN 50 PARAMETERS FOR SAILING
INCLUDING CUSTOM DATA

FULLY CUSTOMIZABLE
USER PROFILES

NMEA® 2000
INTERFACE

Europe

Azimut-Benetti registers 18% YOY

ITALY Azimut-Benetti Group presented its latest financial data at the Cannes Yachting Festival, revealing that production value was estimated to have risen to €850m – an 18% year-on-year increase at constant exchange rates – plus an adjusted EBITDA of €50m. Over the past five years, the production value has increased from €611m in 2013/14 to the current figure for 2017/18. This represents a 40% rise in five years.

This value involves 261 yachts sold, giving the group continued leadership in the 24m (78.8ft) segment where the 68 sales achieved is 20% up

on the previous 12-months.

In terms of global sales, the Americas accounted for 38%, Europe 33%, the Middle East 11% and Asia Pacific 13%. As previously mentioned, was made to the group being the only international builder still active in Brazil but with sales of 36 yachts, an increase of

“Over the past five years, the production value has increased from €611m to €850m

”

24% this operation is proving a success.

The ongoing success of the group was also recorded through 17 awards in 2017/18. Furthermore, the Fraser Yachts arm of the group was identified in a survey as being the No 1 global brokerage house. Over the last year, Azimut-Benetti took full ownership of Fraser, buying the 17% stake held by V-Ships.

In respect of the Azimut and Benetti model ranges, the former has launched 10 new models over the past two years while Benetti has launched six new models with one new collection to come.

In Brief

OSLO FLOATING SHOW

NORWAY Despite a rainy weekend, around 11,750 people attended the Oslo floating boat show (Båter i Sjøen) (11,500 in 2017), which was held at Aker Brygge in central Oslo from September 6-9. With 300 boats displayed on water, the show is Scandinavia's largest in its class.

• [IBI-plus.com](#) September 14

CMC MARINE COLLABORATION

ITALY Italian marine stabiliser and thruster specialist CMC Marine announced a new collaboration with French hydro-dynamics expert Sirehna Naval Group. CMC has also set up a new subsidiary in the UK which will be fully operational from early 2019.

• [IBI-plus.com](#) September 14

NUMARINE SALES

TURKEY Numarine has reported strong sales of its XP series of explorer yachts. A new, larger model is now being developed and a new shipyard may be required.

• [IBI-plus.com](#) September 13

Ferretti feeling confident

ITALY A strengthening financial position, growing levels of investment, and several new model launches each year have become a consistent feature of Italy's Ferretti Group. For 2018, the company is also looking to increase production capacity at its shipyards and has confirmed that it is in negotiations with Wally Yachts to acquire the brand.

Alberto Galassi, CEO of the Ferretti Group, and COO Stefano de Vivo presented Ferretti's financial results for the first eight months



▲ Ferretti CEO, Alberto Galassi

of 2018 at the Cannes Yachting Festival, confirming the positive trend that strengthens the group's international leadership.

As of August 31, 2018, Ferretti Group recorded an order book for serial brands equal to €218m, in line with the budget estimates for the current financial year. The group expects to close the year with a total purchase order for serial brands of €450m, confirming and consolidating the results already achieved in 2017.

The group appears set on a course to achieve a larger production value for 2018, with €420m being estimated as the value for the first eight months of year, an increase of 22%. The total for 2017 was €623m, so a significant rise for 2018 is anticipated. Galassi said the group is looking for three new shipyards to boost capacity.

...we Certify the best.



INTERNATIONAL
MARINE CERTIFICATION
INSTITUTE



“

Put your trust in IMCI's experience and expertise... more than 2.700 companies world-wide have!

METS
TRADE
MARINE EQUIPMENT
TRADE SHOW
13-14-15 NOV 2018
AMSTERDAM

booth 01.201

19.- 27.01.2019

booth
09 / A13



IMCI

Rue Abbé Cuypers 3 1040 Brussels (BE)
Phone: +32 2 741 68 36 Fax: +32 2 741 24 18
info@imci.org www.imci.org



LinkedIn

Europe

Bavaria sale – new owner outlines strategy

GERMANY Berlin-based

private equity CMP Capital Management is the new owner of Bavaria Yachtbau, following a deal announced on 15 September 2018.

Bavaria fell into administration in April this year, but was able to strike a temporary deal to maintain operations to fulfil a sizable order book obtained on the back of new model launches in 2017-18.

CMP will acquire Bavaria Yachtbau and its French-based subsidiary Bavaria Catamarans SAS from Oaktree Capital and Anchorage Capital, which bought the business in October 2009 for approximately €300m including a cash injection of €55m and the previous owner Bain Capital's write-down of debt facilities totalling about €960m at the time.

The restructuring deal includes all 550 employees at the Giebelstadt, German plant and all 250 employees at the catamaran production facility in Rochefort, France. Bavaria acquired the French business in 2014, formerly Nautitech Catamarans, to address the thriving catamaran segment.

The purchase agreement was concluded and notarized between Bavaria's management and CMP – with approval of the creditors' committee and Bavaria's administrator, Dr Hubert Ampferl. However, it must still be approved by the Federal Cartel Office before completion. The parties have agreed not to disclose the purchase price, but informed industry sources suggest it is in the region of €20m, which falls in line with CMP's investment parameters.

Bavaria has delivered around 200 boats since the

insolvency petition in April. After the end of the summer holidays, production restarted at a slow pace. "We plan to complete around 24 motor and sailing yachts in Giebelstadt in September," said interim CEO of Bavaria Yachtbau, Dr Tobias Brinkmann, in an interview with *floatmagazin.de*. Since July, the employees have been paid out of the insolvency assets; short-term working arrangements have been applied for the 550 employees until the end of September.

EXPERIENCED FUND

Founded in 2000, CMP Capital Management-Partners is a German investment company which specialises in acquisition of distressed companies and turnaround opportunities in Germany, Austria and Switzerland.

CMP will assume on-site operational management of Bavaria, led by restructuring expert and partner Dr Ralph Kudla, working with Bavaria's team. "We are convinced of Bavaria's global market potential and will continue to develop the company sustainably," stated Kai Brandes, managing director of CMP. "The restructuring measures will focus on regaining market share and improving production costs."

CMP's current portfolio consists of seven primarily industrial manufacturers, but no consumer-oriented companies.

FIRST BUYER DROPPED OUT

"We would have liked to have sold the company as early as this summer," Dr Brinkman told the magazine *Wirtschaftswoche*. "Then the prospective buyer

unfortunately withdrew which delayed the sales process."

The insolvency of Bavaria came as a culmination of numerous management changes in recent years which had made an inherent strategy difficult, noted Brinkman. He said the model range had been hesitantly updated, and then eight new models were put into production at the same time, which overtaxed production.

"Material costs rose, the boats were not completed on time and were more expensive than planned. All this had an impact on liquidity," Brinkmann explained to *Wirtschaftswoche*.

In the final weeks of negotiations, the sale has attracted several serious buyers with credible offers. Recent reports indicated an Italian yacht builder backed by an Indian billionaire was the most likely, but the deal is said to have fallen through due

to financing.

Among other rumoured buyers was the widow and family of the late Josef Meltl of Yachten Meltl – one of Bavaria's top dealers based on Germany's Lake Chiemsee and one of the previous owners of Bavaria Yachtbau.

When sold in 2007 for a reported €1.3bn to Bain Capital – the industry's second highest-ever purchase valuation after Candover's 2006 acquisition of 60% of the Ferretti Group for €1.7bn – the company was owned by two equal shareholders, the wife of founder and then managing director Winfried Herrman, and his partner Josef Meltl who rescued the company in the mid-1980s by purchasing some 300 unsold stock boats.

Started in 1978, Bavaria was building around 3,500 yachts per year at Giebelstadt, with sales of €271m for the 2006 fiscal year, and EBITDA of €79m.

Amico announces major expansion of Genoa refit facilities

ITALY Amico & Co, the Italian superyacht refit and repair yard based in Genoa, is launching a major expansion of its facilities believed to be worth some €35m. A new 4,000-tonne shiplift and upgraded drydocks are part of investment

The plan, which was announced during the Monaco Yacht Show, became operative in early 2018 with construction of all new infrastructure now underway. It is due to be completed by 2019.

Since 2015, the family-run shipyard in Genoa has been designing and promoting authorisation for new



▲ Investments worth €35m are currently underway at Amico

developments by proposing an ambitious master plan to the Genoa Port Authority for developing a new Megayacht Hub.

Amico & Co already has the ability to refit yachts of any size at its existing facility.



951 Exhibitors

4.780 Trials at sea

174.610 Visitors

27 Countries represented

See you again in 2019,
for the 59th Genoa International Boat Show.

The above figures refer to the 2018 edition of the Genoa International Boat Show.



salonenautico.com



Ministero dello Sviluppo Economico

S_[n]⁵⁸
salonenautico
Where life meets the sea.

Americas

US boating industry remains strong

US In his final State-of-the-Industry address as president of the National Marine Manufacturers Association (NMMA), Thom Dammrich opened the 2018 International Boatbuilders' Exhibition & Conference (IBEX) declaring that despite international trade threats, the US recreational boating industry is strong.

Dammrich, who retires next year after nearly 20 years leading the industry group, cautioned that the industry needs to remain diligent in communicating to lawmakers on every level and continue to forge alliances within the industry and related industries

"to help policy makers understand the importance of outdoor recreation as an economic driver in our country."

Dammrich cited NMMA's leading role in establishing the Outdoor Recreation Roundtable, a group of 20 trade associations that promote the policy and legislative reforms needed to enhance the outdoor recreation economy.

Outdoor recreation contributes US\$378bn of value added to the Gross Domestic Product (GDP) each year. This equals to 2.2% of total GDP, which Dammrich said, "may

not sound like a lot, until you consider that all of agriculture represents 1% of GDP and all of mining represents 1.5% of GDP; so, 2.2% takes on new significance."

As it happens, the largest sector of Outdoor recreation is boating and fishing, adding some US\$38.6bn of value added annually to the GDP.

Dammrich said the industry is the strongest it has been since the mid-1980s, in a current seven-year period of annual growth, capping 2017 with an all-time sales high of US\$38.6bn. He went on to predict that US boat sales in 2018 could top US\$40bn.

...but tariffs still threaten, despite broadly positive outlook

US Thom Dammrich, NMMA president, said that while a small number of US-made boats are finding their way into Canada, exports to the European Union have "virtually dried up".

"Most of the damage has come from a declining export market," Dammrich told *IBI*. "If we see a 10% drop in exports

and a 5% growth in domestic markets, the manufacturers who depend a lot on exports are still seeing a decline."

Dammrich said it is important for US manufacturers not to give up on the export markets, which can help companies weather an economic decline in the US. "One of the things we saw during the

'Great Recession' is when the domestic market collapsed, companies that were exporting were doing better than those who weren't. We have been encouraging companies to export as an important part of their business, and we have seen more companies increase export activities," as a hedge, Dammrich added.

Seaview MBO; new facility investment

US Seaview, a manufacturer of marine mounting solutions, has separated from its parent company, PYI based in Lynnwood, Washington, to form an independent company.

To accommodate increased demand, long time Seaview managers Jason Romesburg, Ian Smith, and Jason Abrahamsen have formed a new company to manufacture

and distribute Seaview products.

Dealers and end users can expect the same quality products and customer service that they received at PYI, since the new owners have been the backbone of Seaview for 16 years. This team has a combined 50+ years in the marine industry and is looking to expand the Seaview line

and to increase production in a new larger facility in Eastern Washington.

According to the new management, relocating to a new larger facility in Liberty Lake, WA will provide more space for continued growth and keep costs down so that the company can offer more and better products at a fair price.

Malibu completes Pursuit acquisition

US Malibu Boats has closed the purchase of Pursuit Boats, in what the company calls a strategic transaction that expands Malibu's offerings into the fast-growing saltwater outboard fishing boat market.

Terms of the US\$100m transaction were US\$50m cash and US\$50m of borrowing under incremental revolving credit.

Pursuit offers 15 models of offshore, dual console and center console boats.

Loudon, Tennessee-based Malibu holds the number one US market position in the performance sport boat category with its Malibu and Axis Wake Research brands of tow boats as well as number one market position in US stern-drive boats in the 24ft-29ft category through its Cobalt brand, which it acquired in June of 2017.

"Over the past 41 years, Pursuit Boats has established a premium brand through its incredible dealer network and longstanding commitment to customers. With Pursuit, we have an opportunity to broaden our outboard offering, while leveraging the manufacturing and design expertise of the respective teams to continue to deliver the premium products customers expect," said Jack Springer, CEO of Malibu Boats, in a statement.

Malibu recently introduced two new inboard motors for the Malibu and Axis brands at the International Boatbuilders' Exhibition and Conference (IBEX).

TORQUEEDO

DEEP BLUE 100 kW **NEW**

The single-source solution for electric propulsion and complete energy management on board

A new power couple:
33% more capacity and the Deep Blue 100 kW motor



State-of-the-art: latest-generation batteries by BMW i deliver more power in the same footprint

Guaranteed: only marine lithium battery with a 9-year capacity warranty

Abundant: plenty of energy for all onboard desires with no generator noise or fumes

Safe: Torqueedo's 5-stage safety system delivers peace of mind for you and your customers



Powerful: 100kW inboard silently powers large yachts

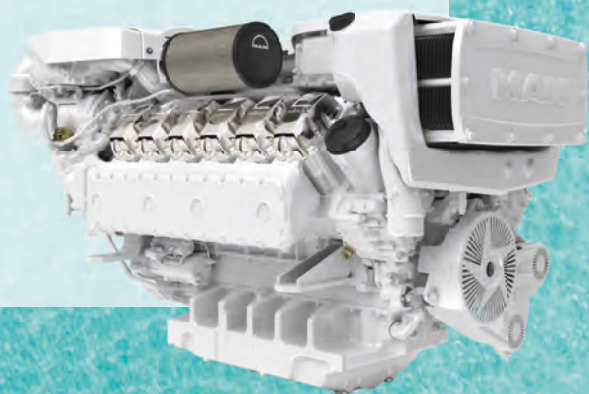
Capable: low RPM provides ultimate torque, efficiently moving heavy displacement vessels

Proven: with more than 80,000 motors in the field, Torqueedo is the market leader

Global: service and support available anytime, anywhere

www.torqueedo.com

Yacht engine
MAN V12-1900



A TRUE LUXURY IN THE **LUXURY CLASS.**

Aesthetic. High-quality. Special.

Yacht engines from MAN Engines accelerate with ease. They bring both yachts and hearts racing up to full speed. True aficionados will therefore enjoy the trendsetting design throughout, right down to the engine compartment. They will love the engineering ingenuity, which goes far beyond the smooth acceleration response, familiar smooth running and impressive power delivery of MAN engines. And anyone wishing to round off the external appeal of their luxury yacht with its inner qualities can choose gold cylinder head covers for their MAN engines. Lust for personal luxury?
www.man-engines.com

MAN Engines



VISIT US:
Fort Lauderdale
Intl Boat Show
Bahia Mar Land 1047

Americas

Brunswick enters boat rental arena

US Following a two-year pilot program in select markets across the US, Brunswick Corp's Boating Service Network has launched OnBoard Boating Club and Rentals, a turnkey program targeted at boat dealers and marinas allowing easy entry into the growing, so-called 'share lifestyle' market segment.

"We see this as a great business model to participate in," Boating Service Network (BSN) vice president Cecil Cohn told *IBI*. "The market is much broader [than is

currently being served] and has the ability to become much, much larger," he said.

Participating marinas and dealers will license the OnBoard brand and have access to a fleet of well-known boat brands, financing for the rental fleet, operational software – including on-line reservations and an array of marketing and other business tools.

"In the past, we've been helping dealers deliver a superior purchase experience, primarily for new boat sales," Cohn said in an

interview. "But as we look to the future we want to migrate upstream to help grow the next generation of boaters, and OnBoard Boat Club and Rentals is our first major initiative in that space."

As exemplified by companies like Uber, Citi Bike and Airbnb, 'share lifestyle' services have been growing in major urban areas in the US, and expanding geographically driven by the so-called millennial generation.

The program will be marketed this winter to dealers in the US and Canada.

Georgia fires destroys 80 boats

US Some 86 boats were destroyed after a large fire broke out at a boat storage facility near Lake Lanier in Buford, Georgia, in October.

According to authorities, the caller to 911 is an employee who provides security overnight. He reported flames from several boat slips.

"Crews arrived to find heavy flames and smoke showing from about half of the large boat storage facility," Captain Tommy Rutledge told the *Gwinnett Daily Post*. "Firefighters requested additional units to respond and mounted a defensive attack to control the blaze and protect exposures."

Multiple hand lines, deck guns and two aerial ladders were used to knock down the bulk of the flames, he said.

Retiring Dammrich enters Hall of Fame

US The International Boatbuilders' Exhibition & Conference (IBEX) opened in Tampa, Florida, with the induction of NMMA president Thom Dammrich to the National Marine Manufacturers' Association (NMMA) Hall of Fame and the announcement that Dammrich will retire from his post in September 2019.

"They have always said 'you'll know when it's the right time', and it's the right time," Dammrich told *IBI* in a pre-show interview. "I'm looking forward to more time with my family and not having to run quite as hard, but I've enjoyed every minute of it."

During his nearly 20 years at the helm of the recreational boating industry trade group, Dammrich cites two notable challenges: The 'Great Recession' which began in 2007/08 and the move of portions of the Miami

International Boat Show to the Miami Marine Stadium.

"The move of the Miami show to Virginia Key was probably the most stressful experience of my life," Dammrich said. "A lot of people thought it was an ideal location but there were concerns about traffic and moving people [on and off the island], which we're still working on. We invested millions of dollars into a maintenance traffic plan to avoid local concerns, and in the end, it wasn't nearly as bad as anticipated."

During his tenure, Dammrich is credited with leading NMMA to become the world's largest producer of boat and sport shows, as well as building awareness and interest in recreational boating among the public.

Dammrich's successor should be in place by early July 2019.



Designer and manufacturer



VARIPROP
FEATHERING PROPELLERS

Simply the finest
sailing yacht propellers
in the world



VARIFOLD
FOLDING PROPELLERS



VARIPROFILE
Feathering Propeller

For further
information visit:

www.spw-gmbh.de

or contact us:
propeller@spw-gmbh.de

SEE US AT METS:
HALL 1 / STAND 01.845

NEW TILT MECHANISM

Designed for your comfort!

For hydraulic & mechanical steering systems

External filler cap!



5 Locking positions!



New compact design!



MaviMare & Mancini
Steering Systems



www.mavimare.com

Americas

Canada Metal (Pacific) sold to equity firm

CANADA British Columbia-based marine equipment manufacturer Canada Metal Pacific Limited (CMP) has been acquired by Ironbridge Equity Partners, a Toronto-based equity firm.

Ironbridge purchased majority control of CMP and will see former owners John Mitchell, the Szwez family and key senior management retain minority ownership stakes.

"Ironbridge brings a solid track record of enabling businesses like

ours to improve operational efficiencies as well as providing capital to support dynamic growth initiatives," said CMP president, John Mitchell. "All of us at CMP are very pleased to bring on board such a vigorous and energetic new partner."

CMP manufactures a wide range of equipment, including Martyr anodes, Rocna anchors, Titan chain products, Octopus autopilot systems and Dock Edge dock equipment.

US boating registrations remain strong

US Despite the turmoil and uncertainty created by tariffs and trade wars, the US domestic boating market remains healthy, with new powerboat registrations up 3.8%, according to the latest numbers from the National Marine Manufacturers Association (NMMA).

The rolling 12-month, year-over-year measure has shown monthly gains since

the beginning of 2018, and the preliminary data for August growth was fuelled by tow boats, up 8%, and personal watercraft which increased 8%.

In a recent interview with *IBI*, NMMA president Thom Dammrich said that while the rate of increase is slowing a little, steady 2018 boat sales can be attributed to one thing: the economy.

Toronto show launches 'Women's Day' event

CANADA The 2019 Toronto International Boat Show (TIBS) which takes place in January next year, will launch a new Women's Day initiative designed to encourage female participation in boating.

Scheduled to run on Sunday, January 20 from 8:30 am till 5:30 pm in 2019, the Women's Day program will include presentations from female speakers on practical boating skills such as navigation, anchoring and

trailing. "The Women's Day at TIBS program is for women only, and is designed to build confidence by presenting information in a fun and supportive environment," claimed show manager, Cynthia Hare. She continued: "We already offer more than 250 free seminars and workshops at the show, yet we keep hearing consumer feedback requesting more – particularly programs aimed at women.

SCOTT BADER
Making a **positive** difference

Global Manufacturer of Adhesives, Resins and Gelcoats

Composites experts in the marine industry for 60 years.

+44 (0)1933 666638

scottbader.com



In Brief

ZIPWAKE IN UAE

Saim Marine, sole agent for Zipwake interceptors in Italy and Monaco, is to begin distributing the Zipwake range in the UAE through its Dubai agent, Yacht Controller ZFE. The agreement also covers parts of the Persian Gulf area, including Saudi Arabia, Bahrain, Kuwait and Qatar.

• *IBI-plus.com* October 10

LUMISHORE NZ DISTRIBUTOR

Lumishore, the UK manufacturer of underwater LED lighting systems, has chosen Electronic Navigation Ltd (ENL) as its exclusive distributor for New Zealand.

• *IBI-plus.com* September 28

ATTENDANCE, SALES UP AT NZ SHOW

A 12% increase in overall visitors was reported by the Auckland On Water Boat Show compared to last year's figures. Exhibitors at New Zealand's largest on-water show, which ran from September 27-30 at the ANZ Viaduct Events Centre in Auckland, said the audience represented a strong buying market as they reported buoyant sales and quality enquiries. This year was the 20th edition of New Zealand's largest on-water boat show and was the last year the show will be held in the ANZ Viaduct Events Centre for the foreseeable future.

• *IBI-plus.com* October 4



▲ The Auckland show

Rest of the World

Green light for marine precinct

AUSTRALIA The Mayor of the City of Gold Coast, Tom Tate, has thrown his support behind the next phase of the evolution of The Boat Works in Coomera, Australia, declaring its plans for expansion a "major project" of particular significance to the region for the size of investment and the impact on the community in terms of jobs and increased business.

Superior Jetties won the contract to build the new 50-berth marina, which it's

anticipated will welcome its first vessels in early December. Stage 1 is due for completion in April 2019.

Tony Longhurst is at the helm of The Boat Works, helping to drive the next phase of evolution of the Coomera marine precinct with a focus squarely on jobs and input to the economy. Investing A\$100m into The Boat Works, he will oversee an ambitious expansion program, effectively doubling the yard's current footprint to 43 acres.

The new precinct will create Australia's first dry marina, devoted to dry storage for up to 200 boats from 25ft-100ft, as well as expanded refit facilities, the new 50-berth marina and waterfront village comprising boutiques and restaurants. The expansion will prove a boon for the Gold Coast's entire marine precinct, generating employment and attracting more vessels to the Gold Coast.

The Boat Works currently lifts 50 boats per week and employs 1,000 personnel.

New Robertson & Caine MD seeks robust growth

SOUTH AFRICA Robertson & Caine's newly appointed managing director, Peter Giliam, says he hopes to bring an improved quality finish to the South African yard by making the business more robust.

Giliam, who joined R&C in February as manufacturing director, brings more than 30 years of experience in the automobile industry working for both BMW and Jaguar Land

Rover. He took over as MD in July following the resignation of Alet du Plessis.

Giliam told *IBI* he hoped to consolidate the yard by "getting more balance in production and quality".

"From there we will move it forward. There is a big opportunity in the market and it is in our interest to move forward... I would rather we take it a touch slower and make sure we are robust."

Durban boat clubs deal

SOUTH AFRICA Three prominent Durban watersports clubs making way for a R35bn (US\$2.4bn) waterfront development will be accommodated in two new facilities within the next year, a key development stakeholder has confirmed.

The future of the three clubs – Point Yacht Club, Durban Ski Boat Club and the Durban Underwater Club – has been shrouded in uncertainty since their current beachfront site, was bought by a business consortium involving a Malaysian property company..

In addition to losing their current facilities, the clubs now also face a steep rental increase. The Ski Boat Club and the Durban Underwater Club will have to share their new facility due to space constraints.

However, Durban Ski Boat Club's Max Cardona clarified the clubs' future – and the outlook is positive. "We had a meeting with the developer and we should be into the permanent site in July or August next year."

Auckland introduces regional boat fuel tax

NEW ZEALAND The NZ Marine Industry Association and Coastguard New Zealand are urging the government to take a closer look at the new Auckland regional fuel tax which will hit Auckland-based boat owners twice – once when they fill up their cars, and again when they fill up their boats.

According to NZ Marine, the tax will put an extra

burden on boaters without any mitigating factors which could justify it, such as some of the funds being pushed back into marine environmental projects, boating safety or extra marine facilities. Nationwide, more people than ever are going boating but many regions have a limited number of boat ramps complete with car and trailer parking.

Because connections matter...

Captains trust KVH & TracPhone® worldwide

"I have logged more than 300,000 ocean miles in my career, always with KVH products on board and KVH support on call. The clients I represent also demand the best and fair value. That's why KVH and its systems and services are a perfect match for us. The new TracPhone V7HTS delivers great data speed and we enjoy outstanding TV entertainment thanks to TracVision®. Through it all, KVH and its team has kept its personal connection, outstanding support attitude, and innovative technologies, making our choice of KVH a win-win for all!"

– **Captain Tim Laughridge**
MY Lady Victoria

MY Lady Victoria –
With V7HTS displayed in optional
matching TracVision HD11 size dome.

Visit us at **METSTRADE**
Amsterdam
13-15 November 2018
Stand: 01.153

Winner of NMEA
2018 Product of
Excellence Award



Bring streaming fast speeds onboard with
KVH's **TracPhone V7HTS** with speeds as fast
as 10/3 Mbps (down/up)* – **kvh.com/hts**



WHAT'S NEW? EVERYTHING!



+



High-speed 10/3 Mbps (down/up)* data channel
plus a FREE unlimited use data channel



Affordable hybrid
airtime plans



Next-generation
HTS network



Expanded global
coverage



BOAT WORLD REVOLUTION



NEW
interceptors

Better comfort,
safety and
performance

Reduced fuel
consumption

Interceptors
respond
5-10 times faster
than trim tabs

Built-in GPS,
3D-Gyro and
3D-Accelerometer

Active
Roll and Pitch
Control



Meet us at METS, in the new Hall 7, Stand 07.123
and discover the revolution.

Zipwake is a Dynamic Trim Control System like no other. Now at the push of a button, you can get immediate lift and stability for a safe, comfortable ride and you don't have to pay a fortune. Designed for powerboats 20 - 60 feet. Developed and manufactured in Sweden.

ZIPWAKE

CHOOSE COMFORT. ENJOY PERFORMANCE.

Zipwake AB, +46 (0)31 24 77 75, hello@zipwake.com, www.zipwake.com

Follow us



Rest of the World

Brazilian government looks to boost leisure marine sector

BRAZIL Government figures and top industry experts discussed ways of developing marine tourism in Brazil at the 4th Nautical Congress: Investment in Tourism, event held during the 2018 São Paulo Boat Show. It brought together government authorities and experts from the tourism and nautical sectors to discuss obstacles to the development of marine tourism in Brazil and ways to overcome them.

The event, exclusively for guests, took place on September 27-28 and was the only marine meeting to promote the nautical sector through municipalities with the purpose of generating income and developing local marine tourism.

Minister of Tourism Vinicius Lummertz, who gave a lecture on the first day of the event, said: "Marine tourism is

part of something greater than the 'economy of the sea.' That is, the ability to use our waters to generate wealth.

"The letter prepared by the Fórum Náutico Paulista (Marine Forum in São Paulo State) asking for support to marine tourism is legitimate pressure on a sector that needs to grow."

Marco Antonio Castello Branco, president of the Fórum Náutico Paulista, spoke about the economic importance of tourism: "Marine tourism is not just a tour. It's an economic activity. The Tietê River has almost 1,000 kilometers navigable. Marine tourism is much more than just the sea."

During the event there was a brief online presentation about Dubrovnik in Croatia from its mayor, Mato Frankovic, who explained how his team controlled the

problem of excess cruise ships in the city by limiting the amount that were allowed access, and staggering their arrival and departure times, as they were not delivering the quality of services expected by tourists.

The development of projects designed to unify country tourism and marine tourism was also discussed. After some research, it was identified the potential alliance between fields and water in the dams of Paraná state, this union is proving to be perfectly viable.

Angela Soares, from Paraná Projetos, said: "Our Angra Doce project at the Chavantes dam is bringing concrete benefits to its 15 municipalities in that region. In Chavantes, now there are beaches where previously there were only forests."



TYPHOON MANGKHUT
WREAKS HAVOC IN HK

HONG KONG Typhoon Mangkhut, which hit the territory on September 16, was the strongest storm to hit Hong Kong since records began. According to the Hong Kong Boating Industry Association, the south side of Hong Kong Island was particularly badly hit with the Hobie Club suffering almost a 100% loss of its boats. In total the association believed more than 100 larger boats on moorings were also lost.

2018 São Paulo show exceeds expectations

BRAZIL The 21st edition of the São Paulo Boat Show (September 27-October 2) attracted 33,500 visitors during its six-day run – 5% higher than last year's event. Around 250 vessels valued at US\$40m were sold at the show.

Allan Cechellero, director of marketing at Triton Yachts, said: "More than 3,000 people passed through Triton Yachts booth. Sales represented an increase of around 40% in relation to the previous edition of the event, a sign of the reheating of the marine market in the country and

further consolidation of the brand."

Taking place alongside the São Paulo Boat Show, and open to all visitors, was the PADI Dive Festival – the largest and most complete diving event in Latin America.

"The São Paulo Boat Show has been consolidating, year by year, the recovery of the marine market in the country," said Ernani Paciornik, organiser of the event. "This edition was highly representative of the shipyards' yearly sales, and attracted a highly qualified audience."



SAN GIORGIO S.E.I.N.
Marine instruments and sensors

THE ENGINE MANUFACTURER PARTNER



Touch screen
monitoring
and control systems



NMEA2000 and
CAN Bus instruments

PROFESSIONAL LEVEL CONTROL



Reed & pressure sensors

Visit us at
METSTRADE

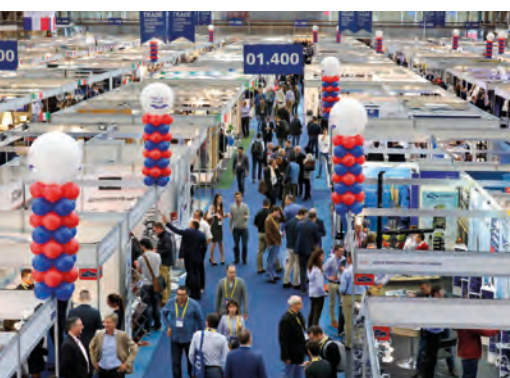
www.sangiorgiosein.com

METSTRADE 2018

A celebration of innovation

INNOVATION AND SUSTAINABILITY WILL ONCE AGAIN BE AT THE HEART OF THIS YEAR'S METSTRADE SHOW IN AMSTERDAM, WITH EXHIBITORS BEING ENCOURAGED TO LOOK AT NEW WAYS OF IMPLEMENTING MORE ENVIRONMENTALLY FRIENDLY PRACTICES FOR THE BENEFIT OF ALL

WORDS: BELINDA SNELL



▲ Could this be the biggest show yet?

Hervé Gastinel, Groupe Beneteau CEO, will kick-off the world's largest B2B trade exhibition of marine equipment, materials and systems, when he takes to the stage on Tuesday 13 November for METSTRADE's opening Breakfast Briefing ceremony at the Amsterdam RAI Convention Centre. Gastinel will provide insights into the challenges that the leisure marine sector is facing and explore new approaches towards sustainability, innovation and evolving consumer trends.

DAME DESIGN AWARDS

Innovation will also be celebrated at the awards ceremony for the prestigious DAME Design Award, which follows the Breakfast Briefing. The proceeds of this year's DAME Award will be shared amongst two charities – Wetwheels and the Blue Marine Foundation. Wetwheels builds disabled people's confidence by providing the opportunity to access the sea using specially designed, fully accessible powerboats. The DAME Awards funds will be used to provide active, participatory, therapeutic, outdoor sea-going adventures to disabled people and their friends, family



▲ The Boat Builder Awards, held on the Tuesday night, is another much-anticipated highlight

or carers in coastal locations around the UK.

The Blue Marine Foundation is dedicated to restoring the health of the world's oceans by creating marine-protected areas, developing models of sustainable fishing, repairing key marine habitats and protecting vulnerable and threatened species. The charity will use the DAME donation for a project in the Aeolian Islands aimed at improving the marine environment and ensuring a harmonious marine industry for local fishers and leisure boats. The funds will go towards the purchase of a research and patrol vessel that will be used for monitoring, research and educational purposes.

I-NNOVATIONLAB STAGE

METSTRADE 2018 will also see the return of the I-nnovationLAB Stage in Hall 6, designed to stimulate discussions on a variety of topics in the leisure marine industry. The stage will host two expert panel debates during the first two days of the show and the audience will be invited to actively participate.

On Tuesday 13 November, the I-nnovationLAB Stage will focus on a very

current topic: the health of oceans, rivers and lakes. The session will look at various initiatives by enterprising marinas, yacht clubs, sailing organisations and creative individuals to contribute to environmental sustainability and ocean conservation.

The second session, on Wednesday 14 November, will ask how genuine many of the green initiatives in the leisure marine industry are, how much of a problem that is, and whether there are ways to improve the situation. It will look at the real long-term benefits of sustainable

measures in the industry and ways to quantifiably measure their lifecycle effect and total environmental impact.

"This is the second year that sustainability will be at the very heart of the METSTRADE Show," says RAI Amsterdam's maritime domain manager Irene Dros. "This clearly demonstrates our commitment to these crucial issues and ensures we have the broadest possible reach."

BOAT BUILDER AWARDS FOR BUSINESS ACHIEVEMENT

Last but not least, the fourth edition of the Boat Builder Awards for Business Achievement, held in association with Raymarine and organised jointly by *IBI* magazine and RAI Amsterdam, promises to be the biggest yet. This year's ceremony moves to the Tuesday evening, and will be held once again under the spectacular canopied courtyard of Amsterdam's historic National Maritime Museum. "We're expecting more than 350 of the industry's major boatbuilders and decision makers to attend what has become the global boat industry's signature awards and networking event," says *IBI* publishing director, Nick Hopkinson. **IBI**



Call us +44 (0)1404 892940
www.lynchmarine.co.uk

Visit our stand at METS 2018 at RAI Amsterdam
13th-15th November - STAND 07.330 N

PRACTICAL

- NO FUEL COSTS
- NO LUBRICANTS
- VIRTUALLY SILENT
- NO FUMES
- POWER ON-BOARD ELECTRICS
- EASY TO CHARGE
- NO WINTER PROTECTION REQUIRED

POWER

- FROM 10 TO 80 HP
- INBOARD & OUTBOARD
- COMPLETE SYSTEMS
- BATTERY MANAGEMENT
- SOLAR PANELS
- BATTERY REGENERATION UNDER SAIL

PLUG & GO

- SIMPLE INSTALLATION
- LOW MAINTENANCE
- LIGHTWEIGHT
- COMPACT DESIGN
- BATTERY PLACEMENT FOR OPTIMUM WEIGHT DISTRIBUTION
- DESIGNED TO SUIT YOUR BOAT



CANAL



RIVER

**ELECTRIC MARINE DRIVES
INBOARD AND OUTBOARD
SOLUTIONS FOR ALL BOATS
POWERED BY THE LYNCH ELECTRIC MOTOR**



LAKE



SEA

THETFORD
Marine

COMPASS

Maximum flexibility
to fit everywhere

www.thetfordmarine.com



- ✓ Compact toilet
- ✓ Small footprint
- ✓ Self integrated technology

TECMA

ONGOING INNOVATION

Visit us at **FLIBS** (Oct 31 - Nov 4) Fort Lauderdale | **METS** (Nov 13 - 15) Amsterdam

INTERNATIONAL BOAT INDUSTRY

50 years on

EVENTS AND MARKET CONDITIONS WITNESSED BY IBI DURING HALF CENTURY OF PUBLICATION

WORDS: ARLENE SLOAN

International Boat Industry (IBI) magazine was launched in October 1968 in Poole in the UK. It was the brainchild of John Threlfall who a year earlier had sold South Western Marine Factors, his previous company started in 1953. SWMF was the UK's largest marine equipment distributor and the Mercury engine concessionaire, and it became a subsidiary of the US Allegany Corporation.

INTERNATIONAL LINKS

Threlfall had always had a very international approach to business. In his previous company, he imported and exported products to and from many countries and took a keen interest in the establishment of the International Council of Marine Industry Associations (ICOMIA) and later, the first European Marine Trade Show in Hamburg (EMTEC) which in many ways paved the way for today's METSTRADE in Amsterdam. He had also been president of the Ship and Boat Builders Federation – the forerunner of the British Marine Federation in the mid-1960s – so was always close to the centre of the industry.

Threlfall's original idea behind IBI was to create an international business-to-business magazine covering the world's major boating markets on a controlled, free-of-charge circulation basis, supported by advertising from manufacturers who were seeking distributors around the globe or selling direct to boatbuilders or major retailers.

Acting in the role of publisher, Threlfall set up a small staff consisting of an editor,



▲ An IBI front cover from 1985 and a feature from the same year on the booming US powerboat market

advertising director, general administrator and a young journalist, Nick Hopkinson, who 50 years later is still involved as the magazine's publishing director and part owner. Originally, the magazine was published on a quarterly frequency, including a regular ICOMIA newsletter as a bound insert.

“ From this point the story takes another twist, as IPC itself was acquired by Time Warner in a \$1.2bn deal in 2002 ”

Reed International – was keen to acquire the business. Threlfall, who was then concentrating on the EMTEC trade show in Hamburg, decided that the development of the magazine from a quarterly title to something more substantial would require considerably more investment than he was

prepared to risk. So, in 1971 he decided to accept an offer from IPC, and IBI was transferred from Poole to the new owners in central London. Nick was the only staff member to make the move to work for IPC in London and was appointed IBI's editor in 1972.

MANAGEMENT BUYOUT

From that point, IBI grew in leaps and bounds and by 1976 was a monthly

publication circulated to over 10,000 industry professionals in 120 countries. However, the very severe recession which affected the leisure marine industry between 1980 and 1983 saw many companies go out of business and the revenues of all marine-related magazines declined sharply. By 1983, IPC had put the title up for sale and after a deal with another major UK publisher fell through, Nick made a successful offer to buy the business himself.

Fortunately, the boating industry recovered strongly in the mid-1980s and achieved growth rates on par with the best periods of the sixties and early seventies when the mass production of fibreglass boats really took off. However, the cyclical nature of the business fell victim to another sharp global recession, affecting boat and equipment sales dramatically in the early 1990s. Just prior to this downturn, Nick had accepted a bid for the magazine from one of the UK's largest publishers, United Newspapers (UN), and IBI became part of UN's five magazine titles in the marine division.

LIFE WITH UNITED AND A RETURN TO IPC

As part of United Newspapers (now known as UBM), IBI prospered from the recovery in the boating market experienced through the mid-1990s right up to the financial

crisis of 2008. In 1995, Nick had the chance to join a consortium of directors employed by UN who purchased 26 magazines – including *IBI* – from their former employer with the assistance of private equity finance. Nick took charge of the marine titles in the group and the company, Link House Media based in Croydon, was a runaway success, and was sold to IPC Media in 1998. Thus, *IBI* had gone full circle and was back with its former owners in central London.

TIME WARNER ACQUIRES IPC

From this point the story takes another twist as IPC itself was acquired by Time Warner in a US\$1.2bn deal in 2002. *IBI* found itself in the Time Warner UK stable of six other marine-related titles and the only truly B2B title in the whole of the Time Warner UK portfolio of over 70 magazines and websites.

Things continued well until the catastrophic impact of the global financial crisis of 2008, which lasted far longer and hit the boating industry far harder than any of the previous post-WWII recessions. By 2015, the new owners of Time Inc (which was spun out of Time Warner as a separate public company in 2014) told Nick it was no longer interested in B2B publishing and would in future concentrate exclusively on its consumer titles.

IBI GOES INDEPENDENT AGAIN

By 2016 Nick was in serious discussions to buy his baby back once again and in May 2017, after Time Inc announced it would close the title, he achieved his aim by leading a management buyout with the existing senior staff Ed Slack, Philippa Drysdale and Philip Pereira, ably supported by deputy editor Belinda Snell, art editor Madeleine Fitzsimons and business analyst Arlene Sloan.

IBI is now back on its feet as a successful profitable business serving its international readership with news and market intelligence in print, digital and newsletter formats. The upswing in the market witnessed in Europe since 2016, and somewhat earlier in the US, has undoubtedly assisted the recovery, but specialist, relatively smallscale B2B titles also seem to fare better under the control of people who know their subject extremely well rather than slow-moving corporate leviathans. After 50 years in business as the only truly global magazine and website for professionals in the leisure marine industry, the *IBI* team led by Nick is planning to fill its well-defined niche as effectively as possible for the next 50 years. **IBI**



IBI TIMELINE

Events and market conditions witnessed by *IBI* during half a century of publication

1968 *International Boat Industry* magazine launches in the UK; Martin Luther King assassinated in Memphis, Tennessee

1969 Neil Armstrong and Buzz Aldrin land on the moon

1971 *IBI* sold to the International Publishing Corporation

1973 Yom Kippur Middle East War. Worldwide oil crisis, restrictions on the use of cars and leisure boats at weekends in the UK and USA

1974 Imposition of 25% VAT on new boat sales in the UK

1975 Vietnam War ends

1976 25% VAT on boat sales in the UK reduced to 12.5%

1976 to 1980 Positive growth period for the boating industry worldwide

1981 to 1984 Four years of severe recession, boating industry experiences sharp fall in sales

1983 Nick Hopkinson acquires *IBI* from International Publishing Corporation (IPC)

1984 to 1989 Strong period of growth for the boating industry

1985 Beneteau buys its key competitor, Jeanneau, from administrators and creates a dominant position in the sailboat market

1987 Brunswick buys Sea Ray and Bayliner in \$800m acquisition spree, thereby starting the move to vertical integration between engine manufacturers and boatbuilders

1987 METS trade show launched in Amsterdam with 90 exhibitors (over 1,500 expected in 2018)

1988 OMC acquires Four Winns, Chris Craft and eventually 18 other builders

1990 Nick Hopkinson sells *IBI* to United Newspapers

1991 Bob Greenwood appointed editor of *IBI*

1991 US government imposes 20% luxury tax on all new boat sales. Industry launches

nationwide campaign to have it repealed

1993 US luxury tax on boats lifted

1995 *IBI* and 25 other United Newspaper-owned magazines acquired by the directors of its Link House division, including Nick Hopkinson

1998 *IBI* and Link House Magazines acquired by IPC Media Ltd

2000 Outboard Marine Corporation, manufacturer of the Evinrude and Johnson engine brands and owner of numerous boatbuilding companies, files for bankruptcy

2001 to 2008 Strong growth years for the boating industry

2002 Kim Hollamby appointed editor of *IBI*

2002 *IBI* and IPC Media acquired by the Time Warner Corporation

2004 Mercury Marine files anti-dumping suit against Japanese outboard engine manufacturers

2005 Ed Slack appointed editor of *IBI*

2006 Candover private equity group purchases a 60% stake in Ferretti in a deal valued at \$1.7bn. Ferretti had sales of \$770m measured in production values and earnings of €118m. Remaining 40% stake shared between Permira and Norberto Ferretti

2007 Bavaria Yachts, with a turnover of €279m and profits of €72m, sold to Bain Capital for €1.2bn

2009 to 2016 Global financial crisis sees boat unit sales cut by half as industry contracts and many companies forced to retrench and restructure. Others go out of business

2012 SHIG-Weichai purchases a 75% stake in Ferretti for €374m plus debt financing. Royal Bank of Scotland and Strategic Value Partners hold 12.5% stakes

2017 Nick Hopkinson leads management buyout of *IBI* without missing an issue after its owners Time Inc announce closure of the title

2018 After several years of losses, Bavaria Yachts sold to CMP partners for circa €20m

2018 *IBI* returns to profitability and celebrates 50 years of continuous publication in October



Domestic market stirs into life

BUOYANT EXPORTS MARKETS AND A WARM SUMMER SEEM TO HAVE FINALLY INJECTED SOME IMPETUS INTO A SLUGGISH DUTCH MARINE SECTOR

WORDS: BELINDA SNELL

Marine firms in the Netherlands reported a healthy 2.5% increase in sales in the first half of 2018, news that lifted spirits at the recent HISWA In-Water Boat Show in Lelystad, near Amsterdam. Strong performance was led by boatbuilders that cater mostly to foreign markets, along with marine equipment suppliers whose products aim to simplify the boating experience while lowering costs for boatbuilders and end-users too. “We’re seeing real growth of 2.5%,” Geert Dijks, director of Dutch industry association HISWA, told *IBI* on the show’s opening day. “That’s a lot and makes this year look very promising.”

That said, the picture is far from perfect. HISWA represents some 900 members across a dozen sectors, including yards, marinas, charterers, naval architects, sailing schools and repair and refit services, and not everyone is enjoying growth. Dijks told *IBI* that there’s a surplus of empty moorings at Dutch marinas, and that new boats from 9m-14m (29ft-46ft) are difficult to sell – particularly sailing yachts, which require a certain level of nautical expertise.

Nevertheless, Dutch boaters took to the water in record numbers this year, thanks to an unusually warm summer that helped lift sales of small, open sloops and weekend cruisers. “Our sales more than doubled compared to last year, in quantity and turnover,” says Bernard Menken at



▲ Intender 950: a tender/cruiser mix

Menken Maritiem, builder of the Newport Bass, CAB, Piet Hein and Hudson range of small sloops and motorboats. “We sold more than €1m of new-builds in 2018 and 14 boats were handed over to new owners.

“Orders in hand for 2019 have already exceeded €1.5m and the sales season has only just started,” he adds.

One of Menken’s best-selling models,

The Fast CAB XL, is a 7.25m (24ft) tender that combines the comfort of a luxury dayboat with the sailing characteristics of a speedboat. It comes with shaft-driven inboard diesels and can reach speeds of up to 33kt with a 280hp Steyr engine.

“There’s a trend towards straight lines, dark colours and more

comfort in the dayboat segment,” says Menken. “We made some alterations to The CAB XL for our Norwegian agent and ended up selling the new version to five Dutch customers at the HISWA show. We also have more than 10 running inquiries.

“The CAB XL and The Fast CAB XL are selling very well,” he adds. “As of today we have eight of these boats under construction. Total orders in hand is 16 boats varying from €40k to €340k.”

At Interboat, director Jerry Schuitema told *IBI* that a stable economy and fantastic summer weather helped boost demand for dayboats and weekenders across the country. “Our sales in the second quarter were up by 15-20%,” he says. “The Intender and Intercruiser models are performing best because of the demand for high levels of comfort and more speed.”

Interboat recently introduced two new tenders with modern lines and spacious seating areas – the Intender 650 and 780. “They replaced the 640 and 760, which were on the market for six years,” says Schuitema. “We increased the comfort level again; for example, a door in the transom for easy access to the swim platform, and with the 780 we designed a closed toilet compartment in the bow. We always try to improve our models to get them on a higher level.”

MODERN DESIGN, CLASSIC LINES

Schuitema says the trend right now is for easy-to-maintain boats that blend modern design with classic lines. In 2019, the company will introduce its biggest tender yet – the 9.5m Intender 950. Sporty yet elegant, it will be a mix between a tender and a cruiser with plenty of outdoor space. “Germany is a growing market for us, but with the new Intender 950 we are targeting the Mediterranean,” Schuitema adds.

The biggest ‘eye-catcher’ on the Intender 950 will be an XXL solar bed located centrally on the longitudinal axis.

“We’re seeing real growth [in the Dutch leisure marine market] of 2.5%. That’s a lot and makes this year look very promising”





STATS & FACTS

COMPILED BY ARLENE SLOAN



ECONOMIC INDICATORS

GDP growth (2017)

3.2%

GDP growth (2018)

2.7% est.

Number of adults (2017)

13.2 million

High net worth individuals (2017)

255,000 (+10%)

Home prices (Q2 '18)

+10.4%

Consumer confidence (Sep '18)

19.0 (but still -2 pts)



BOAT MARKET INDICATORS (2017)

Industry turnover

€2.17m (+1%)

Boat Exports (2017)

€1.5m (+8%)

Marine companies

4,120

Marine employees

21,500

Marinas

1,160

Boat park

502,000

Source: HISWA



SUPERYACHT STATISTICS (2017)

Number of deliveries (over 30m)

21 (+17%)

Value of deliveries

€1.2bn (+28%)

Global superyacht market share

14% in units, 29% in value

Average yacht price

€57bn (+10%)

Number of yards making deliveries

10

New orders

22 motoryachts, 1 sailing yacht

Source: HISWA Holland Yachting Group

It will also have an L-shaped sofa with six adult-sized seats, and an outdoor bar area with cooking facilities. As for the control unit, it can be positioned centrally in the back of the boat – as usual in sloops and tenders – or sheltered behind the windshield on the starboard side.

The Intender 950 will be available next summer with a choice of a 65hp-300hp inboard diesels with propeller shaft, promising speeds of up to 45km per hour.

Sales are also up at CooperYacht, a relatively young company that designs and builds motorboats, tenders and sailboats up to 10m in length. "It's mainly tenders that are fuelling the growth, but business overall is growing," says André Tromp, who co-founded the yard in 2009. "That's partly because we've expanded our models, but also because the market is in a positive mood. People have lots of leisure time and boating/sailing is still very popular. We expect more growth in 2019."

Earlier this year, CooperYacht launched two new tenders – the Cooper 800 and Cooper 1000. The latter is particularly spacious, with a comfortable, modern interior that includes a full-size double bed

in the cabin, as well as a sink, large storage cupboard and toilet. The Cooper 1000 is a serious overnight weekender with all comforts on board, and can reach speeds of up to 28kt with a 250hp Yanmar diesel. "It is unique because of its magnificent design, comfort, powerful motor and luxury interior," says Tromp. "You can easily sleep, cook and relax in this tender. Making long trips has never been so easy – or comfortable."

CooperYacht is now working on a smaller model, the Cooper 680, for launch in 2019.

STEEL MOTORYACHT PRODUCTION

As well as sloops and weekend cruisers for the local market, the Netherlands is also a major producer of steel-hulled motoryachts – and those that export are reaping rewards. At Linssen Yachts, builder of the Grand Sturdy range of steel displacement vessels from 10m-15m, around 80-85% of production is exported. "The Dutch market is improving very slowly," says Yvonne Linssen, yard owner. "The economy is booming, but the boating market is still struggling. However, we're

seeing slight growth in our business," she claims. "Boats from 40ft and up is the most popular segment for us."

Linssen overhauled its full range of motoryachts in 2018, adding features such as solar panels, electric sun roofs, new flexible tops and sliding wheelhouse doors for single-handed docking. "The overhaul of our yachts has touched largely on technical build issues with the goal of improving overall comfort," Linssen says.

The company also introduced new versions of the Grand Sturdy 30.0 AC and Sedan, and is now preparing for the launch of its latest Variotop model in November – the Grand Sturdy 450 AC Variotop with hydraulic cabriolet.

"Our best market is still Germany, but the Belgian market is also growing," Linssen says. "We're always looking for new opportunities. This year the US has brought us some orders too."

Linssen hopes to sell just over 70 new and 35 used boats this year (a similar level to 2017), but a shift towards bigger models should give turnover a healthy boost. Linssen also builds boats for Locaboat Holidays, a French charter firm active ➡

BOATBUILDERS | NETHERLANDS

in half a dozen European countries. Until recently, charter boats accounted for just 10% of Linssen's business, a share that has risen to 30%, she says.

Another steel yacht producer is Super Lauwersmeer, whose Discovery, Evolve, Kotter and Empire range of motoryachts are mostly sold on the domestic market. Bastiaan Jousma, who runs the company alongside brother Louis, told *IBI* that business in 2018 is likely to be on par with last year.

"In a market that is struggling and getting smaller each year, we're seeing roughly the same number of orders as before," says marketing director Hans Winter. "There are lots of older people selling their boats and not enough young people interested in watersports, but our market share is growing."

Super Lauwersmeer is working hard to attract new boaters with the use of more modern styling – particularly on its best-selling Discovery line. At the HISWA In-Water Boat Show in September, the company launched its biggest Discovery model yet – the 14.3m Discovery 47 OC with the largest owner's cabin in its class.

"The length and width are enormous, thanks to a full bow and a straight prow," says Winter. The heightened hull ensures unrivalled standing height in the master bedroom, with a cleverly positioned skylight intensifying the feeling of open

space. It is entirely customisable and built from exclusive materials.

"Our customers have higher and higher demands when it comes to design," Winter explains. "They expect modern materials and modern styling."

Anton van den Bos at Neptune Marine Shipbuilding notes a similar trend. Neptune builds the Elling range of GRP motorboats from 14m-20m that are renowned for their sophisticated blend of traditional and modern characteristics. "There's a shift towards slightly more modern interiors," he says. "That's why we requested Tony Castro Design to develop a new interior for the Elling E6. Demand for stabilisers in the boat has also increased dramatically."

MODERN INTERIORS

Neptune's latest model, the 19.8m (65ft) Elling E6 Highline, is an updated version of the popular Elling E6 that launched in 2016. It boasts an enlarged pilothouse and new interior by Tony Castro Design. "This latest development, which we displayed at the Neustadt, HISWA and Southampton boat shows, has already received great interest from the public. It's also the model that we plan to show in Ft Lauderdale," says van den Bos.

"Over the last two years, all our sales were for export," he adds. "Germany is our biggest market and the second is Russia, but we expect sales in America to increase next year, thanks to the Elling E6 and our new US dealer."

Like all Elling models, the E6 has a self-righting hull and carries a CE Category A rating for trans-ocean crossings.

Van den Bos expects turnover to hit €10m in 2019. "We've sold eight Elling E4s and three E6s so far this year, bringing turnover to around €9m," he says. "An Elling E6 that we sold to the US will be displayed at the Ft Lauderdale, Miami and Palm Beach boat shows, and I expect at least another two Elling E6s sold

from these shows."

One of the biggest challenges, says Joop Ten Cate at motoryacht producer Brandsma Jachten, is trying to survive in a market that is shrinking by the day. "If you only sell new boats, you will not survive," he says.

But there are still opportunities for companies that offer high quality, fair prices and services such as mooring and maintenance. In addition to building the Luna, North Sea cutter, Federick and Mondial range of steel boats from 30ft-50ft, Brandsma also offers brokerage, repairs, maintenance, and winter storage at its 25,000m² boat yard and marina on the Houkesloot River in Friesland.

"We're satisfied in terms of maintenance and our covered marina is 100% full," Ten Cate told *IBI*. "But new boat sales are down by more than 50% this year. People are interested, they're just delaying their decisions. We remain positive, however, as we think more companies will exit the market, meaning less competition."

Meanwhile, Brandsma will continue to develop new models and adapt them to reflect the industry's

changing demographics. "People under the age of 55 don't buy boats anymore. They have other things to do," he says. "Boats under 12m are very difficult to sell."

The Mondial 37, launched by Brandsma earlier this year, is an easy-to-handle, compact trawler that feels much bigger than its 11.5m length.

COMPACT AND EASY TO HANDLE

Thanks to an extra-wide cockpit, the boat has generous seating in the salon and a wheelhouse that can comfortably seat up to six people. The flybridge has wide walkways and high railings for added safety, and inside is a fully-equipped kitchen, an owner's cabin with separate shower and toilet, and a small guest cabin. Currently in development are two larger models – the Mondial 40 and 42. ➔

“There are still opportunities for companies that offer high quality, fair prices and services such as mooring and maintenance”



One obvious advantage of the Havenlodge range of 'floating homes' is their growing popularity on the rental market. "Around 80% of our customers are buying for investment," Djermo Uitvlugt at Havenlodge told *IBI*. "We've already sold 24 units and expect more growth in 2019."

MASTERVOLT
THE POWER TO BE INDEPENDENT



NauticLED™

Premium LED products



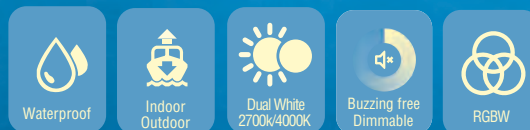
LED Luminaires

Diffusor lights



Waterproof thin diffusor lights for medium and large yachts.

Dimmable and available in 2700K, dual white and RGBW.



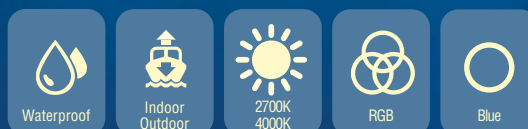
LED Luminaires

Courtesy lights



Waterproof courtesy and step lights for interior and exterior use.

Available in RGB, 2700K, 4000K and Blue.



Premium LED quality retrofit bulbs for all your incandescent and halogen bulb replacements, interior and exterior lights.



Visit us online at: nauticled.com
for more information and our
B2B e-commerce

NauticLED™
Amsterdam - The Netherlands
info@nauticled.com

Come and visit us
at METS Stand
01.100



**ACHILLES PVC WINDOW FILM
FOR MARINE APPLICATIONS**
Made in Japan

- UV-resistant
- High clarity
- Non-stick formulation

**COME AND VISIT OUR TEAM!
HALL 1, STAND 01.518**

Wendt
Films & Fabrics

Achilles
Films & Fabrics

METS TRADE MARINE EQUIPMENT TRADE SHOW

W. www.achilles-wendt.com E. sales@achilles-wendt.com T. 0031 (0) 252 51 69 38



SCHEIBER
Solutions connectées intelligentes

METS TRADE Booth 01.810

**WIRELESS LIGHTING
SOLUTION WITHOUT BATTERY**

LIGHT AIR SWITCH

12V or 24V DC power supply
Power unit includes
6 dimming & protected
outputs

New 2.4Ghz receiver
for worldwide compatibility

More information on
www.light-air-switch.com

www.scheiber.com

BECAUSE YOUR TRIP SHOULD BE AWESOME

Visit us on stand 10.210 Super Yacht Pavilion

RECARO

**AUTHORIZED
LICENSE PARTNER**

SUN
MARINE SEATS B.V.

CONGRATULATIONS!
IBI
50th
ANNIVERSARY
2018

WWW.SUNMARINESEATS.NL NIJVERHEIDSTRAAT 60/2 6681 LN BEMMEL +31 (0)26 325 89 37

BOATBUILDERS | NETHERLANDS

Sandra van der Velde at Pedro-Boat says demand for used boats is strong in the Netherlands, particularly for 10m-14m vessels priced under €150,000.

"We can't give exact figures, but I can tell you that the number of second-hand boats that we've sold this year has increased," she says. "But we've also noticed this for new-builds. At the moment we have several orders and have already delivered several new boats this year."

Pedro delivered a new Levanto 40 in August. The latest member of the Levanto series is based on the Levanto 38, but with a steel bulwark and stylish stairs leading from the aft deck to the bathing platform. The 12m seagoing yacht is CE Category B certified, allowing users to explore beyond rivers and inland waterways.

The company also delivered a new addition to its H2home series at the end of last year, the Pedro H2home 1490. Designed to explore lakes and canals, the floating holiday bungalow is supported by two steel floaters to achieve minimal drag in the water. The superstructure consists of 80mm composite sandwich panels.



Clever design and construction are key elements of the new 10m Load Master – an all-aluminium, multi-purpose vessel with 100% electric, diesel or hybrid engines from Load Master Boats. It has a 3.2m beam and a large, flush deck devoid of unwanted equipment. This demo model (pictured) is powered by a 19kW electric motor and its bollard pull is roughly 3,000Nm, which is plenty for manoeuvring or emergency brake actions. Load Master is working on 12m and 15m versions too. Visit www.load-master.nl to find out more.

"In terms of trends, every customer has their own wishes," says van der Velde. "We respond to this by listening and working with the client to realise their dreams."

At Van den Hoven Jachtbouw, the trend is towards larger boats that offer better use of space and a high degree of comfort.

BUILDING BIGGER

"We're seeing more and more demand for larger yachts," Michelle van den Hoven told *IBI*.

"Next year we'll release a 21m vessel from our Executive Line for the first time, but our smallest model, the Executive 1500 Mk2, is still very popular."

Van den Hoven introduced the third unit in its steel-hulled Executive 1500 Mk2 series earlier this year. The 15m yacht has two spacious cabins – both with double bed and bathroom. The owner's cabin even boasts a walk-in closet. "We believe that no other 15m yacht has more space than ours," van den Hoven claims.

The first Executive 1700 Mk2 was launched in July. Designed by Arnold de Ruijter, the yacht's distinctive features are the windows on the side of the ship, level with the owner's cabin. Its layout is similar to the 1500 Mk2, but with a small third cabin.

"One of the biggest trends right now is to have as many large windows as possible," says van den Hoven. "We've been using structural glazing since 2017, even in the curves of the salon window, so that you get a 360° view. We're also using a larger window in the 17m and 21m models."

Acting on specific client requests, Van den Hoven is now turning its sights on the aluminium powerboat market. Together with designer René van der Velden, best known for his work at Moonen Shipyards, the company has reached the final stage of development of the Voyager 1800 – an 18m fast displacement yacht that will be propelled by twin six-cylinder Volvo Penta 725hp engines for speeds of up to 21kt. Dutch naval architect Fred van Dorrenstijn is working on the first 18m hull and there

are plans to increase the range with various models from 15m-24m.

"With our new fast-sailing aluminium concept, we are trying to take a new route, but this will not mean that the steel Executive line will be put in the background," van den Hoven claims. "Constant innovation is very important.

A product that is good must continue to develop, because it can always be better."

Also keen to enter the motoryacht market is KM Yachtbuilders (KMY), best-known for its Bestevaer line of custom-built aluminium sailing yachts from 48ft-100ft. "I believe the sailing market in general is shrinking a bit,"

says Eeuwe Kooi, yard owner. "Sailors are getting older and young people prefer to divide their time with other things.

"We have not launched it yet, but we're working on a KMY motoryacht," Kooi confides. "We're talking with two well-known Dutch naval design offices to see what the motorboat will look like, but it will have a distinctive and recognisable look, built from aluminium, with a maximum length of 15m. The focus group are 'former sailors' but we hope that others will like the design too."

KMY hopes to introduce the new yacht at boot Düsseldorf 2019.

STEADY DOES IT

Despite challenges in the sailboat market, Kooi told *IBI* that 2018 was a year of steady progress. The company delivered three small yachts in the Bestevaer 45 PURE range and two custom yachts of 49ft and 66ft. "We've just started construction of a Bestevaer 72 and a fast transport tender for a river in Uruguay, which is a very exciting project as it is not something we do often."

Early next year, KMY will start building a 77ft exploration yacht for a well-known sailor. The company will also deliver the 78ft *Nanuq*, an 85-tonne polar explorer that it has been working on for almost three years. **IBI**

“Constant innovation is very important. A product that is good must continue to develop, because it can always be better”

MASTERVOLT
THE POWER TO BE INDEPENDENT





The Anti-foul with a 10 year lifespan

Coppercoat® is the most long lasting anti-foul coating available, with a treatment commonly remaining effective for a decade or more. It is fully compliant with all current (and known planned) IMO and EU BPR legislation, and is suitable for use on all leisure and commercial craft.



Image: Clipper Race



"I am really pleased to welcome Coppercoat as our first ever Official Antifoul Partner. We have been very impressed with Coppercoat's performance on our Clipper 68 training fleet and are confident its impressive antifouling technology will help get our Clipper 70s round the world more efficiently."

Sir Robin Knox-Johnston



+44 (0) 1258 861059
www.coppercoat.com

Enjoy a comfortable silence

Innovative solutions for noise & vibration control on luxury yachts

- Innovative acoustic experts in the yachting industry for over 30 years
- Detailed insulation and fire drawings according to Lloyds/MCA/ABS/DNV
- 3D FEA vibration and 3D SEA noise analysis to achieve low levels
- Independent advice on insulation material selection

Van Cappellen
Consultancy

Noise and Vibration Control



SUPERYACHT
PAVILION
METSTRADE

See us in stand
no 10.314



www.vancappellen.org

Dutch superyacht firms exploring new territories to stay ahead of the pack



THE DUTCH SUPERYACHT SECTOR IS BOOMING, BUT FAR FROM RESTING ON THEIR LAURELS, BUILDERS AND SUPPLIERS ARE LOOKING BEYOND THEIR COMFORT ZONES TO MAINTAIN MOMENTUM

WORDS: ROBERT WIELAARD

◀ Amsterdam is becoming increasingly popular as a superyacht destination in its own right

The 2018 Monaco Yacht Show had yet to open that day when Heesen Yachts was already briefing 200 or so superyacht industry types on its good fortunes. The breakfast event at a swank Monaco hotel quickly felt like a victory lap. A fast, shaky video. Indigo laser beams stabbing the darkened hall. Loud, thumping music. Then, silence and from a raised lectern CEO Arthur Brouwer let fly the sunny news.

Heesen expects its turnover in the years ahead to rise by 30-40% from some €150m today. Six deliveries made 2017 a banner year. In 2018 Heesen has 12 yachts in build and will soon start on its first 80m; a 57m Explorer Yacht of 1400GT and a 57m aluminium-hulled of 800GT.

In the Dutch industry, Brouwer's jubilant outlook is not a one-off. As he spoke, Amels announced the sale of a 74m Limited Editions, a yacht that in three years has become the world's most successful in the 75m segment.

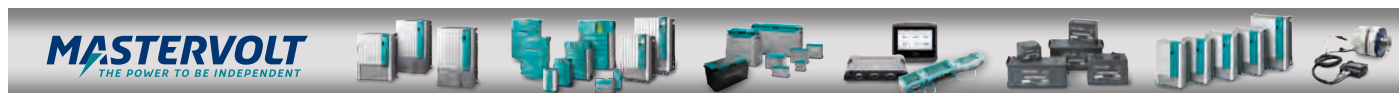
"Dutch builders and their suppliers face the future with confidence," says Jeroen Sirag, export director of HISWA Holland Yachting Group, which comprises

35 builders, suppliers and industry partners. The Dutch saw their market share in the value of global superyacht deliveries surge from 21.6% in 2016 to almost 30% in 2017. They took 23 orders in 2017 and launched 21 superyachts valued at €1.19bn. In other words: the price of a Dutch yacht of 30m and up these days averages €57m, the highest ever recorded.

To retain high-end market leadership, the Dutch have taken on a market-disrupting mood, with impressive results.

BOLD MOVES

At Monaco, Britain's Sunseeker picked Icon Yachts to build its next flagship – the Sunseeker-161 – in aluminium and with Van Oossanen Naval Architects' fuel-saving Fast Displacement Hull Form. Sales director Sean Robertson said Sunseeker needs to build bigger and in metal. This first foray into metal hulls via a Dutch builder is a bold move, especially amid the uncertainty created by Britain's impending exit from the EU. But then, 60% of Sunseeker's business is with continental Europe. ➡



SUPERYACHTS | NETHERLANDS



▲ Amels' 242 with exterior styling by Tim Heywood



► A SeaXplorer 75m by Damen

Icon builds new yachts to 80m and up, handles refits and reconversions and just added a shed of 130m x 30m x 28m. Van Oossanen patented its FDHF in 2009. It secures speed efficiency over a yacht's entire speed range. In vessels of 15m and up, the FDHF achieves fuel savings up to 20%. Last year, Van Oossanen began marketing the Fast Displacement XL hull.

REFIT REVISITED

Dutch builders and suppliers are putting refits at the top of their to-do lists after years of cranking out high-end yachts that never returned for upkeep or refits. That business ended up at Mediterranean yards, notably La Ciotat Shipyards near Marseille. It now handles 10% of the global refit business.

"Building yachts was always our core business," says Feadship marketing and brand manager Farouk Nefzi. "Refits are a new business model. What we are seeing is Feadship refits done by outsiders that can be of a poor quality. That harms our name and a yacht's value."

Huisfit, the refit arm of Royal Huisman, is working on two massive schooners: the 93m (305ft) Lürssen-

built *Eos* and the 90m (295ft) *Athena* Royal Huisman delivered in 2004. Last year, Royal Huisman acquired a refit room near Amsterdam – the former Holland Jachtbouw site – and ample refit capacity in northern Germany.

Balk Shipyard – the Netherlands' premier refitter with an annual turnover of up to €20m – plans to add 1,000m x 300m of dock space by 2022. "That's three times bigger than what we have now," says CEO Daan Balk. "I expect my turnover to double."

The HISWA Holland Yachting Group trade lobby used the Monaco show to explain to the industry its unusual collaboration with the Port of Amsterdam to make the Dutch capital a superyacht destination, replete with new build and refit facilities.

SUPERYACHT HUB

"Shipbuilding is in our DNA," says Alma Prins, Port of Amsterdam's commercial director Superyachts. "We want to build a superyacht hub with builders and suppliers in Amsterdam." She estimates a superyacht yard can generate 200 direct jobs and another 200 for suppliers.

Sirag says attracting global superyachts to Amsterdam is bound to stimulate "our industry, especially the refit sector." Linked to the Port of Amsterdam promotion, is the idea to create a northern European superyacht route linking Amsterdam to such cities as London, Oslo, Bergen and Stockholm. As word of the superyacht campaign spread this year, already 10 superyachts visited the Dutch capital, says Prins.

Feadship has been a catalyst. In 2015, it asked the port about good access to the open sea for deliveries and sea trials. It opens its Port of Amsterdam facility – its fourth yard – in early 2019. Amsterdam is linked to the North Sea by a deep, 21km canal. Its port authority has initially identified a dozen or so superyacht locations, some near the city's historic heart.

Drawing superyachts up north is rooted in market data showing the emergence of new, younger, more adventurous owners – people for whom Mediterranean and Caribbean parties hold little fascination. "Superyacht owners are increasingly looking for something new and original," says Sirag. "Amsterdam is perfectly placed, in terms of geography and refit facilities, to benefit from this sea change in attitudes."

Damen Shipyard, owner of Amels and global shipbuilding giant active in 120 countries, is becoming a huge market-disruptor. Since 2010, it has built nine yacht support craft and will launch at least three SeaXplorer yachts in the years ahead. In designing the latter, Damen – annual turnover €2bn – has reeled in the expertise of Isle of Wight-based EYOS Expeditions that stages hundreds of expeditions a year to isolated

places, hot and cold. EYOS has infused the SeaExplorer with true expedition DNA.

“Amels has my respect!,” says EYOS founding partner Rob McCallum. “They just took a back seat and let us do our work. We generated 150 design points.” Damen’s first SeaXplorer, available from 55m-100m, sets sail in 2019. The 2nd in 2020, the 3rd in 2021. Significantly, Damen has put the bar high. The term ‘explorer’ (or ‘expedition’) yacht is meaningless if the vessel operates outside design specifications – a very common occurrence.

At a minimum, an explorer yacht has propulsion to crush through significant ice, extra storage for gear, fuel, provisions, staff and guides to last – in the SeaXplorer case – 40 days without a port call. It has a hull that can take a licking in heavy seas. And at least two helicopters in case one breaks down on ice or uninhabited land, miles from the yacht.

OUT OF THE COMFORT ZONE

At Monaco, Royal Huisman left its comfort zone of large, classic super sailing yachts. It introduced its Pura project that lets buyers shape the hull, deck and superstructure, but not the mid-section of a 40m performance sailing yacht. There are different bow and stern profiles and interior layouts.

Pura was Royal Huisman’s second outing from its comfort zone in 2018. In the summer, it announced that “after many hours of deep conversation over a period of years” it will build a motoryacht, called Project Phi. Meanwhile, Royal Huisman’s Rondal unit is engineering cutting-edge solutions for sail and motor yachts. Right now, it is thinking out loud about electric winches with variable maximum load levels.

CUTTING DELIVERY TIMES

Spec-building has become more common in the Dutch industry to slash delivery times in half – it can take three years to build a yacht costing tens of millions. Faster deliveries also benefits investments.

For its new 80m project, Heesen Yachts developed a patented I-Beam construction format. Brouwer says it is easy to underestimate the financial risks Dutch builders take. He told his Monaco breakfast audience: “The risk is not always a matter of design. There are always substantial risks in global threats and trade frictions.”

Nor does market-disruption guarantee success. In 2006, the 87m *Maltese Falcon* was launched bearing the 3-masted Dynarig, an extreme design by Gerard Dykstra, founder of Dykstra Naval Architects. The second Dynarig appeared this year on the 106m *Black Pearl* built by Oceanco. A 12-year hiatus! The computer-steered Dynarig is a very efficient source of propulsion, but it appears not an extremely popular one – yet. So, has its time finally come? Will we see more soon? Oceanco and Dykstra managing director Thys Nikkels are staying mum for now. **IBI**

“The risk is not always a matter of design. There are always substantial risks in global threats and trade frictions”



Creative Power Connected

BATTERY CHARGER, INVERTER/CHARGER, BOOSTER, SMART RELAY, AC SWITCH UNIT, MONITORING SYSTEMS, OEM'S SOLUTION.



www.dolphin-charger.com
contact@dolphin-charger.com

Dolphin
charger



Mia, great meeting you last night.
Want to join me for dinner on my
boat?



✓ 12 sec ago

It has a Seakeeper, right?



✓ 4 sec ago



**ONCE YOU FEEL IT,
YOU'LL NEVER BOAT WITHOUT IT.**

SCHEDULE A DEMO RIDE TODAY



Strong OEM sales driving innovative solutions

THE DUTCH MARINE EQUIPMENT SECTOR IS RELISHING INCREASING DEMAND FROM OEMS KEEN TO OFFER CUSTOMERS THE VERY BEST IN FUNCTION AND ONBOARD COMFORT

WORDS: BELINDA SNELL

Dutch suppliers of nautical equipment are reporting healthy sales in 2018, with demand for cleverly designed, easy-to-use products that improve the overall boating experience rising at yards, distributors and retail outlets across the country. Exports appear to be growing too.

"The number of newcomers to boating is still rather low in Holland, but we've just had the best summer in 50 years and boaters have had plenty of opportunities to enjoy their time on the water," says Twan Bogert, CEO of ASA Boot Electro. "Our sales are up by 5-10%."

ASA Boot Electro is a wholesaler of technical products, materials and systems for yacht-builders, installers, service centres and watersport retailers. The company focuses on advice, sales and support for electrical and hydraulic systems onboard motor and sailing boats, superyachts and small commercial vessels.

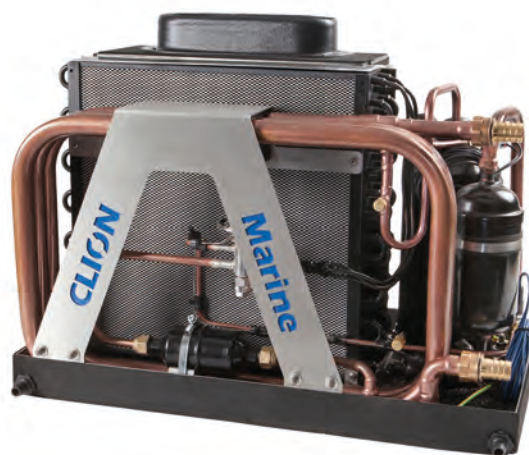
"We're getting more inquiries for hydraulic systems and stabiliser systems," Bogert says. "Comfort on board is also very important."

Of the 30-35 brands that ASA Boot Electro represents, Side-Power thrusters, Vimar electrical components and Victron Energy systems are selling particularly well, he says. Linssen, Mulder, Contest and Royal Huisman are among the group's biggest OEM clients.

IMPROVED SALES

"A number of yards have told us that they have strong order books for 2019, so we're expecting another increase in turnover of around 10% next year," Bogert says.

At air-con specialist Clion Marine, reducing onboard power loads and silent operation are the company's main goals. Clion makes reverse cycle inverter-driven chillers that produce cooling and heating from one machine. With no peak load during start-up, the chillers have a low power consumption



◀ Clion Marine's self-contained aircon units are ideal for the independent cooling of individual quarters and smaller yachts

and automatic capacity modulation that minimises the amount of energy used.

"We recently supplied a multiple chiller system with a capacity of 158kW on the refit of a beautiful classic 58m motoryacht built by Amels," says Othni Rigot, sales engineer. "A separate system was also used to cool the shore converters."

Rigot told IBI that OEMs appreciate the benefits of the inverter technology utilised throughout Clion's range, allowing for modulated cooling capacities and quiet, energy-efficient operation.

Clion Marine is now looking forward to the METSTRIDE launch of a new CMM monitoring

system that allows users to control the air-con on their yacht remotely from a desktop, smartphone or tablet. With the appropriate authorisation, Clion's technical specialists can investigate the system anywhere in the world and check and diagnose the status of equipment. "With this feature, Clion Marine can secure optimal onsite support anywhere in the world," says Rigot.

"Our customers only want three things," Mark ➔

“A number of yards have strong order books for 2019, so we're expecting another increase in turnover of around 10% next year”

”



EQUIPMENT | NETHERLANDS

Rutgers, CEO at Allpa Marine Equipment, told *IBI*. “Quality, support and speed.”

Allpa is an independent wholesaler and distributor of technical marine products whose portfolio includes everything from steering controls, motor equipment, propellers, shafts and generators, to hatches, deck fittings, boat seats and other associated items. The company prides itself on its well-balanced range of stock, as shops – and OEMs in particular – require just-in-time delivery. Around 10,000 items are listed in the Allpa catalogue, and its warehouse in Nijmegen, near the German border, stocks more than 25,000 individual items.

“The Dutch market is growing again, albeit step by step,” says Rutgers. “Our German subsidiary is also showing careful growth. Quality products, quick delivery and personal attention are key to success.”

QUALITY, SUPPORT AND SPEED

Rutgers told *IBI* that Allpa's sales in the first half of 2018 were up 5% compared to the same time last year – that's off the back of a particularly strong 2017, one that saw revenues jump by 9%.

“Since the back end of April there's been a substantial uptick in business with generators, motor equipment, controls and other technical products now being sold in substantial numbers, resulting in a surge for the business,” Rutgers says.

The months of March and early April were impacted by unseasonably cold weather, he explains, which resulted in customers launching boats with little maintenance carried out in spring. Allpa is now reaping the rewards as owners catch up on essential upkeep and repairs. Allpa has enjoyed a long relationship with

a number of key brand partners over the years. This year it is celebrating its 30-year anniversary with Spax (former Johnson Pumps) and 25 years representing Seastar Solutions (formerly Teleflex).

“Business has been fairly good for us,” Ton van Dompsele at Dintra Transmissies told *IBI*. Dintra is a global supplier of yacht equipment whose products are aimed at motorboats up to around 20m and sailing boats up to 30m. “We've seen our turnover grow by well over 12% this year so far.

“As we are active in both the replacement/repair business as well as new-builds, we have the impression that most of the growth in turnover has come from the results of delayed regular service,” he says. “In recent years, especially from 2008 to 2014, we found that many boat owners didn't get their installations serviced in the required manner. Instead, they tried to save money by either doing the maintenance themselves or postponing service to the next year and then to the year thereafter. This, rather than hiring a professional mechanic to do the maintenance when it is needed.

“We expect that this delayed service (which results in more extensive and more expensive damage than would normally occur) will continue for a few years to come.”

Until then, Dintra will continue to focus on maintaining high levels of service, replenishing stock, and offering advice and solutions to customers. Dintra also manufactures its own range of Python-Drive CV driveshaft systems that are sold through distributors worldwide. “Our Python-Drive business has seen steady growth over the past 10 years,” says van Dompsele, adding that sales have come from as far afield as China, Thailand and Chili.

PRODUCT INNOVATION

“About 80-90% of our export is Python-Drive product. Domestic sales have been steady over the past years, but there is a shift from complete products like marine gearboxes to spare parts,” he says.

Babette van Waes at Vetus told *IBI* that thrusters are ‘a big thing’ at the moment, and that new product development over the last 12 months should give sales an added boost going forward. Vetus supplies boatbuilders, retailers and dealers with technical equipment for boats 6m-25m, with subsidiaries in 17 countries. The company has around 4,000 technical items in its portfolio that are mostly designed or partly designed by its own engineering team.

“We've launched numerous new products,” van Waes says. “For instance, our new F-line engines, the Maxwell Tasman series of winches, new all-purpose tanks, new models of our traditional electric bow thrusters, the GX-line of generators, and of course our new BOW PRO thruster.” ➔

▼ Allpa stocks over 25,000 items at its warehouse in Nijmegen



TON VAN DOMPSELE
DINTRIA TRANSMISSIES

In recent years, many boat owners tried to save money by doing maintenance themselves or postponing service to the next year – instead of hiring a professional

MASTERVOLT
THE POWER TO BE INDEPENDENT



Give your next Maxi all the stabilization your shipowner loves.

metstrade.nl



**METS
TRADE** SUPERYACHT
PAVILION
METSTRIDE
13-14-15 NOVEMBER 2018
RAI AMSTERDAM
VISIT US AT:
STAND 11.717



Gyro Marine's unique Active Drive Stabilizer provides the means to generate a stabilization independent of the wave environment.

This provides the possibility **to obtain very small residual motions**.
Measured ship motion is processed by a **sophisticated control system** to
actuate the gyroscope **to best eliminate roll**.

Supplied fully load tested performance can be verified at all project phases.
With a **simple structural interface**, all electric drive and plugged cable sets,
installation cost and complexity is minimized.

Worldwide remote monitoring, commercial duty and inbuilt service features
ensure **full serviceability and overhaul in situ throughout life**.



great gyroscopes for great vessels



GYROMARINE S.r.l.
Via Guido Rossa, 64 57016 Rosignano Solvay (LI) ITALY, Italy
Tel: +39.0586.791174 | Fax: +39.0586.791173 | info@gyromarine.com

www.gyromarine.com

The new Furlex TD

The MkII version of Furlex TD has all the benefits developed for the standard 4th generation Furlex, such as, smooth furling with roller bearings combined with stainless ball bearings for the drum and an optional rigging screw to adjust the forestay length.

Manual or electric drive.

Arcona
Azuree
Bavaria
Breehorn
Contest
Dehler
Eagle
Elan
Faurby
Grand Soleil
Hallberg Rassy
Hanse
Hylas Yachts
Italia Yachts
J Boats
Latitude 46
Linjett
Luffe
Maxi
Moody
More Boats
Mystery
Najad
Nautor Swan
Saare
Saffier
Salona
Sirena Yachts
Solaris
Wauquiez Boats
X-Yachts



 **SELDÉN**
for sailing

www.seldenmast.com

EQUIPMENT | NETHERLANDS



► Gianluca Silvestri, business unit manager at Thetford Marine

Described as a 'game changer' for the industry, Vetus BOW PRO thrusters are fitted with proven induction technology, making the use of carbon brushes obsolete. As a result, the thruster is very quiet and has indefinite run-time. The AC induction motor is controlled by the Vetus MCV motor controller. This in-house-engineered motor controller can handle 12V, 24V and AC motors, making the BOW PRO suitable for almost all boats.

"Due to the launch of many innovative products, we expect strong growth in 2019," van Waes says.

Sun Marine Seats makes wheelhouse and other chairs for the commercial and superyacht industries. "We make chairs for yachts of at least 35m and up," says Victor Willems, the company's managing director. "We only provide custom products. Sometimes clients want a particular kind of leather. Or the chair's height has to be adjusted.

"What we are increasingly seeing is a more demanding client," he says. "For instance, more clients want arm rests with more controls, like tracking balls to work the radar and other screens."

RESPONDING TO CLIENT DEMANDS

Sun Marine Seats works with German seat-maker Recaro, a world-class brand founded in 1906. It transforms Recaro automotive seats into maritime seats. "We deliver anything a client demands," says Willems. "We work from standard Recaro chairs and custom-finish them by making the pedestals, footrests and rails that go underneath the chairs. We have the complete production in our own hands."

At Thetford Marine, a global supplier of cooking, cooling and sanitation products under the Thetford, Norcold and Tecma brands, product innovation is critical to its success. "We exceeded last year's performance by double digits," says Gianluca Silvestri, business unit manager. "Our plans for 2019 are also very ambitious due to positive signals coming from the market. OEMs are reporting strong order books and distributors are investing in spare parts."

Thetford is based in Otricoli, Italy, but its European

► Tecma's X-Light S toilet and bidet

headquarters are in Etten-Leur in the Netherlands. "The Dutch market is doing really well," says Silvestri. "There's solid growth in terms of new-builds, the boats themselves are getting bigger, and news of a strategic alliance between a British and Dutch yard [Sunseeker and Icon Yachts] is further proof of this trend.

The aftermarket is also doing well, he says, as consumers continue to spend money improving their existing boats with new equipment.

Last year Tecma introduced a new macerator toilet with custom carbon fibre for an extra modern, sleek look. ►

PLASTIMO LIFERAFTS

PREMIUM QUALITY PROVIDES UNIQUE WARRANTY

Building on a unique 40-year expertise as liferaft designer and manufacturer, Plastimo confidently commit themselves:

- Design by our R & D team, fully dedicated to your safety.
- Exclusive and patented construction technology.
- Production in our Plastimo factories, ISO9001 certified.



With such quality features now extended over a longer liferaft lifetime...

No doubt, a Plastimo liferaft is your best investment and safest choice!

NEW
18-year*
manufacturer's
Warranty

RETROACTIVE TO ALL
OUR LIFERAFTS
MANUFACTURED
SINCE 2013.



Photo: B. Leglain ©

*Provided servicing is conducted at the required intervals.

PLASTIMO
happy boating to you!

EQUIPMENT | NETHERLANDS

"The X-Light S, with super special, customised and exclusive textures, is the ultimate expression of lifestyle and luxury," says Silvestri. It is also ultra-light, yet super strong. The weight of the bowl is just 2kg, which, with the other components, means a toilet of less than 7kg in weight – some 19kg lighter than most traditional models.

Tecma has also launched a taller version of its small ceramic macerator Compass toilet. "The range of compact toilets is now complete and offers boatbuilders the opportunity to elevate their level of onboard sanitation on a low budget," Silvestri adds.

At Mastervolt, a Dutch subsidiary of Power Products LLC in the US, sales in the Netherlands – albeit small, accounting for just 10% of the business – are significantly up compared to this time last year, driven by the addition of the Blue Sea Systems and Lenco brands to the product portfolio. "We're also seeing double-digit growth in Germany, France and Italy, and the Nordic region is showing above average growth too," says Mastervolt's Ton de Winter.

PORTFOLIO EXPANSION

Mastervolt offers integrated electrical systems that generate, store, convert or manage alternating and direct current. This includes digital switching products, energy storage by means of Lithium Ion batteries, and chargers/inverters that are both efficient and user-friendly. The company also handles distribution in the EMEA for Power Products Marine Solutions, offering a range of brands like Ancor, BEP, Blue Sea Systems, CZone, Lenco, Marincor and ProMariner.

"Another driver of growth is the increasing adoption of digital switching into the marine market," says de Winter, adding that Mastervolt's popular CZone solution meets that need.

"We're seeing a positive trend in total power system solutions, supported by Lithium battery technology along with simplification of installation. Traditional

wiring is often cumbersome. With digital switching, you overcome this. Systems are more and more controlled and monitored by digital switching. It replaces switch and fuse panels with networked digital switch interfaces."

Mastervolt has always been at the forefront of new product design and development. In the last 12 months, the company has launched the ChargeMaster Plus series, an all-in-one battery charger that can charge virtually any combination of three batteries in a fast and safe way and works anywhere in the world; the Mac Plus DC/DC Battery Charger, a high power and compact DC-DC battery charger with extreme low power consumption at idle in 12V and 24V models; and the Alpha Compact Alternator, a very compact and high power alternator solution that works with Mastervolt's Alpha Pro III regulator and is an ideal expansion when a second alternator is needed on a standard prepared engine.

"Our goal is to make all our LED solutions as durable as possible and improve their energy efficiency even more," says Mienco Dijkstra, founder of marine lighting specialist NauticLED. "Our new G4 premium LED bulbs are a good example of this vision as they produce up to 50% more light output with the same power consumption."

INSTANT SAVINGS

NauticLED's latest products can be used from 10V-36V DC and some have been optimised to 10V-40V DC. "We've developed new RGBW down lights and launched several new bulb models," says Dijkstra. "We're constantly improving our electronics and upgrading our listed products."

"Our retrofit bulbs are increasingly used in the bigger boats and superyachts," he adds. "Most ships have a 24V AC board system, which makes the transition to LED more complicated."

"Our bulbs contain an internal rectifier which ➔



Roodberg's first-ever hydraulic boat trailer, built in 1978, is still going strong. The design hasn't changed in 40 years. Peter de Jong, Roodberg's current owner, told *IBI* that its main use is for moving boats in and out of winter storage. "You can park so nicely with it," he says. "It easily saves 20cm-30cm of space per boat, giving you an extra metre of rental space." With less effort or manpower required to move boats, Roodberg's hydraulic trailer also helps yards and marinas to lower their operating costs. It's little wonder that the Roodberg trailer has been in use for 40 years. Its reliability and long-service life is testament to that.



100% Comfort - 0% Emission

WhisperPower runs it all...



Stabilisation Gyro



Stabilisation Fin



HVAC



Airco BlueCool



Meet us at
Mets 2018
1.457

METS MARINE
TRADE EQUIPMENT
SHOW

Bridge

Lightning

Watermaker

Induction Hob



Generating Confidence



whisperpower.com

rectifies the AC to a DC power.”

The biggest advantage of the use of LED retrofit lights is an instant saving of 80-90% in energy costs. Because LED lights produce almost no heat, the effect on energy consumption is significant. The air-con, for example, does not need to cool the 90% heat production coming from old halogen lights, resulting in much lower maintenance costs and fuel consumption, Dijkstra claims.

RotorSwing Marine, inventor and manufacturer of the electric Magnus effect stabiliser, has improved on its own invention to provide significant roll damping up to 25kt through the adaptive patented ‘RAKE’ function. Just like fighter airplanes, the rotors can now adaptively and proportionally fold backwards to minimise drag. This lowers fuel consumption and is excellent for long trips.

FINDING NEW MARKETS

The most significant reason for incorporating this option, however, was to make the RotorSwing available for fast cruising ships up to 25kt. “The ability to also function as a high-speed cruising stabiliser will expand the scope of potential customers to owners of fast cruising yachts, typically those sailing in coastal regions like the Med and other areas beyond Europe,” RotorSwing’s Rien van den Bergh told *IBI*.

The new generation RotorSwing stabiliser is also an ideal option for refit because little space is needed for the installation and little weight is added to the yacht.

Van den Bergh told *IBI* that demand for conventional RotorSwing stabilisers was stable throughout 2018, but mainly from the Netherlands, Belgium and Germany. “We expect a broadening of the market due to our innovative efforts in developing the ZeroSpeed/High Speed cruising stabiliser,” he says.

“We’re picking up signals that some Dutch companies are investing in aluminium yacht designs that are capable of higher cruising speeds”

“New yacht owners demand that their vessels are able to cruise at higher speeds while not being overly expensive to refuel. These are typically the vessels within the speed range of which the new RotorSwing stabiliser is designed.”

The new generation of high-speed RotorSwing stabilisers should open the way to boatbuilders that demand a wide range of stabilisation capability without the added weight of a gyro stabiliser.

“We’re also picking up signals from the Dutch yachting industry that some companies are investing in aluminium yacht designs which are capable of higher cruising speeds. We feel we are ready to join in this development,” van den Bergh adds.

Noise and vibration consultancy specialists Van Cappellen says the success of the Dutch market has meant that one of the major challenges the sector will face in 2019 will be finding enough skilled workers to maintain the quality of increasingly large vessels.

“2018 has been a very good year for us,” Treeske van Cappellen told *IBI*. “We expanded our team again and sales are up compared to last year due to the increasing number of projects in The Netherlands and Italy. Our focus for 2019 will be to invest in our teambuilding in order to keep quality of our work to the highest possible standard.”

Van Cappellen Consultancy has been providing specialist services in noise and vibration control for luxury yachts and merchant vessels since 1984. The company has worked on hundreds of sail and motor yachts over the years, ranging from 20m-140m.

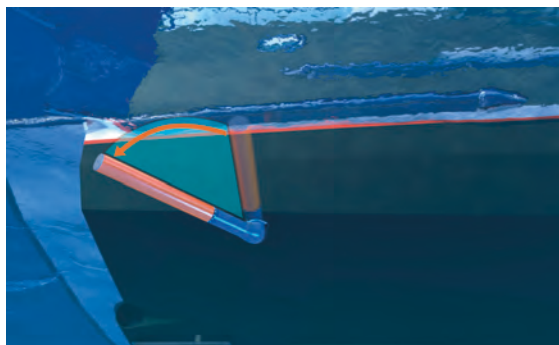
“*Flying Dagger* is one of the most recent projects we worked on quite successfully,” says van Cappellen, referring to the 49m Rossinavi superyacht that launched at the Italian builder’s Viareggio yard this year. The yacht received a RINA reward for the quietest yacht in her class (semi-displacement, 31kt).

As for specific trends, van Cappellen says that noise and vibration limits are becoming stricter, and that owners are increasingly conscious of acoustic privacy and footfall noise.

“The challenge we see in 2019 for the Dutch market is to find skilled workers and to maintain high quality levels when dealing with increasingly large vessels. The number of yachts over 100m is still growing,” van Cappellen adds.

Growing demand for electrical onboard power is expected to lift sales at WhisperPower by around 25% this year. Roel ter Heide, owner and director, told ➡

► RotorSwing’s ZeroSpeed stabiliser now comes with a patented ‘RAKE’ function for fast cruising yachts up to 25kt. At higher speeds, the rotors retract back against the hull to minimise resistance



MASTERVOLT
THE POWER TO BE INDEPENDENT



TIMELESS,
THE BENETTI WAY.



DIAMOND 145'

CLASS

THE LARGEST COMPOSITE HULL IN OUR RANGE. THE ONLY 45 MT YACHT WITH ALL THE COMFORT OF A 60 MT MODEL, THANKS TO THE FUNCTION-ORIENTED EXTERIOR DESIGN OF GIORGIO M. CASSETTA.

THE UNIQUE, PRECIOUS INTERIOR DESIGN OF ACHILLE SALVAGNI FOR THE ULTIMATE WARM AMBIANCE.

EVER-EVOLVING CLASS. MADE IN BENETTI.

NEW

Introducing

SMART LIGHTING

BEAUTY MEETS INTELLIGENCE

FL

BOOTH #623
31 OCT. > 4 NOV.

**METS
TRADE**

HALL #3.220
13 > 15 NOV.

 **LUMISHORE**





▲ Roel ter Heide, owner and director of WhisperPower

We're growing our business with them."

WhisperPower recently added new Piccolo 5, 8, 10, 12 and 15 kVA diesel generators to its New School portfolio of power systems, all fitted on a super sound-suppressing sound shield. The company also added its WhisperCare remote monitoring concept, developed together with Yacht Control. This allows boat yards, owners and the WhisperPower service department to look into the power system in real time.

"These products, together with our storage, inverters and fast charging concept, all supplied from one single brand and serviced from one hand, makes WhisperPower unique," says ter Heide. "A new cooperation with Webasto Thermo & Comfort, which we have started in countries like the UK, Spain and Germany, is giving our business a major impulse for further growth. All of this – new products and strategic partnerships – will boost our sales over the next couple of years to around €20m."

THE TREND FOR ALL-ELECTRIC

"The trend is very much all-electric," ter Heide adds. "Not just propulsion and onboard power moving to non-stop AC 230V (120V) power provision, but also for manoeuvring and stabilisation. Not just the gyro-based systems such as Seakeeper, but also the fin stabilisation systems. Hydraulics will disappear on boats from 40ft-120ft."

Ter Heide told *IBI* that electrical propulsion, either full electric or 'plug-in' hybrid with diesel support, is "becoming hot gradually" and the supply industry is working hard to design systems that can be mass-produced. "Our systems and concepts are vital to make this happen," he says.

According to ter Heide, the challenge for the Dutch going forward will be to consolidate their market share with their steel and aluminium yachts, which is low volume and specialised.

"GRP builders such as Contest, Wajer and Elling (Neptune) have good cards in their hands, but the key is to produce in a cost-effective way – which they do, as a matter of fact – combined with providing the highest quality standard, 'Made in Holland'. The WhisperPower Made in Holland products go with this flow... and are conquering the world." **IBI**

IBI that WhisperPower supplies almost every boatyard in the Netherlands with its 'New School' power systems – energy storage (lead-acid or Lithium Ion) solutions and high-power inverters from 7kVA-14kVA, with a small super-silent Whisper diesel generator as a back-up.

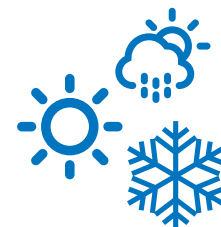
The company also provides easy-to-use Touch panels or interfaces to glass bridges, offering an overview of the system status.

"With our WhisperCare concept we are now able to let the boat owner or boatyard check his system, or start/stop the generator from any place in the world," ter Heide explains.

"For smaller boats we supply our orange range of inverters, chargers and combi's – great solutions to allow AC appliances to be used on board without limitations. Our market share in this sector is now over 75% and still growing. We see companies such as Water Yachts, Steeler and Vanquish, which have an international approach, growing fast.



Achieves 22°C
whatever
the weather
outside



Barcelona Boat Show | 10 - 14 Oct
FLIBS Fort Lauderdale | 31 Oct - 4 Nov
METS | 13 - 15 Nov



VECO S.p.A. Giussano, Italy
+39 0362 35321 | info@veco.net | veco.net

Full speed ahead

BRAND ACQUISITIONS, FACTORY EXPANSIONS AND OUTBOARD MOTOR SHORTAGES SPEAK TO THE METEORIC RECOVERY OF THE US BOAT INDUSTRY – GROWTH DRIVEN IN LARGE PART BY CONSUMER DEMAND FOR INNOVATIVE NEW FEATURES AND INCREASED ELECTRONIC INTEGRATION. DESPITE TARIFFS AND OTHER THREATS TO TRADE, THE US EQUIPMENT MARKET CONTINUES TO SURGE

WORDS: CRAIG RITCHIE



▲ IBEX enjoyed one of its most successful outings to date with a raft of US equipment on display

In view of its manufacturing might and incredibly diverse boating environments, it's no surprise that the United States remains a hotbed for innovation in the global marine equipment market. Catering to buyers as diverse as offshore sailors, deep sea fishermen, watersports enthusiasts and families in quest of the ultimate pontoon boat, the US recreational boating industry must satisfy boaters operating vessels ranging from dinghies to superyachts. With more than 16 million recreational boats in use, it's fair to say that the US is likely the largest single boating market on the planet. That also makes it, by extension, the largest market on the globe for marine equipment.

The US domestic market continues to fire on all cylinders, as evidenced by a 23% overall attendance spike and a whopping 14% year-over-year increase in

the number of exhibitors at the 28th International BoatBuilders' Exhibition and Conference (IBEX), held at the Tampa Convention Center in October. A reported 10% increase in square footage at IBEX, and a total of nearly 4,300 verified show visitors speak loudly and clearly to the health of the domestic boat equipment market.

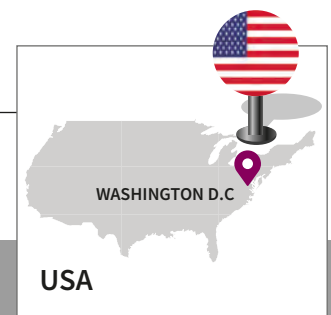
BEYOND TARIFFS

More tellingly, those 4,300 visitors and 700 different exhibitors represented a total of 55 different countries, marking a 10% gain over the previous year. The 2018 IBEX also marked the growth of no less than four international pavilions, representing exhibitors from South Korea, Australia, France and Italy. Pre-show jitters about the effects of US tariffs and a variety of retaliatory tariffs levied by trading partners have – so far, at least – appeared to have little direct effect on the American marine equipment market. Even the continued strength of the US dollar against world currency markets has so far had little impact on equipment exports.

Some of the energy driving the marine equipment sector comes where you expect it – in growing electronic integration and marine power systems, for example. But there is unmistakable activity in a number of other sectors as well. From covers to lighting to seating and decks to control systems and sanitation, rapid technological advances leave parts and accessory manufacturers constantly hop-scotching one another for segment leadership and market share.

With the American recreational boating industry poised to eclipse the high-water mark established in 2017, there's never been a better time to take a closer look at the US boat equipment sector. **IBI**

“With more than 17 million recreational boats in use, the US is the largest single market on the globe for marine equipment”



STATS & FACTS

COMPILED BY ARLENE SLOAN

ECONOMIC INDICATORS

GDP growth (2017)
+2.2%

GDP growth (2018)
+2.8% est.

High Net Worth Individuals (2017)
5.28 million (+10%)

Home Prices (Jul '18 yoy)
+6.0%

Consumer Confidence (Sep '18)
138.4 (+3.7 pts; 18-yr high)

Unemployment (Aug '18)
3.8%



BOATING MARKET INDICATORS *

2018 retail spending on boating (est.)
\$41bn (+5%)

Boat owning households (2015)
8.6 million

Boats in use
16 million

2018 Powerboat, PWC, Sailboat sales (est.)
280,000 units (+4.9%)

RV Wholesale Shipments (R12M, R12 yoy)
+8.9%

New Car, Pick-up & SUV sales (Sep '18)
1.4 million (-6.0%)



MARINE CEO SENTIMENT (Q2 2018)*

Current conditions **65% Expanding**

Sales **79% Modest to substantial growth**

Hiring **61% Modest to substantial hiring**

Capital Expenditures

75% Modest to substantial investment

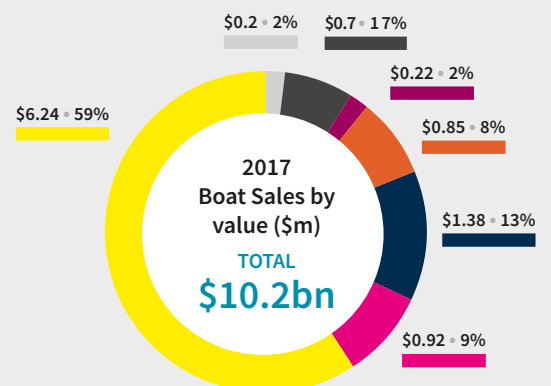
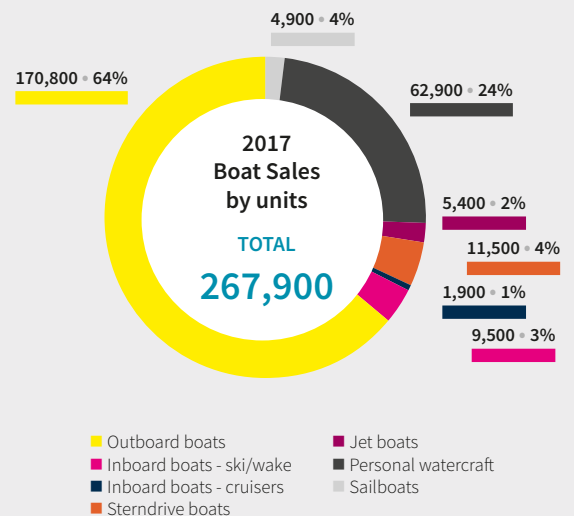
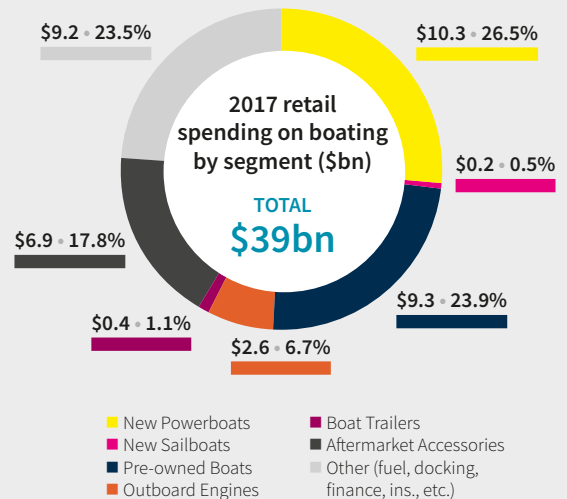
Raw Material Costs

86% Modest to substantial increases

Expectations (next 6 months) **45% Improving**



*Source: NMMA



Source: NMMA

**USA MARINE EQUIPMENT
FACTORY DIRECT EXPORT REPRESENTATIVE**

We handle
our part so you
can focus on
your own business
priorities

We provide
marine business
solutions that matter
from manufacturers
that make the
difference

Consolidated
shipments
available from
the USA

Leading
popular brands,
reliable and
trusted
products



Serving the marine trade since 1972.

The Manufacturers:



Quick Click To Each Manufacturer's Site Via: www.Brungerexport.com

RELIABLE QUALITY, SUPPLY, AND GLOBAL PRODUCT SUPPORT

BRUNGER EXPORT • 4901 NW 17th Way • 600 • Fort Lauderdale, Florida 33309 U.S.A. • www.Brungerexport.com • Email: Info@Brungerexport.com

IBEX 2018 feels the rising tide effect as show billed a huge success

WITH VISITOR AND EXHIBITOR NUMBERS AND A GREATER INTERNATIONAL CONTINGENT, THE US EQUIPMENT SHOW IS RIDING THE CREST OF A WAVE

WORDS: TONY ESPOSITO & CRAIG RITCHIE

If a rising tide lifts all boats', then the 28th annual International BoatBuilders' Exhibition and Conference (IBEX) was a success based on the increase in visitors and exhibitors alone.

The three-day show, which closed October 4, saw a 23% increase in attendees over 2017, and a 14% increase in exhibiting companies – totalling 700, using 10% more exhibit space.

Fifty-five countries were represented at the show, a 10% increase from last year, with four international pavilions represented exhibitors from South Korea, Australia, France and Italy.

One of those, Frédéric Moutama of France, was attending his first IBEX show, exhibiting Sea-Tags, the first automatic man over board alarm system which is Smartphone compatible. Moutama told *IBI* that a show the size of IBEX is a major investment for a small company.

"It is very difficult to break into the US market," Moutama said. "IBEX allows us access to the [entire boating industry]. It is easier for a small company like ours."

IBEX also provides formal learning opportunities, with a day of seminars

preceding the show as well as certification sessions throughout. The IBEX Education Conference saw a 27% increase in seminars sold.

The education component of IBEX is among the most important to industry veteran Charlie Haimes, a manufacturers' representative with Haimes Coleman Group.

"IBEX is very valuable to all categories of our business," Haimes told *IBI*. "We have been promoting the show to our dealer customers for the last five years, encouraging them to attend. A better educated dealer is going to help the consumer," he said. "If we can help the consumer enjoy boating more, we all win."

As the previous two years of IBEX were threatened with impending hurricanes, most attendees were just happy to see good weather, despite the unseasonably hot temperatures.

In a statement, Anne Dunbar, IBEX show director, said: "People really took



◀ 13 IBEX innovation winners were announced

advantage of what IBEX does best – which is bring the newest elements of marine products and technology to our industry, in one place. The increase in visitors, exhibitors and exhibit space are all powerful indicators that the industry is as strong as ever."

Next year's IBEX show will again be held in Tampa, Florida from October 1-3.

INNOVATION WINNERS

Winners of the 2018 IBEX Innovation Awards were announced at the show's industry breakfast. Winners in 13 categories were selected by a panel of judges from Boating Writers International (BWI).

The 2018 IBEX Innovation Awards winners were:

• **Boat Care and Maintenance:** AWLGRIP North America, Quick Build ➡

GATOR GUARDS WINS FIRST *IBI* EXPORT EXCELLENCE AWARD



▲ *IBI*'s Ed Slack (right) with Gator Guards

THE WINNER OF the 1st *IBI* Export Excellence Award, presented by *IBI* editor Ed Slack at the IBEX Industry Breakfast in Tampa, Florida, was Gator Guards.

The *IBI* Export Excellence Award is designed to recognise excellence in the realm of export sales by US boatbuilders or marine equipment manufacturers, or distributors and manufacturer representatives of US products. Judges were impressed by Gator Guards' holistic approach to growing their business through export.

"Having decided to begin exporting four years ago, Gator Guards combined a serious level of legwork on the ground to earn the trust of its network of distributors, while showing application and resolve in tapping into a number

of government-sponsored export programmes, attending key boat shows, as well as winning grants to boost its export credentials," said Ed Slack at the awards presentation.

"Ultimately the judges felt that Gator Guards highlighted the fact that it's possible to be the best, no matter what your size," said Slack.

"We appreciate the opportunity that *IBI* gave us in competing for such a prestigious award. Not looking at the sizes of the companies but the tireless efforts of each of the applicants, all of whom were worthy of the inaugural award," said Gator Guards' president Sue Smith. "We'll move forward with this momentum to develop our brand globally and continue to provide the best in protective technologies to our customers."

SHOW REPORT | IBEX

• Boatbuilding Methods & Materials:

Structural Composites Inc, Advanced Marine Coatings (*Honourable Mention: Dowco Marine, Nextoon*)

• **Covering:** Taylor Made, Pole-less Self-Draining Pontoon Cover (*Honourable Mention: Quality Mark, Pop-A-Pole*)

• **Deck Equipment and Hardware:** Dripper Guard, Dripper Guard PRO

• **Electrical Systems:** Balmar, SG200 Battery Monitor

• **Entertainment:** FUSION Entertainment USA Inc, Apollo 770

• **Furnishings and Interior Parts:** SHOXS,

X Series Shock Mitigated Pedestals

• **Lighting:** MegaLeds Ind, ORPHOS

• **Mechanical Systems:** Blue Guard Innovations, BG-One

• **OEM Electronics:** Raymarine Inc, Axiom ClearCruise Augmented Reality (*Honourable Mention: Suzuki Motor of America Inc, Multi-Function Gauge*)

• **Outboard Engines:** Yamaha Motor Corp, V8 XTO Offshore

• **Propulsion Parts, Propellers:** Mercury Marine, Tiller Handle Assembly for

Portable Outboard Motor

• **Safety Equipment:** Medallion Instrumentation Systems, Docking/Trailer Camera

“This year’s entries were very focused on improving the boating experience,” said Alan Wendt, chair of the judging panel at IBEX. “From solving simple issues with canvas, to more complex engineering challenges with hardware and composites, there is ample evidence of innovation underway in a thriving industry.” **IBI**

A CLEAR INNOVATION IN AUDIO



INSTALLING AUDIO SYSTEMS

in smaller boats has always represented a challenge for stereo manufacturers. In a perfect world, bass speakers mount near the boat’s floorboards where their low frequencies can flood the cockpit, while mid-range and tweeter speakers should mount at ear level where their higher frequencies are easier to hear.

▲ Taylor Made’s novel speaker solution

But that’s a tough assignment when installing a stereo in a small runabout with comparatively low freeboard and no mounting surfaces above waist-level.

Gloversville, New York-based marine windshield manufacturer Taylor Made Systems displayed a novel approach to answering this problem at IBEX, with the company’s all-new Audio Windshield.

Using tactile transducers mounted directly on the glass and concealed with a discreet cover, Taylor Made turns the entire windshield into an effective speaker that works in concert with traditional speakers mounted lower in the boat, or all on its own. “Modern exciters and bass shakers are found in home theatre systems, amusement park rides, military equipment, cell phones and automobiles,” says Taylor Made president of fabric systems, Don Zirkelbach. “When an audio transducer is introduced to a surface, it transfers vibrations to that surface, which then vibrates the surrounding air, creating sound. It turns out a boat windshield is an ideal surface for this, becoming a giant transparent speaker.”

Zirkelbach says the technology can be applied to windshields of almost any size and shape, from simple center consoles to large expansive yachts.

BLUE GUARD FOR BILGES

IF THERE’S ONE constant among boating regulations worldwide, it’s ever-tightening environmental standards. More restrictive regulations concerning overboard discharge have already been felt by a number of American boaters, who were surprised to find themselves on the wrong side of the law after being fined for illegally discharging oil into the water. The culprit – automatic bilge pumps, which can inadvertently flush small quantities of residual oil and fuel from the boat’s bilge along with the water they’re intended to remove.

In response, Boulder, Colorado-based sensor manufacturer Blue Guard Innovations has developed what it says is the world’s first smart bilge pump switch, complete with an integrated oil and fuel detector that mitigates the risk of accidental oil and fuel discharge from the vessel’s bilge. “The patented BG-One functions as a bilge pump switch when detecting water, and is capable of selective pumping when oil is detected in the bilge,” says Blue Guard Innovations president, Zdravko Divjak. The device activates the bilge pump when water is detected, but can turn it off immediately should it sense any fuel or oil floating on the water surface. There is also an integrated Bluetooth capability that allows users to configure its operation with a smartphone app, allowing users to adjust run times, oil sensitivity levels and manage other settings.

In the US penalties for discharging oil are administered at the state level, so they vary by jurisdiction. Some states, such as Oregon, allow fines of up to US\$25,000 per day for discharging oil.

► Blue Guard’s BG-One smart bilge pump switch



TO INFINITY AND BEYOND

THE DOUBLE-SIDED STAND

Woven, the Vinyl flooring specialists, boasted two talking points – its new premium end Vivio Collection for 2019 that showcased an innovative yarn colouring system and perhaps more significantly, its new Ricochet Technology. Two heat lamps on the stand showed off the new yarn’s potential. Ricochet uses a mechanization to reduce heat build-up allowing darker colour yarns in their floor fabrics to maintain the same temperature as lighter colours. According to Infinity Woven, Ricochet means that colour never has to be compromised in the selection process. If proof were needed of its effectiveness, the two heat lamps showed the technology at work, the Ricochet covering becoming only warm under the direct light, compared to the hot, regular fabric.

According to Warren McCrickard, Infinity’s Director – Strategy, Corporate Development and Communications, the technology, which has been in development for the past two years, has a only a minor cost impact to the builder and will be rolled out for its darker coloured fabrics in 2019.

“The introduction of new yarn technology along with our Boatbuilder Poker Run made for a very busy week and clear follow-ups post show. We saw a higher volume of builders this year than in previous years with many returning a second time for further discussions,” McCrickard told *IBI*.

McCrickard says that over the past two years, Infinity has continued to see growth in total units sold (10%) as well as unique customers (12%).



▲ Feeling the Ricochet effect



All the products are made and distributed by MZ Electronic S.r.l.

YOUR PARTNER FOR ANCHORING

Born from Orvea know how, that manufactures since 1947 a complete range of anchor windlasses, capstans, chain stoppers and electronic accessories.

www.italwinch.com



We are proud to inform you about **MZ Electronic takeover of Officina Navale Nanni S.r.l. (O.N.N.)**. O.N.N. was born in 1950 in Viareggio; it is specialized in creating vertical and horizontal windlasses, chain stoppers, capstans and deck equipments for boats up to 90 meters (diameter of the chain 32 mm with stud-link). All the products support electric, hydraulic and pneumatic supplies and can be certified with the most important naval registers (RINA, BV, LR, RMRS, ABS, etc.).

The factory has a big experience in carrying out custom products, in order to meet any need encountered during planning stage.

marine hardware
since 1920



METSTRADE
HALL 1 STAND 647

razetocasareto.com



Tops and covers

TOPS TO PROTECT BOATERS AND COVERS TO PROTECT BOATS HAVE COME A LONG WAY ON THE STRENGTH OF BRILLIANT NEW MATERIALS AND INSPIRED DESIGNS

WORDS: CRAIG RITCHIE

Whether they're designed to protect boat occupants from the effects of the sun or protect the boat itself from the effects of the weather, few recreational boats sold today don't include some sort of top or cover. The proliferation of day boating and open-floorplan hull designs has spurred considerable activity within the boat top and cover segment, with US manufacturers leveraging innovation in the quest for market share.

In some cases these innovations focus on reducing a boatbuilder's production costs, or they may concentrate on reducing weight. Still others strive to deliver greater ease of use and space-saving designs, while all aim to offer boatbuilders improved margins and something just a little bit different in a crowded and highly competitive market.

While boat tops provided by third-party manufacturers dominate categories such as

pontoon boats, deck boats and aluminium fishing craft, other segments such as centre consoles typically incorporate tops manufactured in-house by the boatbuilder itself. Normally manufactured from the same fibreglass compounds used for the hull, these custom tops offer the advantage of a fully-integrated look and styling. But they can also add a lot of weight high above the waterline – particularly when installed on smaller bay boats and centre consoles. That's where lighter-weight alternatives crafted from next-generation plastics have begun to appear as attractive alternatives.

Chad Boozer, who oversees production operations and OEM sales for Columbia,

“Boatbuilders love our system because the top ships in a box with the boat for installation at the dealership”

◀ Most boats sold today include some sort of top for sun protection

South Carolina-based RT Marine, says lighter weight is the chief advantage to his company's Gamma synthetic polymer boat top. “Our injection-moulded polymer top only weights 65 pounds, compared to 150 to 200 pounds for a comparably-sized solid fibreglass top, or 125 to 150 pounds for hollow-core fibreglass variety,” he says. “That's a considerable weight savings, and it's weight that's removed from the highest point of the boat where it has the greatest impact on balance and stability.”

Canvas tops stretched over an aluminium frame have long competed against fibreglass tops, offering lighter weight at lower cost. Boozer says his company's Gamma top matches canvas tops in price and weight, while providing superior durability and a modern look.

The name Gamma is an acronym, Boozer says, which stands for Gas Assist Moulded Marine Assembly. The top uses a patented construction technique which provides internal channels which can be used to conceal wiring harnesses for lights or speakers, providing a cleaner installation than is possible with canvas tops. The UV-resistant, high gloss finish comes in five stock colours or can be customised to match the boat's finish. “Boatbuilders love

our system because the top ships in a box with the boat for installation at the dealership,” says Boozer. “What that means is that instead of shipping two boats on a truck, the builder can now put three or four boats on a single truck because they can be loaded more

efficiently. This also allows the dealer to display one of the tops on the showroom floor, and offer it as a point-of-sale upgrade.”

TOP GEAR

While many boat buyers enjoy the sporty appearance of a T-top, many wish they ➡

FUSION®

T H E S U M O F A U D I O I N N O V A T I O N



Mark Your Calendar
OCTOBER 1-3, 2019

Tampa Convention Center
TAMPA, FL

 **IBEX**
POWERED BY **METSTRADE**

THE INTERNATIONAL BOATBUILDERS'
EXHIBITION & CONFERENCE

rai
AMSTERDAM

NMMA
National Marine
Manufacturers Association

See you in 2019! | IBEXShow.com



▲ SureShade's ATF-SG Silent Glide Shade



▲ Dowco's Nextoon concept

could sometimes provide more coverage, especially when the sun is directly overhead. As a result, many premium tops offer extendable sun shades for greater coverage when required. Shades may be deployed manually or, more frequently, by electric actuators. Awning-style, power roll-up shades are far easier to deploy than the traditional sun sails, which normally require the installation of support poles before they can be erected. While the whir of an electric motor extending or retracting the top doesn't bother everyone, quieter operation remains a clear trend among shade manufacturers.

QUIETLY DOES IT

"Our ATF-SG Silent Glide Shade is an improvement on our flagship ATF shade, which we introduced to the market about 10 years ago," says Diane Seltzer, marketing director with Philadelphia-based SureShade. "Silent operation is something that a lot the boatbuilders are asking for, so we made some modifications to the design and now when it retracts and extends it's absolutely silent in operation. The redesign has allowed us to achieve an 85% reduction in noise."

The other benefit to the reworked mechanism is that the Silent Glide shade now uses up to 80% less power, says Seltzer. "There is so much new technology going into boats and it's all dependent on power, so anything that can help both ➡

“ While the whir of an electric motor doesn't bother everyone, quieter operation remains a clear trend among shade manufacturers **”**

SIERRA

OIL & LUBES

TREAT YOUR ENGINES LIKE ROYALTY

SIERRA'S COMPLETE RANGE OF MARINE ENGINE OILS Including the new NMMA FC-W Catalyst Compatible Engine Oils.

SEASTAR SOLUTIONS®

www.seastarsolutions.com

Sierra NMMA certified marine engine oils have been developed to meet the specific lubrication needs of marine engines operating under unique and challenging environmental conditions.



▲ RT Marine's Gamma top

the builders and the boaters better manage limited power resources is definitely a big win."

While the Silent Glide product is primarily aimed at OEM customers, it will also be supported as an aftermarket product for dealerships and refitters. "We work with over 50 boatbuilders as an OEM, so it's a lot of shades," notes Seltzer.

COVER ME

Where boat tops protect occupants, boat covers protect the boat itself. One of the great challenges when dealing with larger covers, such as those used on pontoon boats with a large, rectangular footprint, is storing the device when it's not in use. Folding up a cover large enough to wrap a boat is no easy feat, while finding a suitable storage space while the boat is in use can prove even more challenging.

At the 2018 IBEX show in Tampa, Manitowoc, Wisconsin-based Dowco Marine showed an innovative roll-up boat

cover as part its Nextoon concept display. The cover, made from a durable but lightweight synthetic, operates similarly to a window blind, pulling forward under tension from a roller located in a transom compartment. Deploying the cover is

a simple matter of walking forward through the boat and pulling it to the bow, then clipping it in place using snaps integrated into the cover itself and a companion channel formed in the hull exterior. When it's time to stow the cover and go boating, the cover retracts

into its stern compartment under spring tension, allowing a boater to easily deploy or stow the cover single-handedly. "Boat covers have always been a bit bulky, and you have the question of what to do with it when you're actually out boating," says Dowco marine marketing manager, Angela Lettenberger. "Our design eliminates having to bundle it up and store it in the back of the truck, so that you always have it with you. The cover is constructed from

“Folding up a cover large enough to wrap a boat is no easy feat, while finding a suitable storage space can prove even more challenging”



▲ Taylor Made's Pole-less Self Draining cover

a durable but lightweight synthetic, and its storage compartment is ventilated to avoid any potential issues with mould or mildew in the event the cover is put away damp."

POLES APART

Covers on open boats like pontoons are typically supported by poles installed under the cover every few feet along the centerline, creating a central ridge that forces rain to run off the cover and not pool on its surface. Yet one new cover from Bradenton, Florida-based Taylor Made Systems takes the opposite approach, allowing rain to pool on its surface. The Pole-less Self Draining Pontoon Cover won an Innovation Award at IBEX with its unique design, which channels rain water toward a permeable membrane that runs lengthwise down the centre of the top. Below the membrane, a French drain collects the water and channels it to the transom, where it simply pours over the side. "The advantage to this top is that it eliminates the difficulty of climbing into the boat underneath the cover to install the support poles," says Taylor Made president of fabric systems, Don Zirklebach. "Beyond that, you don't have to worry about poles falling over when you tow the boat on a trailer, which is a fairly common occurrence. The wind gets under the cover when driving at highway speed and lifts the fabric, allowing the poles to fall over. So we thought let's get rid of the poles altogether, and let gravity bring the water to the centre of the cover where it can simply drain away. It's a simple approach but it's very effective." **IBI**



**Leaders
in marine
composite
fittings.**



**No corrosion.
No electrolysis.
No worries!**

Find us online:
truedesignplastics.com

REVOLUTIONARY X-LATCH

**Say Goodbye to
Unexpectedly
Opening Latches**

PATENT
PENDING



DAME
AWARDS
2018
APPLICANT

**Best of rubber- and AISI316
latches in one product!**

Get yours now or become a dealer!

www.tietoset.fi/x-latch

tietoset 

Come and visit us at METSTRIDE 12.934

Tietoset Ltd. Marine | info@tietoset.fi | +358 40 547 8820 | tietoset.fi



Listing# E212282



Exhibiting at METSTRade 2018
- SuperYacht Pavilion Stand:11.100A

HEADHUNTER
www.headhunterinc.com

SPACE SAVING & RELIABLE SEWAGE TREATMENT PLANTS

3380 SW 11TH AVENUE
 FORT LAUDERDALE, FLORIDA 33315
 PHONE: +1 954-581-6996
HEADMASTER@HEADHUNTERINC.COM
WWW.HEADHUNTERINC.COM
WWW.HEADHUNTERINCSTORE.COM



mc²X Anti-roll Gyro Stabilizers

Come see us!



FORT LAUDERDALE
 from 31 October
 up to 4 November
SUPERYACHT PAV.
 661 - 686



Stand 01.351



MC²X gyro stabilizers are effective and guarantee high performances both at high speed and at anchor. MC²X are compact, quickly reach stabilization and are easy to install. They do not require water cooling and as a consequence no seacocks, no pressure pumps.

Thanks to the touch remote panel, the user can activate the gyro (ON/OFF) and monitor its functions, as well as be informed when maintenance is required, thanks to the warning displayed.

The stabilizing performances of MC²X can be recorded using MC² Mobile app suitable for both iOS and Android systems.

MC²X series includes 10 models:

3k - 5k - 7k - 13k - 16k - 19k - 25k - 30k - 40k - 56k

Output torque from 3000 to 55882 N·m (Newton meter)



QUICK[®] SPA
www.quickitaly.com

WORLD-CLASS NAUTICAL EQUIPMENT

Power play

BIGGER BOATS' MORE ELECTRONIC FEATURES AND EVER-INCREASING DEMANDS FOR POWER ARE DRIVING RAPID INNOVATION IN THE POWER EQUIPMENT SECTOR

WORDS: CRAIG RITCHIE

As recreational boats grow larger, more powerful and increasingly complex, demands on power management systems have never been greater. The challenge for boatbuilders – and equipment manufacturers – is ensuring that all this new onboard electrical equipment receives the power it needs, and is able to work properly with everything else onboard. That's no small task, as evidenced by the growing activity in the power equipment category.

In spite of power draw becoming a key design criterion among equipment manufacturers and alternator output becoming a principal consideration among engine builders, power management has become a critically important factor in modern boat design. "Whether it's electronics, refrigeration, HVAC or equipment like thrusters or stabilisers, everything that goes onto a boat is becoming more sophisticated and more likely to be connected to other equipment in the boat," says Dave Maryanov, marketing manager at Power Products LLC, the Brunswick-owned manufacturer of electrical equipment sold under the Acor, Blue Sea Systems, BEP, C-Zone, Mastervolt, Marinco and ProMariner brands. "As the systems become more complex, it takes more user intelligence to manage those systems."

DIGITAL SWITCHING DOWNSIZES

Although the idea of adding amenities and controlling them through an NMEA 2000 network and a common interface is hardly



▲ Mastervolt's MLI-E 12 1200 lithium ion battery

new, the concept has achieved a new level of critical mass over the past 12 months as the technology scales down to suit the smaller boats under 30ft that presently represent 95% of the US market. "Today's buyers of smaller, trailerable vessels want all the amenities that have historically been confined to large luxury yachts," says Maryanov. "When digital switching and networking was first developed, it was meant for large offshore motoryachts and sailboats. But now we're starting to see its adoption and use in much smaller vessels, even including pontoon boats. There's a race underway right now, with everyone in this sector

trying to optimise systems for smaller boats. This is really going to open up digital switching and other technologies to the largest part of the market, which is freshwater boats under 30ft."

While significant numbers of consumers have now begun to embrace the idea of full electronic integration, this marks a shift that has been slow to develop. Many lifelong boaters still show a profound preference for the tactile sensation of physical switches and buttons over a true glass cockpit, where such controls are represented on flat touchscreen displays.

"The truth is, a lot of people still want the security – or at least the perception of security – that goes with having a manual switch for critical things like the bilge pump," notes Maryanov. "It is ironic that the digital equivalent of that, operated

through a touchscreen, is actually more reliable than the old-style push button or toggle switch. But there's just something familiar about that physical button or lever that still resonates with a large cohort of buyers."

Where digital switching has come to replace traditional mechanical controls, it frequently brings the added benefit of reducing the amount of time required to rig a boat on

“Now we’re starting to see the adoption of digital switching in much smaller vessels, even including pontoon boats”

the production line. “That’s why we’re starting to see some significant adoption rates, because boatbuilders are starting to realise that,” says Maryanov. “It reduces production costs by reducing insulation time. It also simplifies maintenance and repair, so a builder can legitimately charge more for the same boat because the digital switching represents a value-add. But the big front-side benefit to digital is that it’s a lot faster and a lot easier to install. It means a bit less weight on a boat, which represents its own benefits.”

LITHIUM ION COMES OF AGE

Visitors to the International Boatbuilders Exhibition and Conference (IBEX) held in Tampa last month witnessed continued evolution in the field of batteries, battery chargers and inverters. Mastervolt took advantage of IBEX to show its new ChargeMaster Plus units that can charge different battery chemistries at the same time. “If a boater wants to use a lithium ion battery for their starter battery, then use a couple of absorbent glass mat batteries (AGMs) for their house bank, they can now charge all three of those off of the same charger,” says Maryanov. “Lithium ion technology is going to change boating.”

As an example, Maryanov notes that lithium ion units already bring the ability to add additional components directly to the battery, such as an integrated battery management system that can display real-time battery level and battery usage data on any NMEA display.

Xantrex also displayed new battery and inverter technology at IBEX, centred around its Freedom eGen lithium ion battery system. Said to offer safe, clean, efficient onboard power with high power density and low operating cost, the system provides grid-quality 120V/60Hz true sine wave AC output and a steady DC battery output while supporting

charging from both an alternator and shore power for increased flexibility and faster recharging times. “The Freedom e-Gen lithium battery is the ultimate in safety and reliability,” says Xantrex marketing manager, Mitul Chandrani. “It’s the first battery in North America that is listed to UL1973, which is the listing for a lithium battery to be used in mobile applications. There are other lithium batteries out there that claim different UL listings, but that is not really the listing for mobile applications. It’s very important to distinguish the difference between the numbers after the UL.”

Chandrani notes that the Freedom e-Gen battery could potentially run an air conditioner on a moderately-sized boat overnight – or at least long enough to effectively replace a generator, giving boaters quieter operation and eliminating fuel handling concerns. “Lithium ion brings so many advantages to boating,” he maintains. “With a traditional 400 amp-hour lead acid or AGM battery, you can only go down to 200 amp-hours. But with a lithium battery, you can go down all the way to zero. So you essentially get almost twice the capacity in the same footprint. There’s a big difference in weight and footprint when you switch from traditional batteries to lithium ion.”

“There’s a big difference in weight and footprint when you switch from traditional batteries to lithium ion”

need for a generator, generator sales for US manufacturers remain comparatively strong in the large boat market, in spite of a global push to reduce emissions and the impending adoption of Stage V non-road diesel standards in Europe. “When you talk about large motoryachts, you’re talking about a lot of onboard electrical

amenities that consume a tremendous amount of power,” says Greg Klompenhouwer, senior product manager, global marine generator sets for Kohler Co. “It’s to the point that power management and the physical storage of that amount of power becomes difficult. So in those applications,

generators remain the most practical option for powering onboard equipment.”

Continuous improvements in power management software have allowed generator manufacturers to stay ahead of emissions standards, he says, by making their products increasingly efficient. “On a larger boat you might have two prime generators and a night generator,” says Klompenhouwer. “Our P-Gen and Decision Maker 3500 system allows boaters to set the system up so that as power demands change over the course of a day, it automatically selects the best generator to power the load at any given time. The advantage is that you’re not running a large engine to power a very light load, or using any more fuel than you need to.”

Consumer demand for quieter operation and smaller physical unit sizes helps shape generator development, notes Klompenhouwer, but the dominant force right now is pending changes to existing emission standards. “We’re at a point where a lot of regulations are changing, and we are being driven by tighter emission rules around the world. Tier III of the IMO NOx regulations for superyachts are coming in 2021, and we have the Stage V emission standards in Europe also coming soon. This is driving a tonne of innovation, so it’s an exciting time for the industry.” **IBI**



NEW STANDARDS

Where proponents of battery power say their product eliminates the



► Kohler’s Greg Klompenhouwer: generators remain the most practical option for large boats

The new horizon of gas cooking

burnerway
 MADE IN ITALY



FROM MOKA
TO WOK IN JUST
ONE BURNER



-50% HEIGHT
OF STANDARD
GRIDS



IOT
READY



LESS GAS
EMISSIONS



ULTRA-FAST
COOKING



MAXIMUM
SAFETY GAS
RECORD: SIL 3

Designed for yacht cooktops, the Burnerway technology guarantees unprecedented performance and energy savings. From the M-Stekio project chosen by the European Commission, Burnerway was born: it is the top of the industry innovation, with 8 registered patents, atmospheric premix combustion and digital control. The best

functionality enhanced by the unique style: the halved height of the grids revolutionizes the aesthetic concept of gas cooktops, with a characteristic "squirrel" design that makes exclusive even the most refined kitchen environments.

www.burnerway.com



3P ENGINEERING
 Providing Progressive Projects



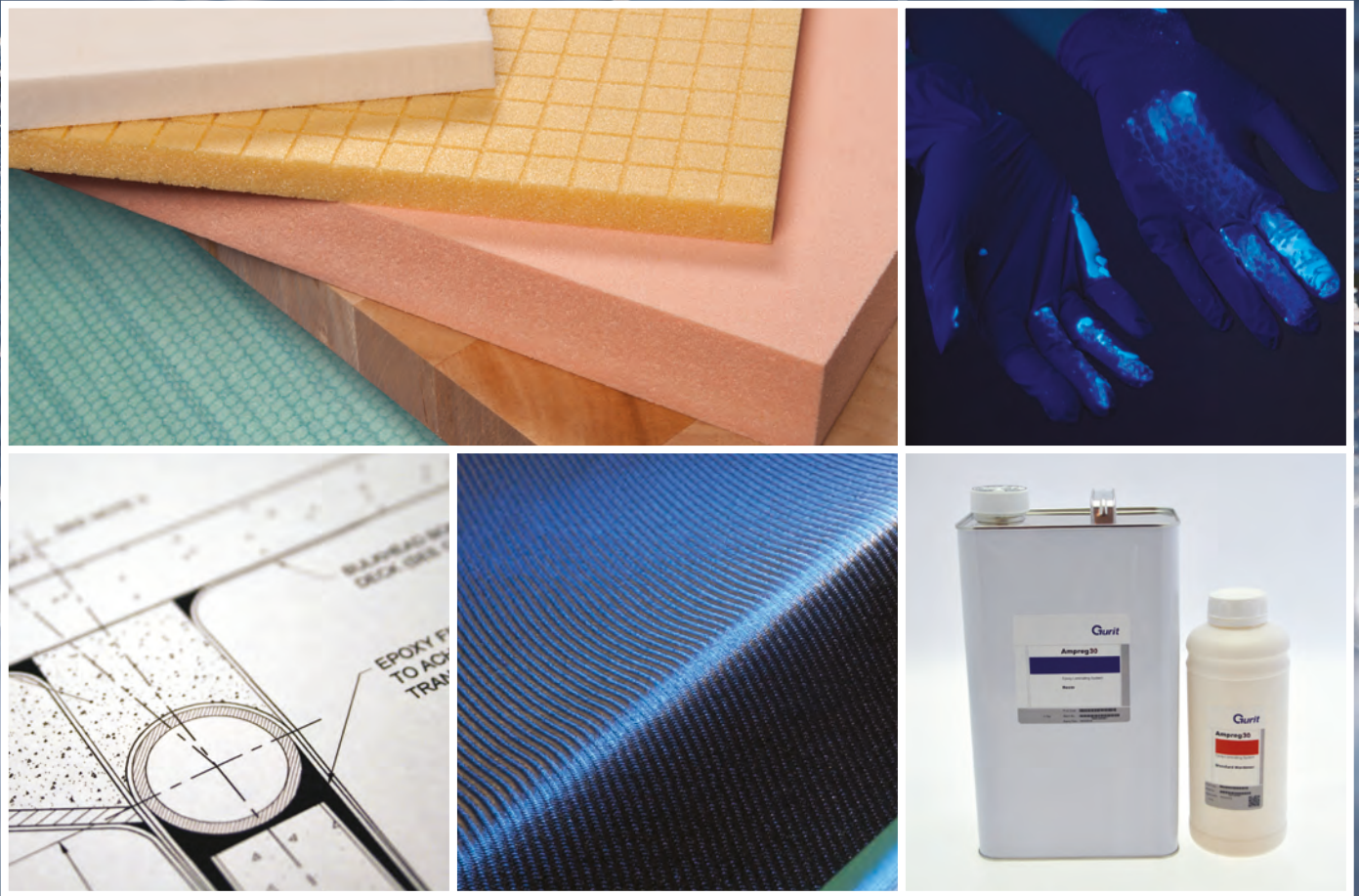
GA n. 733513

"Mobile STEKIO - Extreme efficiency digital gas cooktop for campers, caravans and yachts" which has received funding from the European Union's COSME Programme (2014-2020) - GA n. 733513".

This communication is part of the project "Mobile STEKIO - Extreme efficiency digital gas cooktop for campers, caravans and yachts" which has received funding from the European Union's COSME Programme (2014-2020). The content of this communication represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains."

DELIVERING THE FUTURE OF COMPOSITE SOLUTIONS

Gurit



GURIT DELIVERS A FULL LINE OF COMPOSITE SOLUTIONS FOR THE MARINE INDUSTRY INCLUDING:

- **Laminating and Infusion Systems:**
Introducing the **NEW** Ampreg 30 range of Low Toxicity Laminating Systems with Light Reflective Technology (LRT)
- **Structural Core Material range:**
Gurit® Corecell™, Kerdyn™ Green, PVC and Balsaflex™
- **Prepreg and SPRINT™ Products**
- **Composite Engineering**

Visit us at METS, Stand CMP.42.EL,
Amsterdam, 13 - 15 November 2018

Learn more at: www.gurit.com

Sanitation

THE MARINE HEAD HAS BECOME A HOTBEAD OF INNOVATION AS TOILET MANUFACTURERS BRING RESIDENTIAL COMFORT TO EVEN THE MOST CONFINED SPACE

WORDS: CRAIG RITCHIE

Although the basic design of a toilet hasn't changed much since they were first used nearly 5,000 years ago, marine heads have witnessed significant development in recent years. This rapid evolution has been driven at least in part by market pressure to include heads in more and more boats, including smaller centre console and dual console models with extremely restricted cabin space.

The challenge for marine head manufacturers lies in trying to meet the demands of both boatbuilders and end users at the same time. "The boatbuilders are focused on having a reliable product that is easy to install and which won't give them any problems in the future, leading to warranty claims," says Thetford Marine business unit manager, Gianluca Silvestri. "On the consumer side, it's a bit different. End users are much more interested in how comfortable the product is to use, and in having a head with minimal maintenance requirements. Those are not necessarily mutually exclusive goals, but meeting them both requires a bit of thought."

SMALL BUT BEAUTIFUL

Design advances focused on reducing the toilet's physical size and footprint have become key, says Silvestri, with the proliferation of day boats with reduced cabin space. "You often have very little space to accommodate the head, and the shape becomes a concern as the toilet is almost always positioned against an angled hull wall," he says. "In most of the cases the positioning



▲ Comfort with minimal footprint

of the head requires the builder to use a step, so having a small footprint helps them to reduce the space they need to allocate for that. Toilets that are physically taller, like the Tecma Compass product we showed at IBEX, are popular because they eliminate the need for a step and represent less work for the boatbuilder."

HIGH-TECH TOILETS

Beyond physical changes to accommodate tighter installations in smaller cabins, toilets are changing in other ways – they're becoming high tech.

"It's sometimes amusing to see people's reaction when you tell them you have new technology in a toilet," says Vinod Mehta, CEO

at Millville, New Jersey-based Raritan Engineering. "They sometimes don't take it seriously, which is surprising considering this is an appliance that we all use every day."

But it's no laughing matter when a toilet fails to perform as intended, which is why the sector is seeing a growing shift toward freshwater heads that draw their water supply from the boat's freshwater tank rather than a raw water intake. "The problem with a raw water head is that when you have sea water come into contact with organic material, you get the smell," says Mehta. "We spoke with some customers who were using a separate bucket to put fresh water into the toilet because they didn't want to use sea water.

So in 2014 we developed our Fresh Head product, which was our first fresh water manual toilet. ➔

“End users are more interested in how comfortable the product is to use, and a head with minimal maintenance requirements”

DAN SMITH
DOMETIC OF THE AMERICAS

People want the head to look nice, they want it to feel nice, and they want hygiene. What they don't want is noisy operation or any sort of odours

Having a fresh water toilet eliminates that problem.”

Along with a shift from using raw water to fresh water as a supply, marine toilet manufacturers also report a growing trend from gravity to macerator units. “It’s a little bit of a trade-off, because while macerator systems tend to have lower odours, they can be louder to operate,” says Dan Smith, senior manager, hygiene and sanitation for Dometic of the Americas. “On smaller boats particularly, that can be a big consideration, and especially at night. So there’s a trend toward quieter operation in macerator heads. People want what they have at home. They want nice toilets, they want the head to look nice, they want it to feel nice, they want residential height, they want slow-close seats and lids, and they want hygiene. What they don’t want is noisy operation or any sort of odours.”

TAKING CONTROL

Contemporary macerator systems must not only offer quiet operation, they need to do so while drawing as little power as possible – especially when installed on smaller vessels, where amp draw can be an issue.

“The other change is with the control panels,” says Smith. “We have a new control panel that features capacitive touch, so there’s no more hard button pushing with old LEDs and see-through buttons. It also has hand wave technology, with a sensor on it that will pick up motion so you can put your hand up to the control panel without touching it. If you hold your hand in front of the sensor it will add water, and if you just wave your hand in front of it, it will flush. The touchless operation brings that hygiene up one notch.”

Raritan has also embraced touchless technology,

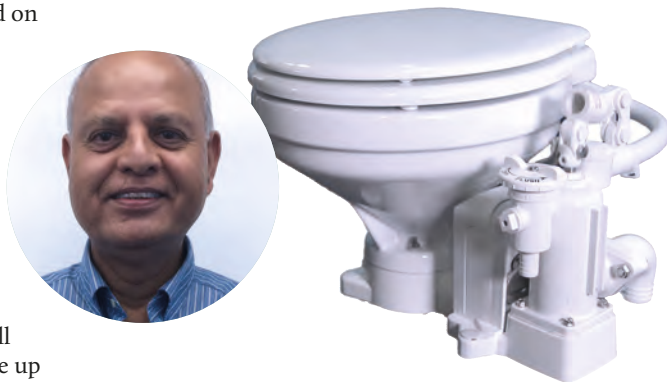
releasing its own touchless product and last year, Bluetooth flush control technology that eliminates the need to fish control cables through bulkheads and allowing the head to be monitored – and controlled – remotely, from a smart phone. “We found that the Bluetooth control provided a way of greatly reducing the amount of noise generated by the toilet,” says Mehta. “You run your electric feed pump to bring in the water, and then run the discharge pump just enough to flush out. If the discharge pump runs for too long, then you hear all kinds of gurgling noise. But by properly controlling the operation of the pumps, they don’t run for any longer than they need to, and noise is greatly reduced.

BLUETOOTH

“The other advantage of the Bluetooth control is with troubleshooting the toilet if there is a problem. You can get lot of data from the phone, such as which water turned on, which water didn’t turn on, and what the pumps were drawing.”

If there’s one place where the demands of boatbuilders and consumers meet, it is in terms of reliability. “If you only have one toilet onboard the boat and you clog the macerator, then you’ve got a real problem on your hands,” says Silvestri. “All of a sudden your vacation has turned into a nightmare.”

That’s where engineering a robust electrical system, control panel and mechanism pays dividends, he says. “Experienced boaters are educated and understand that some things can go down the toilet and other things cannot. The potential for a problem comes when they invite a guest onboard. You can tell them that these things cannot be flushed, but they don’t understand how a marine toilet works so sometimes things are flushed that should not be. If the toilet can handle that and still function, then everybody is happy.” **IBI**



▲ Raritan Engineering CEO, Vinod Mehta:
Bluetooth control improves toilet efficiency



Get on board. Business starts here.

19–27.1.2019
boot.de

50
boot
Düsseldorf
YEARS

**Welcome to the world's
largest boat show!**

boot Düsseldorf is the top destination for businesses centred around charters, marinas, motorboats, superyachts, sailing boats, equipment, diving and much more.

250,000 visitors attended, of which approximately 62,000 were looking to make purchases, and almost 2,000 were satisfied exhibitors from a total of 68 different countries. The figures speak for themselves! Be there!

Messe Düsseldorf GmbH
P.O. Box 10 10 06 _ 40001 Düsseldorf _ Germany
Tel. +49 211 4560-01 _ Fax +49 211 4560-668
www.messe-duesseldorf.de



Messe
Düsseldorf

Meet Your Eastman



Visit eastmancuts.com to learn more
about Eastman Machine's 130 years of trust.



Eastman will always be your hardest worker.

Eastman cutting machines are reliable and built to last—and have been for 130 years. In that time, they have earned a worldwide reputation as essential, beloved members of our clients' production teams—the kind of workhorses that seamlessly conform to your operations and always give 100 percent.

**Cutting demos during
ADVANCED ENGINEERING UK
& METS (CMP.12.EL)**

World's most sold level sensor, now also as NMEA2000!



Developed and owned by Frigus AB, Sweden
Phone. +46-(0)31 45 61 00, www.frigus.se



**METS 2017
NEW BOOTH
Hall 07.33 I**

- Tender Lift Systems - Hi / Low Platforms
- Hydr. Garage Door Hinges

- Hydr. Telescopic Cranes
- Bespoke Solutions

www.tenderlift.com

H+B techniques GmbH+Co. KG, Germany - Tel.: +49(0)251-70 39 79 07 - info@h-btechnics.com



◀ Lumishore's smart lighting system installed on a Scout centre console

SOPHISTICATED SMART LIGHTING SYSTEMS THAT GO FAR BEYOND THE TRADITIONAL ON-OFF SWITCH HAVE BEGUN TO RAISE MARINE ILLUMINATION TO A LEVEL MATCHING HIGH-END RESIDENCES AND CARS

WORDS: CRAIG RITCHIE

Few categories in the boat equipment market have seen such dramatic changes as lighting. From the adoption of energy-efficient LEDs to the growing popularity of underwater lighting to the addition of lighted speakers, cup holders and other components – all pulsing and changing hue in time with the music playing on a boat's stereo system – lighting has come a long way from what was considered high tech just a decade ago.

Where lighting was once considered little more than a practical necessity and legal requirement, today it has taken on a much broader role with the advent of smart lighting. Where traditional lighting controls consisted of a simple on-off switch, smart lighting allows the intensity and colour of illumination to be easily adjustable, providing considerably greater lighting options. "Boatbuilders and retrofitters have recognised the power of lighting as a design element. If you go back 10, 15 years, that wasn't the case because they simply didn't have the kinds of tools and palette that are available today," says Lumitec president, John Kujawa. "You see that in the architectural world, of course, and today a beautiful home or a city skyline isn't really complete without being illuminated in interesting new ways. In the automotive world,

Volkswagen now has an advertisement that talks about how many shades of colours you can select for your interior. It's a global trend that has particularly interesting possibilities in boats."

APPLIED TECHNOLOGY

It was the development of inexpensive, energy-efficient LEDs that allowed lighting manufacturers to create the tremendous controllability and vast array of task-specific illumination that characterises today's marine lighting segment – capabilities that were simply impossible even a decade ago with traditional incandescent, halogen or fluorescent bulbs. Low heat, low power draw, no bulbs to replace, and even bright illumination have allowed LED lighting units to find their way into a variety of new applications, such as illuminating small storage compartments, being mounted under gunnels, along Bimini top frames and surrounding drink holders and stereo speakers. Their compact size facilitates difficult installations, while their robust construction eliminates concerns about shock from rough seas damaging sensitive filaments.

What comes as a great surprise to most people is the fact that some of these fixtures possess a level of memory and processing power that far exceeds ➡



▲ Lumitec's digital system offers full vessel control

that of a typical desktop PC of just 10 or 15 years ago. This tremendous level of sophistication, along with the proliferation of new lighting applications discovered by boatbuilders, has given rise to the development of powerful control capabilities. "We now have lighting being installed in environments that weren't initially designed to accommodate that type of power," says Kujawa. "So control technologies have had to become far more advanced. Our CLI technology allows a boatbuilder to control our lights over standard power lines. That technology has particular benefits in a retrofit application, where you don't have to run a lot of additional wires, yet you retain the ability to instruct the lights to do more sophisticated things, like change colours or modes. At IBEX we launched a



▲ Lumitec president John Kujawa

JOHN KUJAWA | PRESIDENT
LUMITEC

Boatbuilders and retrofiters have recognised the power of lighting as a design element

Digital Lighting Control panel that you put in-line and control it using wireless or html files over any standard MFD. It gives builders or retrofiters an easy-to-deploy, simple way to attain highly advanced lighting controls over these devices, and at about one-tenth the cost of existing digital control systems. We partner a lot with the distributed power management manufacturers and they recognise that anywhere from 50%-70% of the circuits onboard a vessel can be related to lighting.

But if the builder can't quite get there in terms of justifying, here's another alternative."

THE 'WHOLE HOME' APPROACH

The next step for marine lighting, says Lumishore CEO Eiffrion Evans, is for boatbuilders to adopt the fully-integrated 'whole home' approach that has become popular in residential smart lighting systems. Boaters who enjoy

advanced lighting controls in their homes and vehicles expect the same technology in their boat, particularly in the case of luxury vessels. The company has now unveiled what it describes as the world's first DC smart lighting system. "We're controlling every aspect of the illumination throughout a boat, inside and out, using fully integrated RGBWW, which is red, green, blue, cold white and warm white, all in one system," says Evans. "That includes traditional down lights for overhead illumination, marine-grade strip lights used as courtesy lights or for accent illumination, and smart drivers that can be used to illuminate name boards or speakers and other features, all controlled from the MFD. They're all designed specifically for marine applications and are all IP67-rated so they can be used indoors or out."

The key to the system, he says, is that the lights are fully colour-controlled and colour matched, so that the soft blue lighting selected by a user in one area of the boat appears identical to soft blue lighting elsewhere. The core of the system is Lumishore's EOS black box zone control, which plugs into the rear of the MFD via the Ethernet port, rather than competing for bandwidth on the NMEA network. A straightforward graphic interface allows users to assign lights in different areas of the boat to custom zones, and set their colour and intensity. The system is presently compatible with Garmin, Raymarine, Simrad and B&G displays, with additional units to follow.

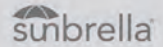
"Boating is about having fun, we need to remember that. Everybody is working harder and finding their leisure time compressed. So when they get on the boat, they expect things to work properly the first time and deliver the experience they want." **IBI**

DESIGN + PERFORMANCE
ARE THE KEY WORDS OF SUNBRELLA®.

WHETHER FOR SEATING OR PROTECTION,
SUNBRELLA® FABRICS RESIST PROLONGED
EXPOSURE TO THE SUN AND DO NOT DISCOLOUR.

EASY TO CLEAN, THEY ARE IMPERVIOUS TO SALT
AND TO THE DEMANDING MARINE ENVIRONMENT.

SUNBRELLA.COM

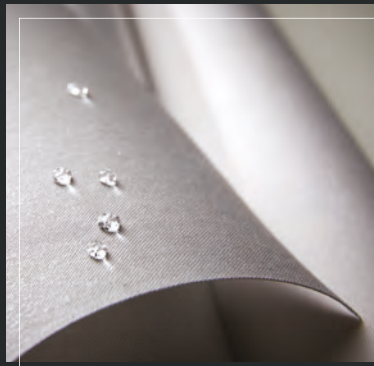
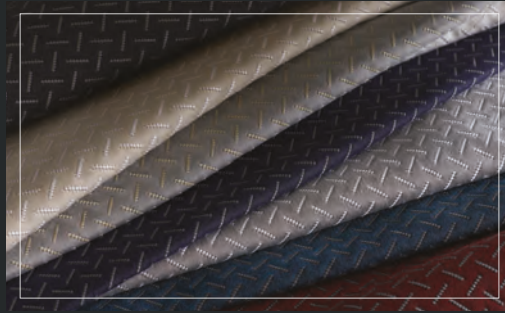
 sunbrella®

DESIGN + PERFORMANCE™



► **METS 20**
TRADE 18

COME AND SEE US
STAND 11.402



 **bamar®**
S I N C E 1 9 7 7

► **METS** MARINE
TRADE EQUIPMENT
SHOW
STAND 01.813



GFSI/E "Flush-deck" hydraulic or electric
foresail furlers for fixed stays
Onboard Swan, Solaris, Baltic, Mylius and Vismara

bamar.it - Follow us 



◀ A SeaDek-clad Super Air Nautique G23

ISO certification.”

While SeaDek no longer enjoys category exclusivity as a supplier of closed cell flooring, the company has attempted to distance itself from competitors by developing a worldwide team of factory-certified fabricators and factory-certified installers, which allows the company to cater to boatbuilders on a custom basis. “We’re able to pair our fabricators and installers directly with the boatbuilders, and work together to complete semi-custom builds far more effectively, and in much less time,” he says. “In 2015 we expanded that program internationally. Our first certified fabricator was located in Wiesbaden, Germany. We have since expanded our footprint worldwide, and now have operations in Canada, Mexico, New Zealand, Australia, France, Spain, Italy, Greece, Poland, Germany, the Netherlands, the UK and Ireland.”

THE FUTURE IS DIVERSIFIED

Where SeaDek has historically earned as much as 75% of its revenues as an OEM to boatbuilders, its certified fabricator and installer program has allowed the company to significantly develop its aftermarket business – to the point that today, revenues are closer to a 50-50 split between OEM business and the custom aftermarket. “There have been changes in the product as well,” notes Gardner. “We now do triple colour laminations and we work in different surface textures. We have a new full sheet laser, which really opens the door to some incredible aesthetic possibilities. We can also do snap-in options and Velcro options, which have proven popular with multiple segments of the market.”

Recognising opportunity, SeaDek has begun to diversify. Some of the company’s hottest-selling products today are pre-formed pads that fit inside storage lockers, rod lockers, on top of boat transoms as protectors, and even on boat trailers. “It’s a nice finishing touch to run the product onto the trailers, and have that aesthetic continuity,” he says. “It sets them apart, makes the customer feel like they have a premium product at every level.” **IBI**

All hands on deck

MORE AND MORE BUILDERS ARE WAKING UP TO THE BENEFITS OF CLOSED CELL FOAM DECKING

WORDS: CRAIG RITCHIE

For years the major choices in boat decking consisted of teak boards, fibreglass non-skid or marine carpeting. While neither of the latter required the constant maintenance of a real teak floor, they weren’t exactly free of vices either. Non-skid may be ultra-low maintenance, but many boaters found it tough and abrasive on bare feet. Carpet, although far more comfortable, proved to wear quickly and take a long time to dry – especially on open deck boats where it sits fully exposed to inclement weather.

Then came vinyl – flat at first, then woven and braided into a variety of colours and patterns with enticing names like SeaWeave, Sea Grass and more. But no question the greatest activity in marine flooring today exists among manufacturers of closed cell PE/EVA products. With its soft, cushiony yet non-skid properties, closed cell foam flooring looks great, dries fast and wears extremely well, which are major reasons for its exploding popularity

on cockpit floors, swim platforms, and almost everywhere else. It can also be easily installed, either on the factory floor or as an aftermarket refit.

THE PIONEER

Rockledge, Florida-based SeaDek Marine was a pioneer in the marine application of closed cell PE/EVA flooring, and remains a prominent player in the segment today as the product finds its way into more and more applications. “Our initial success came in the tow boat segment, where the buyers tend to be early adopters who always want the latest thing,” says SeaDek vice president of marketing, Jason Gardner. “We’re now seeing more applications on pontoon boats and fishing boats where it provides greater user comfort and the opportunity to have something distinct and unique aesthetically. We were alone in the market for 10 years. That gave us time to build our foundation, to build large scale manufacturing capabilities and implement

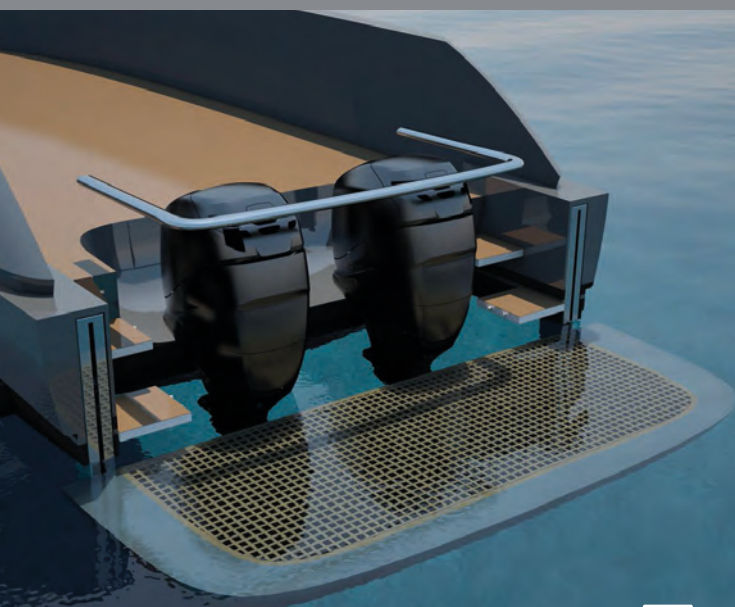
Opacmare presents SAFE

RIDE POSITION

SEE US METSTRADA 2018 (STAND 01.251/10.619)



We Create Winners.



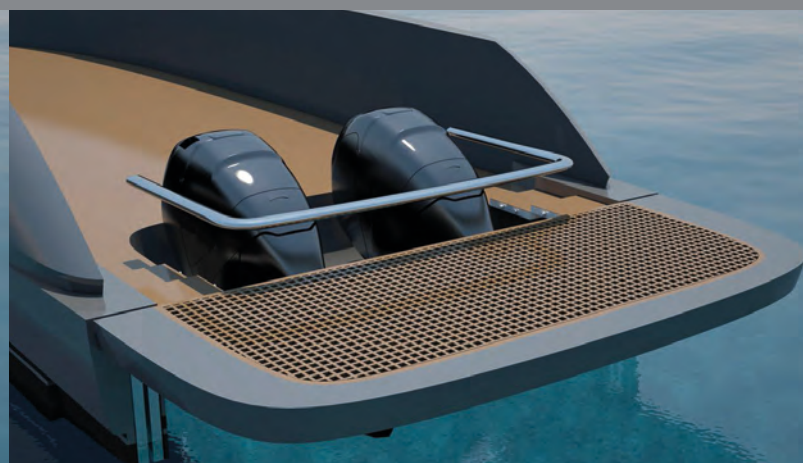
LOW POSITION



We Create Winners.

www.opacmare.it

Opacmare s.r.l. via Luigi Einaudi, 150 - 154
10040 Rivalta (Torino) Italy
tel. +39 011 90 45 441



HIGH POSITION



We Create Winners.


opacmare
Supplier to the best shipyards

Creature comforts

LEVERAGING THE LATEST IN MILITARY TECHNOLOGY, MANUFACTURERS OF SHOCK-ABSORBING SEAT BASES ARE WINNING OVER OEMS AND THE AFTERMARKET

WORDS: CRAIG RITCHIE

Marine suspension seating has existed for years in offshore commercial vessels and coastal patrol craft used by military and law enforcement agencies. But with the exception of a handful of small, localised markets, its use in recreational boats has only recently begun to catch on. One reason for that shift lies in the development of more compact shock-mitigating seat bases that are better sized to recreational boating applications.

"We're seeing a clear shift toward the adoption of suspension seating," says Jason Egresits, director of marketing for Shockwave Seats. "In five years they are probably going to be a standard item for the majority of boats within the size and performance that marine suspension is relevant for, which is essentially any type of boat of 16ft or more with a planing hull."

SWEET SUSPENSE

Shockwave is one of a small number of suspension seat builders actively targeting the recreational boating market. The company's new S5 seat base, available in a choice of black or white finishes, is designed to fit between any boat and seat, allowing boatbuilders to provide the comfort of suspension seating with a clean look and attractive design. The Shockwave base allows the use of seats which suit the interior styling and décor of any boat, while the option of adding sliding and swiveling bases allow boatbuilders to retain maximum seating functionality while still offering their customers a smoother ride in rough waters.

"Our experience is in military professional applications with high performance, high travel shock systems. The US government is a big client of ours," says Egresits. "The S5 directly benefits from



▲ Offshore fishing boats are a key market



▲ Shockwave S5 suspension base in white

that technology, while filling a real void in the recreational boating segment. We work with a growing number of boatbuilders, and we work with a distributor in the aftermarket. We're also driving demand with consumers through our marketing communications. We emphasise our experience that they can have to push that demand up through the dealers as we simultaneously push the demand down through the builders. Our position is to be a leader."

NO SHOCK TO THE SYSTEM

Another manufacturer of shock-absorbing seating for military and law enforcement



▲ SHOXS X-Series pedestal seat base

clients that is finding a niche in the recreational boating sector is SHOXS, which used the IBEX show to introduce its new X Series shock mitigating pedestal seat base. "The idea with the X Series was to be able to bring the recreational market something that offers legitimate shock mitigation, but at a level that's more affordable than our military-grade products," said Bryan Wood, director of business development and marketing.

"We're seeing these appear now in the recreational boating market because the technology has developed to the point they can be made affordably for people who don't make their living running out in the rough stuff seven days a week. We've spent the last 10 years developing this technology for the military and now, through social media channels and our website, people are starting to think wow, wouldn't it be cool to have that in my boat?"

Wood notes that so far, offshore fishing has proven to be the strongest market for shock mitigation seating, particularly along the Northwest Pacific coast of North America, where a calm day means running through 10ft swells. "We also have a developing market on bay boats in the southern US, where you have these smaller boats running through shallow water that can become incredibly choppy with wind and tides."

Still other new markets continue to evolve as word of the technology spreads. "We've been actively pursuing the recreational boating category for two years," says Wood. "The product works very well and actually does take the pain out of running through the waves, so we feel that for both OEM and aftermarket it's going to be something that really takes off." **IBI**

NEW! SIDE MOUNT DTS CONTROLS

- For Mercury DTS ready engines only.
- Trim switch (shown) and safety lanyard (shown without cord) are optional.
- Control mounts on starboard side of boat with right hand thumb trim actuation.
- New billet style control designed with ergonomic knob and trim switch.
- Made from billet anodized aluminum for salt water use.
- Specific color schemes and private labeling are available.
- Also available in Tow Boat & Center Console for center console applications.



975 TRIM TAB

FREES UP TO 6" OF TRANSOM SPACE



- 3" gained on either side.
- For triple and quad applications for better prop clearance.
- Available with 4" or 6" underwater LED lights.
- Available in 11 powder coat colors and private labeling.

LIVORSI
CompX Marine Inc. • livorsi.com



www.livorsi.com

sales@livorsi.com

847.752.2700



FIND YOUR POWER.

Properly designed, quality headers can open up a boat's horsepower and improve performance. CMI headers are designed specifically to improve an engine's ability to breathe freely and to generate more power than stock, cast-iron exhaust manifolds. Call Custom Marine and find your boat's power.



IT'S ALL ABOUT PERFORMANCE.

+1 920-720-4225 · CUSTOMMARINE.COM

ISO 9001: 2015 Certified. Copyright 2018 © Custom Marine Inc.

Smooth sailing

ONCE A FIXTURE IN RESIDENTIAL KITCHEN CABINETS, MACTAC TAKES AN INNOVATIVE APPROACH TO ANTIFOULING WITH ITS INNOVATIVE MACGLIDE PRODUCT

WORDS: CRAIG RITCHIE

For decades, recreational boats and commercial ships alike have used a variety of antifouling paint products to prevent marine growths from adhering to vessel hulls. Paints formulated with cuprous oxide and other similar copper compounds come in two basic forms: ablative paint, which is designed to wear off and constantly expose fresh layers of biocide, leaching copper into the environment in the process, and non-ablative paint, which doesn't physically erode but also leaches copper into the water in order to work. How much so? Estimates suggest a 30ft sailboat will leach about two pounds of copper into the water each year, and that can lead to trouble when boats are found in concentrated environments like marinas, where copper levels can quickly build up to the point where they exceed toxicity standards.

A Belgium-based company is hoping to capture a chunk of the antifouling market with a completely new approach that relies not on leeching poisons, but on making boats too slippery for marine growths to adhere to.

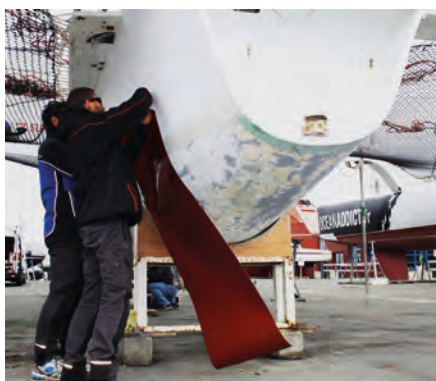
THE SLIPPERY APPROACH

MacTac – once popular as a self-adhesive shelf liner that was used in nearly every 1970s kitchen cupboard – has developed a new, patent-pending antifouling barrier product called MacGlide that could have a real future in the marine antifouling segment. Applied in sheets, MacGlide differs from traditional antifouling products in that it does not erode in the water and contains no biocides, making the product not only friendlier to the environment, but to boat yard employees who come into direct contact with it.

The MacGlide product consists of a self-adhesive film which is attached to the hull in transverse strips below the waterline, then coated with a special



▲ MacGlide claims to be non-toxic



▲ Apply in sheets, finish with sealing varnish

sealing varnish that the company has developed in cooperation with paint manufacturer PPG. In cross-section, the product is a lamination consisting of an adhesive polypropylene film, bonding primer, the anti-adherent silicone coating and a tough, transparent outer protective film. Sold in rolls, MacGlide forms a hard barrier that effectively prevents marine growths from attaching to the hull. Any growths that do manage to get a grip are swept off once the hull achieves a speed of seven to eight knots. "Thanks to its non-stick properties, MacGlide antifouling protects the hull from the colonisation of marine micro-organisms without spreading toxic substances into the ocean," says MacTac business development manager, Daniele Perotti. "It is 100% biocide-free. Each year in Europe nearly 150,000 tonnes of antifouling paint



▲ Applications can last five years

containing biocides are used. One square metre of antifouling paint contains in average 15 grams of biocide, and each gram of biocide pollutes 10,000 cubic metres of water. Now consider that a 30ft yacht has an immersed surface of plus or minus 25 square metres and it's easy to appreciate the impact on marine life."

Perotti notes that MacGlide compares favourably against traditional bottom paints not only in its ability to deter growth, but also in terms of cost. "It will last for about five years," he says. "Its durability is much greater than that of traditional toxic paints."

HIGHER SPEEDS, LOWER FUEL COSTS

As an added bonus, the product reduces friction, allowing boats to pass through the water more easily as a result of lower drag. This allows a higher top speed, while simultaneously reducing annual fuel costs by anywhere from 5%-6%. In development for five years, MacGlide comes in a choice of red or black finishes.

The company offers a companion product called TuningFilm for use above the water line as an alternative to decorative marine paints. TuningFilm comes in a choice of nearly 70 colours – including high gloss, matt, chrome and textured finishes – allowing boat owners to easily change their lower hull colour when they apply the product. **IBI**

For more on coatings, turn to p96

Meet and greet Spanish marine products at Hall 1



STAND NO
01.278

CASTRO

STAND NO
01.285



STAND NO
01.283 & 01.284



STAND NO
01.181

SEE YOU AT
**METS
TRADE**

2018



STAND NO
01.180



STAND NO
01.276



STAND NO
01.185



STAND NO
01.177



Compact. Confident. Cool.

SIROCCO II ELITE

Powerful, Brushless Motor

- Exceptional 20,000 hour motor life
- 4 Year manufacturer warranty
- 4 Speed settings to conquer any airflow challenge
- 4 Convenient timer settings

Caframo®

Available in black or white



Way of Life!

THE
ULTIMATE™
4-STROKE OUTBOARD

A REVOLUTION

IN INNOVATION



DF325A



GEKI: PARTING SEAS

THE ULTIMATE DUAL TECHNOLOGIES

- SUZUKI DUAL PROP SYSTEM
- SUZUKI DUAL LOUVER SYSTEM
- DUAL INJECTOR
- DUAL INLET

* The outboard motor shown in this ad is an image,
the actual outboard motor does not show engine inside.

www.globalsuzuki.com/marine/lineup/df325a/

The sky's the limit



▲ The 640 Fly debuted at Düsseldorf. It features the crowd-pleasing Beach Mode balcony and breakfast bar

▼ The Polish builder's main site in Straszyn, responsible for the building of craft under 40ft



GALEON'S LATEST NEW-MODEL LAUNCHES HAVE BEEN MAKING WAVES AND WINNING CUSTOMERS. NOW THE BUILDER IS INVESTING TO BOOST CAPACITY AND R&D AS IT LOOKS TO CAPITALISE ON THE BRAND'S GROWING REPUTATION FOR INNOVATION

WORDS: JAROSLAW ADAMOWSKI

Galeon, the Polish boatbuilder whose recent motoryacht launches have been turning heads at the autumn boat shows, is undergoing a transformation as it invests in facility expansion and upgrades to boost capacity and its research and development (R&D) capability. Earlier this year, the company, which employs a workforce of around 1,200, launched a new 6,000m² storage facility and began the construction of an 8,000m² laminating factory at its second site in Wislinka, a stone's throw from Gdansk, the largest city in the northern region of Pomorskie. A new assembly plant is also on the drawing board, while a new production hall for the shipyard's stainless steel department is close to completion. The Wislinka facility is

dedicated to the construction of boats 50ft and above. Smaller craft are built at Galeon's original facility in Straszyn, on the Polish Baltic coast, 317km north of the country's capital Warsaw.

Another significant project involves Galeon's Wislinka site, and the marina at that facility where it tests the performance of its craft.

“A new assembly plant is on the drawing board, while a new production hall for the shipyard's stainless steel department is close to completion”

“We are considering making the marina available to our customers, but for this we need to provide a winter storage capacity,” explains managing director Grzegorz Tuszyński. “A facility of between 5,000m²-6,000m² would allow us to provide our customers with additional services for their craft. We want to start working on this project by the end of this year,” he adds.

Unsurprisingly, the boatbuilder, which sells its craft under four product categories – sport cruiser, hardtop, flybridge and skydeck – is to expand its model portfolio too.

The Galeon range currently starts with the 300 Fly, topping out with the flagship 780 Crystal. However, most of its sales are currently dominated by motoryachts from 40ft-70ft. ➔



▲ An opening windshield and sliding furniture transform the 640 bow



▲ Boat wintering at the Wislinka facility

According to Galeon, the company built around 150 craft last year, reporting a considerable increase in both revenues and units. Galeon also offers a 14-model range of smaller motorboats with outboard engines under the Galia brand, of which a few hundred units are sold every year.

This year saw the launch of the 470 Skydeck and the 640 Fly at Düsseldorf in January, and the 650 Skydeck at Cannes in September. The new 425 HTS will make its debut in Paris in December.

The team are currently working on three new models for the 2019 season, including a 400 and 680 Fly.

"The 400 Fly will be our smallest craft with open hull sides. The 680 Fly is a new model designed from scratch. The boat will be built this year, and it will also feature a range of interesting technical features, including automation solutions," says Tuszyński.

The 680 Fly is to have its premieres in Düsseldorf and Miami next year.

Since the unveiling of its 'Beach Mode' concept – on the 500 Fly, three years ago – Galeon has been building a reputation for innovation. That boat with its Beach Mode concept, allowing for one side of the boat to fold down to extend the deck to create a breakfast bar with partially glazed floor – ensured it was named winner of the Innovative On-Board Design Solution category sponsored by Fusion at the Boat Builder Awards that year, and has since become a welcome feature across the range.

The new 640 Fly, powered by Volvo Penta's D13-1000 engine, picked up the

Cannes World Yacht Trophy at the Cannes Yachting Festival and at the time of going to press had also been nominated for a European Powerboat of the Year award.

As well as the Beach Mode, it also features a clever retractable front windshield that transforms the useability of the space inside by allowing direct access from the stern to the bow. An innovative two-way stair system allows a three full-beam cabin layout, or a four-cabin layout to suit larger families and charter groups, adding to the 'flow' of the interior.

“We are estimating that we will launch a similar number of vessels as in 2017, around 150 units, but bigger models... This will mean a bigger turnover and profit”

The new 640 Fly and 650 Skydeck are arguably the most potent symbols yet of just how far the Polish builder has come since it was founded in 1982, and provide a glimpse of the firm's potential going forward. "These two boats have the majority of our new technical solutions, such as the Beach Mode that extends the width of the cockpit," Tuszyński explains. "The 650 Skydeck allows you to close the top deck with the press of a single button. The bow deck area of both craft can also be accessed through the electric front window entrance. Both boats have openable balconies. The

650 Skydeck distinguishes itself with a very sporty, aerodynamic look. The yacht's hybrid superstructure features carbon elements. But many of the innovative features of this model are not on show, but within the boat's construction."

INNOVATION

Innovations are setting Galeon apart from the competition and having a direct impact on the bottom line. According to marketing manager Maciej Samet, its most popular models are ones that feature the Beach Mode option – namely the 460/470, 500/510, 640/650 and the 550/560 models for the US market. "It seems the market has really taken to liking this feature," he maintains.

"2018 was a great year but it would be impossible to achieve a similar growth as in 2017 which was record setting," Samet continues. "We are estimating that we will launch a similar number of vessels as in 2017, around 150 units, but bigger models. We are doing fewer entry-level boats of around 30ft-40ft and much more bigger ones. The 500 model alone has had 100% growth year-to-year. This will mean a bigger turnover and profit."

NEW FOREIGN MARKETS

As much as 95% of the company's output is intended for export sales, with those remaining domestic buyers for the most part keeping their boats in the Baltic, on the Masurian lakes in Poland's north-eastern territory, or in the Mediterranean. Croatia's Adriatic Sea is also a major draw, according to Samet. That Galeon counts such a large percentage of overseas



▲ The saloon on the 640 Fly

customers is hardly surprising, representative as it is of a country whose industry is heavily dependent on exports. Data from the Polish Chamber of Marine Industry and Water Sports (Polboat), indicates that in 2017, local companies produced about 21,500 craft, an increase of 13% compared with a year earlier. The sector exports the same estimated value, 95%, of its output, with the majority of sales intended for Western Europe.

GROWING NETWORK

Galeon's main export markets comprise the US, Russia, France, Germany, Switzerland and various EU member states. The boatbuilder also hopes to establish a stronger foothold in Australia and New Zealand, and Asia, though its management is conscious of the challenges related to launching sales to new overseas markets.

"Each foreign market outside the EU requires us to analyse its regulatory framework, in particular the regulations that are related to electrical equipment, automation, and also to understand the underlying philosophy of particular markets. What local customers are looking for, and how to offer them attractive products," Tuszyński explains. "A given boat will not appear as attractive in each market, which is why we need to adapt our craft to the needs of particular markets. This can be a time-consuming process. For instance, before we decided to enter the US, we needed one year to prepare for our launch."

Galeon has around 50 dealers worldwide to date, and including sub dealers, is represented at more than 100 locations. It is present in approximately 30 locations in the US through its dealer MarineMax. The network continues to grow – more recently in South East Asian markets such as Vietnam, the Philippines, and Thailand.

Galeon has also intensified its promotional efforts in Australia. At the Sydney boat show in August it made the announcement that it would be coming

officially to Australia in 2019. By the end of this year, Galeon hopes to finish two yachts – the 510 Sky and 460 Fly with Beach Mode options that it aims to present at the Sanctuary Cove International Boat Show on Queensland's Gold Coast in May. The Middle East also holds appeal, though Samet admits it requires a lot of preparatory work, given the number of brands with a robust presence there. Success for the brand going forward seems pretty much assured if the Polish builder can continue to bring the dedication and spirit of innovation evident in its burgeoning product portfolio to the rest of its business. **IBI**

**METS
TRADE**

COME SEE THE AWARD WINNING
APOLLO 770 AT **STAND 02.127**

METS TRADE 13 NOV 2018 – 15 NOV 2018

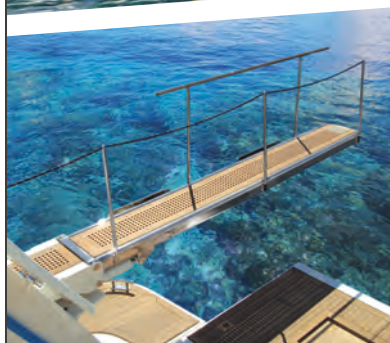
FUSIONENTERTAINMENT.COM

FUSION



GANGWAYS
CRANES
HELM SEATS
LADDERS
HYDRAULIC PLATFORM
TABLE BASES
CARBON LINE
CUSTOM MADE

www.besenconi.it



besenconi
LUXURY YACHT SOLUTIONS



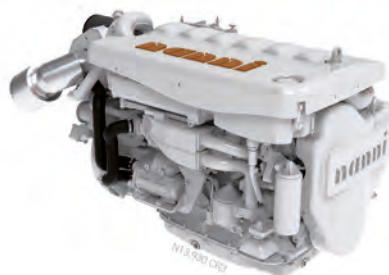
TAILORED BEST

MARINE SYSTEMS SINCE 1952

ASSEMBLED IN FRANCE




mann
ENERGY IN BLUE



RANGE OF MARINE PROPULSION SYSTEMS
FROM 10 TO 2000 HP & GENERATORS FROM 6 TO 500 KW



▼ Fulvio Dodich has now turned his skills to harnessing the qualities of the commercial shipbuilding sector to create 'authentic' superyachts

INDUSTRY VETERAN

AFTER BEGINNING HIS career in his family's heavy earth-moving equipment business, Dodich joined Ferretti SpA in 1996 as vice president of Sales & Marketing. During his 11 years in the company, he covered key positions such as managing director of the Ferretti Yachts division, and later of the Mochi Craft and Custom Line divisions; he was also appointed general manager of the holding company Ferretti SpA in 2006. In February 2013, he joined Sanlorenzo SpA as CEO, pursuing a growth strategy leading to an increase in turnover. In July 2014 he resigned for family reasons, but remained on the Sanlorenzo board until the end of that year. Between December 2014 and December 2015, he worked as an advisor to private equity companies developing new industrial projects, and contributed to university programs in the field of Complex Systems management.

FULVIO DODICH

A new challenge at the helm of Rosetti Superyachts

THE INDUSTRY VETERAN TALKS ABOUT BRINGING COMMERCIAL SHIPPING ETHOS AND TECHNOLOGY TO THE BUILDING OF SUPERYACHTS

WORDS: FULVIA VENTURI

A brand new challenge. After 22 years in the nautical industry, Fulvio Dodich sets off on a new adventure in the boating world, this time as the chairman and partner of Rosetti Superyachts, an Italian company producing superyachts, long-range supply vessels and expedition yachts from 35m-140m, with an extensive shipbuilding heritage coming from the Rosetti Marino Group. Holding senior positions in the past at both Ferretti and Sanlorenzo, Dodich brings with him a deep knowledge of the luxury market, as well as sales and marketing.

Q Can you tell us about Rosetti Marino Group's decision to move into the superyacht sector, having had a long history in the construction of commercial ships and platform supply vessels?

A I am originally from Ravenna where Rosetti is located and I have always appreciated the company for its ethical values and incredible production facility. In March last year, the group contacted me as they were planning to enter the superyacht sector. On June 30, 2017, we created Rosetti Superyachts, a holding company in which I have a 10% stake. The company can benefit from Rosetti Marino's experience, solid financial background and exceptional facilities and also from my knowledge of the nautical sector. I'm convinced Rosetti Superyachts will be able to offer products to the market that do not exist at present.

Q How do you plan to apply Rosetti's long shipbuilding experience to the superyacht sector?

A In the world of shipbuilding and commercial boat construction, Rosetti Marino has always distinguished itself by two main characteristics: first, it is a deeply ethical company, with a long and detailed code of ethics. We have adopted this code also inside Rosetti Superyachts – a 14-page document that outlines the behaviour that the company intends to have not only towards its clients, but also towards its staff, the local entities and the environment.

Secondly, Rosetti Marino's experience in creating commercial ships that normally operate in difficult conditions gives us an invaluable technological and engineering heritage, allowing us to build extremely reliable and technically advanced boats. We are able to build yachts with the same standards of safety and reliability during navigation offered by the Dutch and German shipyards, maintaining a style and elegance typical of our Italian origins. ➔

Q Rosetti Marino Group boasts a highly equipped production facility in the Ravenna area, which has recently delivered 122 of vessels from 24m-100m. What changes have been carried out to begin the production of superyachts?

A The Rosetti Marino Group's San Vitale production area, located in the Italian Port of Ravenna, covers a total area of 250,000m², of which berthage and a covered surface are approximately 17,000m². With its two construction sheds, its 4,000m² of mechanical workshops, assembly halls with overhead cranes, a dry-dock measuring 160m x 25m and a 175m-long quay with a 7.5m draft, the shipyard boasts incredible facilities. In view of the future growth in the superyacht business expected for the next 10 years, the group has purchased an additional 50,000m² production site, in which a covered area for superyacht construction will be built in parallel with the reception, design and construction of the first superyachts.

Q What distinguishes Rosetti Superyachts from its competitors?

A In terms of the company, I think that Rosetti's code of ethics really distinguishes us from many other shipyards. Rosetti Marino's long expertise in the field of shipbuilding also enables us to benefit from state-of-the-art production facilities and equipment for propulsion, automation, navigational aids, control systems, and, more generally, in technological innovation that few other shipyards in the world can offer.

Finally, Marino Rosetti Group has a global reputation for respecting delivery times and for its effective post-delivery support, which is crucial for clients that want to buy a superyacht.

In terms of boats, a Rosetti superyacht can cruise at extreme latitudes in the safest and most reliable conditions, thanks to the very high technical levels that we offer. Each boat is also fully customisable, drawing on the experience of different designers, among them Tommaso Spadolini with whom we have a special relationship, and also choosing between different naval architects and partners such as Rolls-Royce and Hydrotec for the hulls.

Q Why did you choose Tommaso Spadolini as designer of your vessels?

A I have known Tommaso for about 25 years and he is one of the first people I contacted. Tommaso is an extremely good, professional and smart naval designer who in his career has collaborated with several shipyards designing from small boats to superyachts. For us he has developed a range of superyachts and supply vessels with a family feeling that range from 38m-85m, with different characteristics. We don't have an exclusive relation with Tommaso. We have other naval designers, for example, Giovanni Griggio from Phi Design Lab, as well as several Italian and Dutch naval architects that take care of the engineering aspects of the boat.

Q Tommaso Spadolini recently declared that the announced 85m supply vessel yacht is the most 'authentic' yacht he has



▲ An owner's cabin for those wanting to explore in luxury

ever designed in 40 years. In what way is the project authentic?

A This yacht is 'authentic' in that it combines the elegance and spirit of a superyacht with the safety and reliability of a commercial boat, a 'mix' that will allow the owner to cruise in extreme seas, any time of the year and in maximum comfort.

Q Tell us something more about the product range you are offering.

A We supply support vessels and explorer yachts from 35m-140m, fully customisable and built according to the highest safety and quality standards of the Rosetti Marino Group. We have semi-displacement ships with low fuel consumption and with a minimum autonomy of 4,000Nm. That makes it possible to cross the Atlantic without stopping. We have supply vessels and explorer yachts that can carry tenders of various sizes on board to sail in shallow waters. Our explorer boats have sturdy hulls with characteristics that allow the owner to sail the Northwest Passage and in the Arctic and Antarctic, which is impossible for conventional superyachts. Finally, we are particularly good in the production of pleasure boats meeting Ice-Class certification requirements.

Q What is the Remote Control Navigation system? Why is it useful to boat owners?

A Thanks to our collaboration with Rosetti Marino's R&D department, we are at the forefront of technical innovation. We were able to transfer avant-garde Remote Control technology from the commercial sector to our yachts. This revolutionary System is based on a M2M connection (machine-to-machine) system installed aboard Giano Tug, a Lloyds

ROSETTI MARINO

ESTABLISHED IN 1925, Rosetti Marino SpA is a global leader in the engineering and construction of on-shore and off-shore plants and of a wide range of commercial ships, from ocean-going tugs and platform supply vessels to passenger ferries. Listed on the Milan stock exchange and comprising 18 companies, nine branch offices and 1,200 employees, the company has established a global reputation, in both energy and shipbuilding markets, for its highly efficient, custom-built vessels, for respecting delivery times and for its effective post-delivery support.

ROSETTI SUPERYACHTS

LOCATED IN RAVENNA with a sales office in Montecarlo, Rosetti Superyachts offers a wide range of superyachts, supply, explorers and support vessels from 35m-140m, fully customisable and built according to the highest safety and quality standards of the Rosetti Marino Group. The vessels of Rosetti Superyachts are built in the San Vitale shipyard, the historical yard of Rosetti Marino that covers a total area of 257,000m².



▲ The saloon on the 85m. The boat embodies commercial reliability with Italian flair

Register-certified tugboat. By using a remote console that can be located in a land-based office, the vessel can be manoeuvred using the same controls found on the yacht's bridge. This technology is a plus for yacht owners during long transfers, because it enhances security during navigation in order to avoid collisions, thereby offering the potential to reduce management and insurance costs. Moreover, it gives the owner the possibility to 'monitor' his yacht from dry land and also drive it from there using the remote console.

Q How is the Rosetti distribution organised?

A We work with different designers who have clients and projects and are looking for a shipyard to produce a fully custom boat; we have direct contacts through our shipyard sales office, offering the models from our range; we collaborate with 'free dealers' that also work with smaller boats. We also have close contacts with a network of brokers and, importantly, surveyors, who have a fundamental role in the phase of selecting, designing and then building a boat. We have already received several visits from prospects and surveyors around the world who wanted to see our shipyard and who have loved what they have seen.

Q What are the markets you are more active in?

A Right now we are meeting prospects from Europe and the Far East. We were present at the Monaco Yacht Show, our only European boat show, and later at the Ft Lauderdale and Palm Beach boat shows in the US, a very important market for us.

Q You have a 22-year-long experience in the boating industry at Ferretti and Sanlorenzo. How has the boating market changed since then?

A Clients are increasingly interested in bigger boats, so sizes have kept on growing. Shipyards have enlarged their ranges to adapt. We have decided to concentrate in particular on the 75m-80m range, exploiting Rosetti Marino's expertise in the engineering and build of very complicated and highly technical commercial vessels. **IBI**



▲ An 85m Rosetti supply vessel from the drawing board of Tommaso Spadolini



**CHOOSE THE BEST
FOR YOUR BOATS**



MARCO pumps offer the best solution for any type of **water, diesel and oil** transfer applications. Chosen by the best international shipyards including Ferretti Group, Azimut Yachts and Solaris Yachts.



Proudly Made in Italy.

MARCO
MARINE TECH

www.marco.it
info@marco.it

Visit us at
METSTRADE
Amsterdam
13-15/11/2018



The Asia's New Bay Area Yacht Marina

Boat to the bay, glory resurrect!

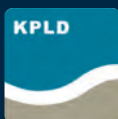


- Located at Pier 15 in Taiwan's Port of Kaohsiung, next to the city's recreational centre and sharing the magnificence of Asia's New Bay Area
- Covering 3.4 ha of water area and 0.8 ha of adjacent land area. The construction of wave-resistance facilities is under planning
- Excellent weather and stable sea conditions year-round
- Adjacent to Kaohsiung's yacht-building cluster, providing easy access for maintenance
- Smoothly connecting traffic arteries and access to public transportation

ORGANISED BY

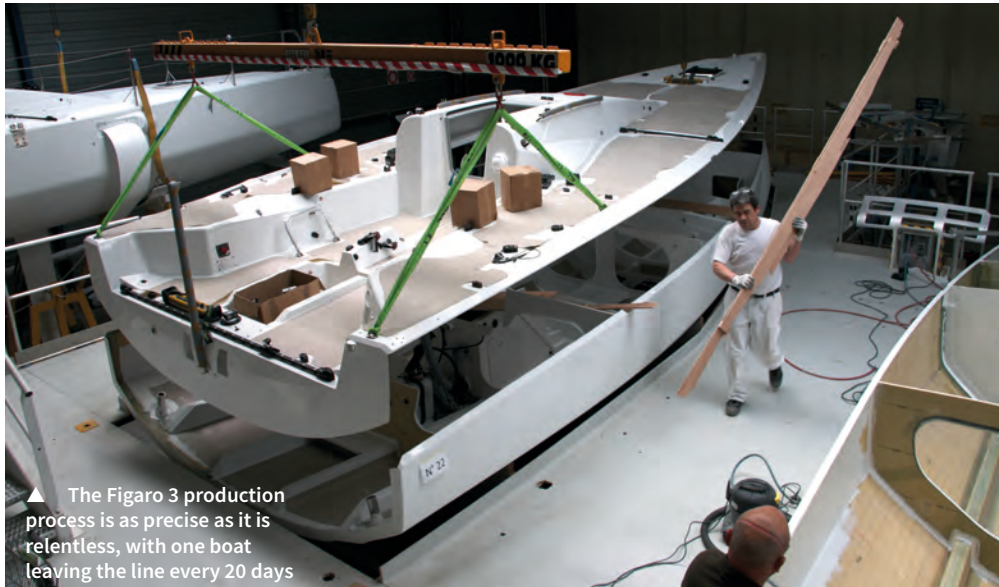


IMPLEMENTED BY



FOR FURTHER INFORMATION

kpldservice@kpld.com.tw
www.kpld.com.tw



▲ The Figaro 3 production process is as precise as it is relentless, with one boat leaving the line every 20 days

The foiling phenomenon

A REVOLUTION IS ABOUT TO HIT THE UNIVERSE OF OCEAN RACING. THE FIGARO 3 IS THE FIRST EXAMPLE OF GROUPE BENETEAU'S INTENTION TO DEVELOP THE USE OF FOILS IN OCEAN RACING. IT IS A NEW APPROACH FOR BOTH PROFESSIONALS AND ADRENALINE-LOVING AMATEURS OF NEW TECHNOLOGIES

WORDS AND PHOTOS: OLIVIER VOITURIEZ

The industrial buildings are like any you would see at industrial sites on the outskirts of a French town. That is, except for the large eye-catching insignia 'Groupe Beneteau - Racing Division' and the immense photo of a racing boat in full action – the only clues to a casual observer that it is here, at Cheviré, in the southern suburbs of Nantes, that tomorrow's world of ocean-racing sailing is being designed. Or rather today's world, as the 50 Figaro Beneteau 3's now being built here are the first ever mass-produced foil sailing boats. Cheviré has a long history of innovations. It was here, not far from the Loire river, in 1992 that Jeanneau set up JTA (Jeanneau Technique Avancées),

its workshop specialising in racing sail and motorboats. Along with high-tech ocean racers such as the 60ft Fleury-Michon XI trimaran, JTA developed new concepts in leisure boats. All were brilliant successes. Cheviré also turned out the first cruise Lagoon catamarans, then the new Prestige motorboats.

BATTLE OF THE VENDÉE

In those early days, Beneteau was vying with Jeanneau, its great Vendée rival. It was a merciless battle that ended in 1995 with Jeanneau bankrupt and Beneteau picking up the pieces. After those troubled times, the Cheviré site stopped production, and the buildings became simple warehouses for stock.

A sort of poetic justice now? In 2016, it was here in this vast 2,600m² hall that Hervé Gastinel, Groupe Beneteau president, decided to set up the new Racing Division. Its objective? "To bid in the tender launched by the Classe Figaro for a new generation of racing sailboats based on VPLP Design plans," says Gianguido Girotti, managing director of the Beneteau range and head of the FB3 project (Figaro Beneteau 3). "We had demanding specifications for this third monotype in the Figaro class built by Beneteau: a lighter boat, but also more technical than the two previous models – and capable of being mass-produced." There was also a serious technical innovation in this new product: all



PROFILE | BENETEAU RACING



▲ Marc Vaillier and Bernard Bachelier

the monotypes would be equipped with foils. They had to be exactly identical and have the same equipment. These requisites are what make the famous French race appealing and a breeding ground for future champions of the Vendée Globe and Imoca races: the contestants' talent alone will set them apart. They are at the helm of basic and high-performance boats, where comfort is of no importance. Weight is an obsession. On the FB3, the foils have replaced the ballasts, making them 400 kilos lighter.

Three leaders in these 'Made in France' boats came together to design this new

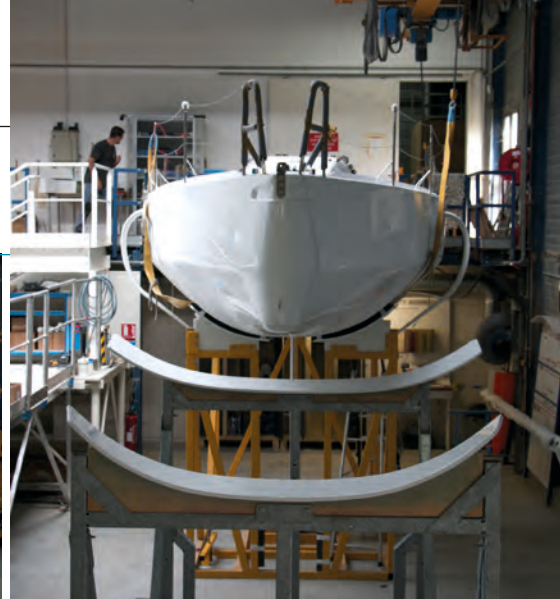


▲ Foils ready for installation

9.75m sailing boat: architect Lorriot-Prévost (the LP of VPLP), multihull builder Multiplast for the foils, and Mer Forte (celebrated navigator Michel Desjoyaux's design company) to integrate the foils in the hull.

DEADLINES

Beneteau is therefore in charge of industrial output. It is a substantial challenge for this Vendée builder in terms of specifications and deadlines. "We started from scratch, with a foil technique that hadn't been tested," said Bernard Bachelier with a smile. He was formerly at JTA/Jeanneau, and came back to Cheviré to



▲ Every boat spends five days on each line

head production at the site. "Apart from an empty workshop we were given in February 2017, there was nothing else. No team, no design office, no tools. We had to build the workshop and the boat at the same time, with the target of building a prototype to put to water in July 2017." The deadline was met. It was authorised as a Figaro class and production began in September 2017. An investment of €1m was needed to make the workshop viable, create a production line and a clean room for the infusion of the units made up almost entirely of composite (98%). Today the Racing Division employs some 30 people in production, design and ➔

SPECIFICATIONS OF FIGARO BENETEAU 3

Length of hull: 9.75m
Length of waterline: 9m
Max width: 3.47m
Draught: 2.5m
Light displacement: 2900kg

SURFACE OF SAILS

Main sail: 39.5m²
Genoa: 30.5m²
Solent: 24m²
Large asymmetric spinnaker: 105m²
Forestay fitting: 78m²
Gennaker code 5: 65m²
Mast: 13.76m

Price skipper in Figaro class:

€150,000 (excluding sails)

Price for public excluding taxes:

€170,000 (excluding sails)

THE FIGARO RACE

THE SOLITAIRE DU Figaro is an annual solo multi-stage sailing race that started in 1970. The One-design (monotype) nature of the race and the participation of renowned solo sailors as well as amateurs make it one of the most prestigious sports sailing events in France.

URGO have been sponsors since 2017 (for three years) of this race organised by an association called 'La Classe Figaro'. It has four stages that vary from year to year along the French coast over an average of 1,500-2,000 miles. The course is sometimes in a loop and represents between 10 and 13 days at sea.

Since 1991 the race has called for identical boats (One Design/monotypes). The racing boat first chosen was the Figaro Beneteau I designed by Finot and Berret and built by the Beneteau shipyard

In 2003, the boat chosen was an improved version, the Figaro Beneteau 2 designed by Marc Lombard.

For its 50th anniversary in 2019, the race will have a new monotype, the first factory-produced foil sailing boats in the world: the Figaro Beneteau 3, the brainchild of experts at Groupe Beneteau and naval architects Van Peteghem Lauriot-Prévost (VPLP).

The departure of the 49th race was on August 26, 2018, from Le Havre. First stage is Le Havre - Baie de Saint-Brieuc (570 nautical miles), 2nd stage Baie de Saint-Brieuc - Ría de Muros-Noia in Spain (520 nautical miles), 3rd stage Ría de Muros-Noia - Saint-Gilles-Croix-de-Vie (440 nautical miles), 4th stage Saint-Gilles-Croix-de-Vie - Saint-Gilles-Croix-de-Vie (165 nautical miles).



Photo: Gilles Martin Raget

▲ The annual race is a test bed for champions

Roodberg®

The Original



1978 - 12T

**CELEBRATING
40 YEARS
OF EXCELLENCE!**

VISIT US AT METS 05.407



2018 - 80T

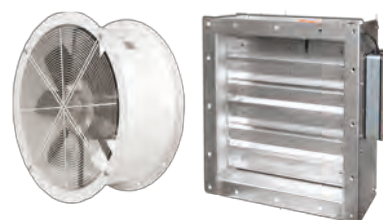
www.roodberg.com

GIANNESCHI®
pumps and blowers

BEST QUALITY NEVER STOP



A new generation of pumps and blowers
designed to hold up the time



DESIGNED AND MADE IN ITALY
www.gianneschi.net



**State-of-the-art,
Premium Synthetic Decking
Now with superior graining**

30% cooler underfoot and over 32% lighter in weight than its traditional counterpart

Why settle for less?

VISIT US AT METS ON STAND 03.400

Woodrolfe Road · Tollesbury · Essex · CM9 8RY · England
Tel: +44 (0)1621 869609 · Fax: +44 (0)1621 868863
Email: info@dek-king.com

www.dek-king.com

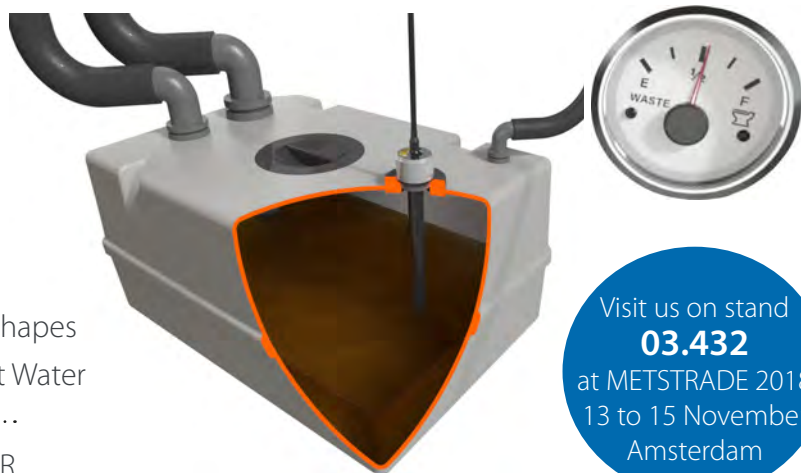


No Cleaning. None. Nil. Zero. Zilch.

**Maintenance-free, reliable
and accurate holding
tank measurement.**

- No moving parts
- No holes to block
- Non-stick coating
- Continuous measurement
- Compensates for irregular tank shapes
- For Black, Grey, Bilge, Fresh & Salt Water

7014 BLACKWATER LEVEL SENSOR



Visit us on stand
03.432
at METSTRIDE 2018
13 to 15 November
Amsterdam

> More information at gillsc.com/blackwater

GILL
Sensors & Controls

purchases. "It was a group undertaking, with skills that came from both Jeanneau and Beneteau," Girotti insists.

The 75m-long by 35m-wide hall is filled neatly with hulls side by side in order of completion. When *IBI* visited, the technicians were putting the bridge on hull number 22. After the clean room, the production line has four stages, each lasting five days. The hull is lifted by crane from chamber to chamber, in turn partitioned, given a 20hp Nanni Diesel motor, plumbing and electrical circuits. It is then given a bridge, foils and chandlery. In the last chamber the boat is keeled. Each unit will then be tested for mechanics and air-tightness before being carefully lined up on the outside parking area. "Assembly takes 20 days. The mould workshop has to produce at least a hull a week to keep the whole thing turning." On paper everything looks simple. But the stakes are high for these monotypes and everything is very carefully overseen. All the boat's parts are systematically weighed and numbered for traceability. All the composite partitions are made by template. Around 90% of the FB3 production is on-site. "There are several challenges," admits Marc Vaillier, another old-hand of ocean-racing and now in charge of the FB3 project. "We have to bring out a boat a week. To maintain the monotype, they all have to be identical in weight and chandlery. There are less than 10mm differences in the assembly of compartments and fixtures: keel, rudder and foils."

AFFORDABILITY

To ensure equality to the end, all the FB3s taking part in the 2019 Figaro season will be allotted at random in December 2018 at the Paris Nautic show. What is the price of this new generation of racing boat? For class racers, €150,000 (not including VAT), and without the price of the sails – the only discretionary feature given the sailors. Beneteau will help potential buyers of an FB3 via its financing partner SGB Finance. "With 20% downpayment – the equivalent of selling a Figaro 2 – and monthly repayments over five years, it is more interesting for a skipper to buy this boat than rent one," says Girotti. He also suggests in passing that it might be profitable for a purchaser to then rent it out to a racer.

The Racing Division's objective might be to 'help the Figaro Class', but the Vendée builder is aware it can benefit by being in pole position in this niche market. The first 50 FB3s built this year will be followed by at least 50 more annually in the coming years. The Figaro Beneteau 1 (which raced from 1990 to 2002) was produced in 140 units, the Figaro Beneteau 2 (raced from 2003 to the 2018 season) in 96 units. The FB3 is an excellent racing boat, adaptable, and has the added advantage of being classed in Category A for navigation. This means that it can take

part in deep-sea racing, and events that are less purely French than the Figaro. Perhaps even in the mixed double championship as suggested by World Sailing? Or as an alternative to Olympic sailing? Relying on an international market to go outside its usual environment, Beneteau is delighted that five of its 50 FB3 2018 models have already been sold to local regatta participants, seduced by the potential benefits of this little foiler sailing in America, China and Australia. And will those who are keen on performance and new technologies also be the pioneers? That is what Groupe Beneteau is counting on for the future. **IBI**

THE AVANT-GARDE OF STABILIZATION.



OUR LEADING TECHNOLOGY MEANS OPTIMAL COMFORT FOR YOU

CMC Marine's line-up includes the Stabilis Electra™ HS, SR and LR models.

Comfort isn't just a concept, it's mainly what you feel.

CMC Marine has a solution for this, designing stabilizers that are perfectly matched to your expectations.

STABILIS
ELECTRA

cmcmarine.com

CMC
MARINE
MARINE EQUIPMENT

ASSISTED BY MODERN TECHNOLOGY, BUT HAMPERED BY TIGHTENING REGULATIONS, THE COATINGS INDUSTRY IS COMING UP WITH SOME REMARKABLE NEW PRODUCTS, ESPECIALLY FOR CUSTOM FINISHES. JAKE KAVANAGH EXPLORED THE TRENDS

WORDS: JAKE KAVANAGH

YACHT COATINGS

As we approach the end of 2018, the global coatings industry has some good news, and some bad. On the down side, there are more regulations than ever before, the palette of approved raw materials is diminishing, and the EU's Biocidal Products Regulation (BPR) could become a moving target for compliance. The use of solvents and isocyanates is also being curtailed, and some countries have begun to ban them from certain DIY products.

The good news is that the paint manufacturers are clever and resourceful, and are busily creating versatile new products to compensate. Thanks to evolving

technology, paints are getting 'greener', tougher and longer-lived whilst the base coats and fillers that support them are stronger and easier to use. Development is also ongoing into new generations of masking tape, sanding compounds and precision spray guns.

Meanwhile, with so much pressure from environmentalists and Health & Safety inspectors, working practices are also being tightened. This means less contamination, spillage and waste throughout the entire painting process, from the factory that makes the coating right through to the end user, the applicator.

In addition, there are now some proven alternatives to traditional coatings. Vinyl wrap, for example, is becoming increasingly popular, with some types designed as fouling-release films. Slippery, non-toxic coatings based on silicon have become viable on propellers and stern gear, whilst new lacquer coatings revive tired topcoats to an 'as new' condition, and with minimal effort.

FORCE FOR CHANGE

There are several drivers to these changes. The first is a tranche of new regulations. Some are national, some regional and some global. At the cutting edge of compliance, with a big investment in both commercial and leisure coatings, is AkzoNobel. The

▲ **Going for gloss.** The paint industry is responding to demands for greater longevity in gloss finishes, and easy access to custom colours

company's Awlgrip paint brand is designed for professional application on yachts from 25m and upwards. "There are a number of changes on the horizon, driven by innovation and new legislative rules," says yacht segment manager Hans Slegtenhorst. "For example, VOC (Volatile Organic Compounds) legislation has required Awlgrip to develop coatings that are VOC-compliant in the US, but without compromising the performance or the finish that our customers expect."

The drive for 'greener' paints is happening right across the coatings industry, and the automotive sector has already moved towards water-based formulas. Jotun, the Norwegian paint giant, is also at the forefront of the green revolution, and tasks each innovation with something called 'Jotun Greensteps'. "Whenever our R&D department comes up with a new product, it goes through a rigorous Greenstep process," explained global marketing manager Marcus Reynolds. "We look at the whole process, aiming to reduce waste, minimise VOCs and solvents and use as little energy as possible for our

▲ Boat owners are increasingly asking professional applicators such as the UK's Berthons to paint their boats for them, and often in custom colours

own production and customer application. At the same time, we must not compromise quality. Each product is essentially designed for application, quality and finish.”

THE GENERAL TRENDS

All the coatings manufacturers we spoke to spotted similar trends – a shift towards ‘cash rich, time poor’ lifestyles means that many boat owners want their coatings applied professionally, and with access to a wide palette of custom colours. Those owners who still enjoy hand-painting their boats want to use professional products for a long-lasting and deep gloss finish. They are encouraged by enthusiastic bloggers and a wealth of ‘how to’ videos on social media, and are more willing to read and understand data sheets. They are also looking for custom colours and personalised graphics, especially when it comes to boat names. Meanwhile, the manufacturers are aiming to create products that are easy to use by applicators of all skill levels.

One of these is Italy-based Aemme Colori, which produces the Skipper’s and Bassegio lines alongside a host of industrial and domestic coatings. “We have noticed the custom colour trend, so have developed a specific tinting system formulated for pleasure boats,” said Ezio Morosini, Aemme Colori’s technical director. “This allows the creation of the most varied shades, from pastels right through to metallics. We have also added a couple of polyacrylic products to our Space Top line, both enamel and varnish. They can be applied by roller or brush for a finish as brilliant and smooth as if it had been sprayed.”

Another Italian company, Boero, has also responded to the demand for a wide colour choice in high-quality finishes. “We are now promoting our new Challenger Pro topcoat range,” says yachting business unit director Antonella Donzelli. “Supported by its tinting machine system, it allows a choice of more than 8,000 custom colour effects, including pearlescents and metallics.”

Donzelli has also noticed the shift towards professional paint application on smaller craft, and the need to have a strong presence on social media. “The digital era made us work hard to be more present on the Internet, and to develop an extensive variety of digital tools,” she said.

We asked all the key players for their take on these trends and sought out some advanced new products on the way. **IBI**



▲ Health & Safety has a patchy global take-up (Top). CSM spraying in Finland and (left) in South America. Coatings manufacturers are under pressure – including tax penalties – to reduce the amount of VOCs in their formulas

METSTRADE / 02.321

THE FREEDOM TO SAIL YOUR OWN COURSE

Powered by Mastervolt

You're not a follower, preferring to be free and independent. Access the smart electric components and systems from Mastervolt and you will be. Take the Mastervolt MLI Ultra 24/5000, for instance. A Lithium Ion battery for outdoor use that charges quickly. Its MasterBus function enables the battery to communicate with other devices on board. And the waterproof EasyView 5 system monitor allows you to track its performance in detail.

Powered by Mastervolt.



WWW.MASTERVOLT.COM

MASTERVOLT

THE POWER TO BE INDEPENDENT

PREPARATION TRENDS



▲ As vast areas of hull may need filling and fairing, manufacturers are making their products quicker to dry and easier to sand. Some fillers can even be sprayed in thin, uniform coats

A good finish starts with good preparation, and work continues apace within R&D departments to create better fillers and 'substrate builders'. This has led to some trends appearing in the primer and filler sectors.

TREND 1: Faster fill times

Time is money, so manufacturers are speeding up the filling and fairing process, by reducing sanding and curing times. AkzoNobel's Awlfair SF, for example, is a new filler that can be sprayed quickly and evenly, with trials suggesting savings of up to 50% on the time and labour costs associated with troweling.

Meanwhile, De Ijssel Coatings has launched Variopox Rapid Filler, based on epoxy resin with fine extenders. Described as a 'very fast drying' epoxy filler, Variopox targets the small boat/DIY market, which accounts for around 30% of De Ijssel's domestic output.

TREND 2: More solids – less solvent

The pressure to reduce solvents, VOCs and styrene in paints and resins is having a big effect on the DIY market.

"The chemistry of paints and fillers means that solvents are an important element," explained specialist manufacturer Robbert van der Eijk. "The solvent is there

for a reason. Typically, it makes the product more resistant to temperature, expanding its application window. However, we can see the direction of travel for DIY products, so our R&D department is developing new formulations that are largely solvent-free."

One workaround is to swap styrenes for vinyl chlorides, but as van der Eijk remarked ruefully: "That's like changing being bitten by a dog to being scratched by a cat."

The industry's answer is to increase the amount of solids in a product, be it a filler or primer, and to make DIY application as 'idiot proof' as possible.

"At Jotun, we are increasing the solid content significantly in our protective base coatings, from an average of 40% to 60%," Reynolds said. "All manufacturers are facing a constant juggle between performance and finish. There is little point in creating a solvent-free product if the applicator then adds 30% thinners to make it workable."

PRODUCT FOCUS

AWLGRIP QUICK BUILD PRIMER – SPEEDING UP THE PROCESS

"Quick Build primer has the versatility to act as either a sealer or a surface primer, depending on the curing agent,"



▲ High-build fillers are used in large quantities in superyacht construction

explained AkzoNobel's Hans Slegtenhorst. "It also comes in six different colours that can be used individually, or mixed in ratios to create a custom shade. This is unique in the market, allowing the applicator to enhance the 'hiding' characteristics of the subsequent topcoat. The result is a much faster, single-day boat painting process."

"Quick Build was recently recognised at the industry trade event IBEX with an Innovation Award, reflecting its cutting-edge application properties. The product is now available in North America and soon in Europe, primarily for the small boat builder and maintenance and refit market."

You can see samples of this product and also learn more about Awlfair SF at METSTRIDE 2018 on stand No 07.327.

PRODUCT FOCUS

NAUTIX METAPOX – STICKING EPOXY PRIMER TO STAINLESS STEEL

When it comes to priming mild and stainless steel, there are several challenges, not least the exposed metal trying to oxidize again the moment it has been cleaned and abraded back. Combating this is the new primer Metapox from French manufacturer Nautix.

Described as an 'adhesion promoter' Metapox is a one-component product that is immediately applied to the freshly abraded surface to chemically prepare it for an epoxy primer. The product is a colourless non-film-forming liquid that is said to 'provide high adhesion' between any epoxy primer and



Your trusted partner
for all coatings solution.

Visit us at METS,
stand number 07.339

hempelyacht.com
hempel.com





▲ This two-day Marineware training course is covering basic spray painting and filler techniques, and invites non-applicators such as boatyard managers to try their hand. This makes them more aware of the day-to-day challenges faced by their coatings team

bare metal, and it dries in around four hours at 10°C.

“Metapox is now standard on all the stainless steel keels of the Imoca range,” said Nautix CEO Matthieu Taburet.

TREND 3: More training

The ability to understand which primers and fillers to use, and when, is a key part of the training offered by paint companies. Many courses take place as ‘road shows’ where specialists visit paint application centres to train workers on site. *IBI* has been to no less than three courses run by Jotun (via their distributors Marine & Industrial) and Awlgrip (via their distributors Marineware).

Courses are also run by Pinmar at their spray painting school in Barcelona. The courses offer the opportunity to try out a range of fillers and new products, and are seen as a useful exercise in reducing the number of ‘applicator-inspired problems’. They are usually hosted in one of the suppliers’ facilities. In Jotun’s case, it was at the 3M facility near Birmingham in the UK, and with Awlgrip is was at the US-owned De Vilbis spray gun plant near Poole in Dorset.

RISE OF REFURBISHMENT



▲ Clean, polish, protect. Greencorp Marine deals with a badly sooted hull. After an initial polish with the 3M Perfect-It range, the restored paintwork was coated with Crystilium for a full gloss protective finish

Rather than repainting a customer’s yacht, how about restoring the finish it already has, increasing the gloss level, and then protecting it against further damage?

With gelcoats, this involves lightly abrading back the UV damage to expose fresh pigment, bringing it to a polish, and then waxing over the top to preserve the shine against UV, salt and guano.

With paint systems, a similar process can be used, applying a chemical scrub to restore the faded or damaged surface, and then overcoating it with a high-gloss protective layer to bring out the shine.

PRODUCT FOCUS

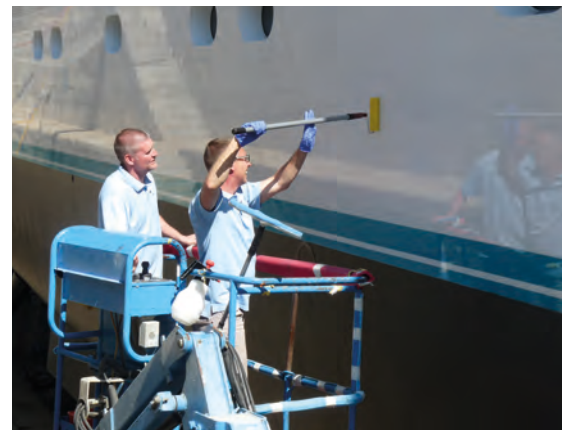
CRYSTILIUM. BRING A TOPCOAT BACK FROM THE DEAD

Described as ‘a clear coat system that protects hard surfaces’, Australian-made Crystilium (originally Shiltron-X) was being promoted in Europe by specialist distributors and applicators Greencorp Marine. The process works by covering a hard, non-porous surface such as a two-pack topcoat or gelcoat with an ultra-thin protective layer that gives the paint its gloss back. In addition, the coating adds an extra layer of protection and is said to

resist stains and offer scratch protection from ropes and fenders.

The coating is easy to apply by hand using a brush or roller, so is seen as a cost effective alternative to repainting. The manufacturers say it should last for a minimum of two years, and can be dissolved away with special thinners and reapplied.

www.greencorpmarine.com



▲ Australian-manufactured Crystilium is easy and safe to apply outside with just a roller and brush, and revives the gloss on polished paint or gelcoats

New BPR Antifouling

Empower Your Vision



Contact Us
info@aemmecolori.it
www.aemmecolori.it

Quality does change and meet new (BPR) regulation

Since January 2017 Aemme Colori has started producing antifouling paints in compliance with BPR (Biocide Product Regulation).

We Provide The Best For Your Boats

Mets Trade
Stand 07.262
HALL 7





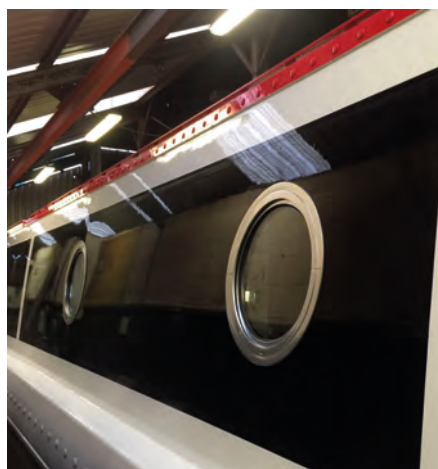
▲ Owners are opting to have even quite elderly boats spray-painted in two-pack polyurethane to increase resale value



▲ Demonstrating restorative compounds at 3M's training facility near Birmingham, UK. This test panel has gone through all five stages, starting with fine (2000 grit) abrading to a final polish. Each compound has a matched polishing head denoted by colour (top)

ROBERT VAN DER EIJK
IJSSSEL COATINGS

Two-pack paints are definitely being used a lot more by DIY boat painters. There will be a Youtube video to show them exactly how it's done



▲ It may be intended for superyachts, but Jotun's Megagloss range is proving equally popular with narrowboat owners. The high gloss and long lifespan are the key attractions

POLISHING

Abrasive specialists 3M recently brought out an entire polishing system as a development of their proven Imperial compounds, but this time colour matched to different density mop heads for maximum effect. Branded as 'Perfect-it' the process involves five stages and can revive a badly weathered gel coat or dulled paint system to an as-new condition providing there is enough pigment remaining to achieve a full gloss.

TOP COATS TRENDS

Painting a yacht – especially a superyacht – is infinitely harder than painting a car, as the applicator is often faced with vast areas of flat topsides. This will be unforgiving of any mistakes, whereas a car has lots of curves to distract the eye.

Helping highly skilled applicators and keen DIY enthusiasts are the paint manufacturers, who are devising new products that are easy to spray, polish, and ultimately repair.

"At Awlgrip, we have four different topcoat technologies that are utilised in the yacht market, each to meet different customer needs," Hans Slegtenhorst said. "This is unique in the yacht finishes market. While other coatings providers supply just one or two products, we find that a 'one size fits all' approach is insufficient to meet the varying needs of the market."

The paint OEMs are also very keen to get customer feedback, either via their training sessions or by actually walking the R&D chemists around boatyards to talk to the applicators. "Our chemists regularly go out 'into the field' to see their formulations being used," Jotun's Reynolds said. "This gives them a much better understanding of the practical challenges outside the lab."

TREND 1: More two packs use

"Two-pack paints are very definitely being used a lot more by DIY boat painters," said Robbert van der Eijk. His company, De Ijssel Coatings, manufactures and supplies paints and resins for a large portion of the Dutch boatbuilding sector, with the ability to offer custom solutions. "I think part of the reason is that there is so much practical advice on social media. If you want to know how to use a product, there will be a Youtube video to show you exactly how it's done. This is giving ordinary boat owners the confidence to aim for a professional finish. Also, just about all epoxy fillers are two-pot formulations, so the DIY market is already familiar with using these types of products."

Jotun's Marcus Reynolds agrees with growing DIY confidence in professional formulas. "Our UK distributor Marine & Industrial reports that our superyacht products such as Megagloss are being used on narrow boats, barges and houseboats on the inland waterways," he said. "Boat owners want their narrowboat home to have the best finish possible. They also know that two-pack paints are much tougher, perhaps exceeding 10 years before repainting is necessary."

This longevity makes economic sense, despite the higher initial price of the products, and also applies to other areas on a boat, as AkzoNobel's Hans Slegtenhorst remarked.

YOUR FUEL FILTER / WATER SEPARATOR SPECIALIST

FUEL FILTER / WATER SEPARATOR
99.8% Efficiency

ABS Type Approval Products
Ship Designers, Builders And Owners Best Choice



MICROBLOC Technology



GRIFFIN GROUP INTERNATIONAL

Singapore:
No. 1 Bukit Batok Crescent, #07-06 WCEGA Plaza, Singapore 658064
Tel: +65-6570 0670 Fax: +65-6570 0674
U.S.A:
PO box 417 Fulshear Texas 77441
Toll Free: 1800 485 5071
www.griffinfilter.com info@griffinfilter.com

NEW from **MORBERN EUROPE** COATED FABRICS BY DESIGN

SPLASH
4-Way stretch Vinyl



AMERICANA
High Resolution Digital Print

FOR INDOOR AND OUTDOOR MARINE APPLICATIONS

Launching at METS 2018, Stand 12.224



REFLECTING YOUR SPIRIT

Challenger PRO is the enamel with a shine like no other. The choice for those who truly appreciate how to make a yacht's unique essence stand out from the crowd. The ultra-high-gloss finish delivers total protection from UV rays and atmospheric agents to ensure that its beauty endures for years to come, for a look as alluring and dazzling as the seas you will navigate.

Challenger PRO is the topcoat that not only brings out the best in your yacht, but reflects your true spirit.

Discover a world of colours at
www.boeroyachtcoatings.com



MADE IN ITALY SINCE 1831

YachtCoatings

ABJET

UNPARALLELED QUALITY,
PERFORMANCE, COMFORT
AND DESIGN.



330



380

Powered by
ROTAX



International
service network

**METS
TRADE**

**Stand
12.544**

Let us show you how the AB success
story can become part of your own
success story.

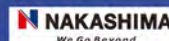


www.abinflatables.com

info@abinflatables.com



Fräsarvägen 4 • SE-142 50 Skogås • Tel. +46 839 09 00 • marin@capella.se • www.capella.se



EUROPE'S LARGEST STOCK OF BRONZE PROPELLERS
Of Mikado/Nakashima

PROPELLERSPECIALIST

- Dimension
- Import
- Sales
- Propellers
- Shafts & Seals
- Bearings
- Turning
- Customization
- Workshop

The main focus of the business is dimension, import and sales of propellers, shafts, shaft seals, bearings and more.

We have our own mechanical workshop where we perform turning, milling, manufacture of support brackets, support bracket direction, axial direction, rudder direction and pitch change of bronze propellers on pitch-blocks and more.



www.capella.se



+46 839 09 00



▲ Modern professional coatings, especially varnishes, should be capable of being both hand-applied and sprayed. Boero's Veneziani range, for example, is built up in around 12 layers by Italian builders Riva. The first six are often hand-applied

"Increasing demand for long-term protection and superior quality has seen a shift from traditional wood varnishes to either a faux finish using Awlgrip or using our Awlwood clear wood coating system," he said. "Awlwood has much better longevity compared to traditional wood coatings, which helps reduce downtime and maintenance."

TREND 2: More custom colours

All the paint manufacturers we spoke to identified requests for custom colour schemes as a major trend. "Customers are looking to create their own look to match their personalities," said AkzoNobel's Hans

Slegtenhorst. "We have a huge variety of colours in our Mixitcloud system – over 18,000 in our Awlcraft SE line, and through this immense range of paint and finishes, we can customise yachts to reflect and express our customers' tastes."

Van der Eijk concurs. "Custom colour requests is certainly something we have seen, not just in paints but also in gel coat pigments," he said. "We can meet these demands, even in small batches."

Meanwhile, Jotun has taken the custom colour concept global with its MCI colour tinting system. "Stockists can keep four or five base colours in stock, from which they can make thousands of different shades," Reynolds explained. "This minimizes the amount of stock they need to carry. If a yacht docks anywhere in the world, a computer links with the local supplier and can create a perfect colour match for whatever colour that yacht is painted with."

TREND 3: More metallics

Metallic and pearlescent finishes are also becoming more popular, despite being more difficult to apply, and also to repair. The trick is to get the material down correctly, particularly in terms of flake orientation and then enhance the gloss with a tough clear lacquer. This is standard practice in the automotive sector.

Awlgrip's newest topcoat system, for example, is Awlcraft SE, a paint system consisting of several base coats laid down by spray-gun in rapid succession and highlighted and protected by several clear coats. The product has been formulated for easy spraying, but with a particular emphasis on faster application through quicker recoating times.

▼ Metallic finishes have become popular, especially bronze and silver. But applying and repairing these finishes need special training and techniques



▲ Custom colour machines allow stockists to carry a small range of base colours from which thousands of variations can be made. Internet data links mean machines at global outlets can produce exactly the same shade for a visiting yacht



THE FIRST TO INTRODUCE VARIABLE CAPACITY TECHNOLOGY



ON MARINE AIR CONDITIONING SYSTEMS

2013 VARIABLE CAPACITY CHILLER INVERTER



Design and production of modular chiller units with heat pump and variable speed that offer a series of advantages for shipyards and ship-owners.



607NT

up to 42 kBTU

608NT

up to 62 kBTU

2014 VARIABLE CAPACITY SELF CONTAINED UNIT

Design and production of compact air conditioning units ideal for small boats or to partially air condition certain spaces on-board.



597NT

up to 10 kBTU

598NT

up to 16 kBTU

599NT

up to 27 kBTU

2018 VARIABLE CAPACITY THREE PHASE TECNOLOGY

Designed to provide cooling to megayachts, the three-phase line ensures unrivaled power.



609NT

up to 180 kBTU



FRIGOMAR®
EXCLUSIVE MARINE REFRIGERATION
& AIR CONDITIONING SYSTEMS



MADE IN ITALY

www.frigomar.com
View the data sheet
of Self Contained Unit.



▲ There were fears that DIY application of antifouling could be banned in Europe, but education in proper PPE equipment and environmental consideration was preferred

ANTIFOULINGS

With mankind finally waking up to what we are doing to our oceans, there is increasing pressure on the marine industry to produce less harmful antifouling paints. Most of this pressure is being leveled at the leisure sector, who are seen as polluting the immediate coastal areas as they operate

close to the shore. Large ships can carry much more toxic compounds on their hulls as they are generally deemed to be in deep water, where the effects are less cumulative, but even this is beginning to change.

Whilst the industry has now largely adapted to the EU's Biocidal Products Regulations, despite the endgame not being fully finalized (see BPR panel) other ideas are coming forward to minimize harm to the environment whilst discouraging unwelcome guests below the waterline.

Here are some interesting innovations within antifouling products

FOUL RELEASE FILMS

Slippery vinyl films have proved to be quite effective as deterring marine growth, with the added advantage that they protect the hull beneath.

"We're seeing a lot of new regulations coming in about toxic paints," said Grapefruit Coatings' George Hand. "These are especially tough in sensitive areas such as Alaska and parts of New Zealand, but also on the inland waterways of Europe, notably Holland. Our fouling release films

are completely inert, and create a slippery surface that fouling simply slides away from. However, the boat needs a hull speed of around 7-8 knots to be fully self-cleaning, so these treatments are very popular with motorboats and racing yachts."

The product is known as Renolit Dolphin S, and is being reformulated into two distinct films that will be easier to recycle after use.

SLIPPERY PROPS

The 'slide off, not kill off' approach to antifouling also extends to stern gear. Products such as Seajet's Pellerclean have proved very successful over the years by providing a slippery surface that throws off any growth as soon as the prop begins to spin. Teflon-based products have also been used to thwart marine creatures from 'getting a grip.'

Research is ongoing to produce a self-cleaning skin for underwater hulls, but so far nothing long lasting, with the exception of copper resin, has proved effective, and even the copper skins still need the occasional scrub.

Product focus – Coolblack reduces UV absorption



A LOT OF yacht owners want black to feature in their yacht's external colour scheme, but this colour can get incredibly hot in direct sunshine. French-based Nautix was demonstrating the answer, a product called Coolblack, in the full glare of the Cannes sunshine. The surface is claimed to reduce UV absorption by up to 35% for almost no discernable difference in colour.

The secret lies in using IR transparent black pigments over a reflective white two-pack base paint like U2 or L2. UV radiation passes through the pigment, hits the white, and comes back out again. The result is a high gloss finish that protects dark composite structures from excessive heating. More at www.nautix.com



How rich is your gloss?

▲ A gloss meter can tell the refractive index of a gloss finish, but can also turn a 'good finish into a bad one' by suggesting the eye is being tricked

CHECKING THE DEPTH of gloss in a paint finish can be very subjective. Instruments can measure the refractive index, but can also convince an owner that a finish he thought was outstanding is actually not as glossy as it could be. Also, some boats are better without too much shine in the finish, as hull imperfections are dramatically enhanced.

In an attempt to establish a global standard for gloss finishes, ICOMIA (International Council of Marine Industry Associations) has announced a document entitled 'Guidelines for

an Acceptable Finish and Appearance for Super Yacht Coatings.'

Inside, the board describes how difficult it can be to fix a universal standard for a topcoat finish. They suggest that instead of offering a pass/fail value, the various parties enter into mutually agreed, 'project-specific' criteria. Using a common framework as reference, the criteria can then be included in the coatings contract to ensure everyone is satisfied with the outcome. The guidelines can be downloaded from the ICOMIA website.



▲ Eli Green at the Cannes Yachting Festival with a propeller coated with Prop One

PRODUCT FOCUS

PROP ONE – SPIN THE CRITTERS OFF

Launching into Europe at the Cannes Boat Show, Australian-based Greencorp Marine were exhibiting their Prop One coating for drive systems.

Designed for all running gear, including propellers, shafts, trim tabs and thusters, the product consists of a two-coat paint system; the first is an anti-corrosive primer coat, and the second is a clear foul release coating. The latter is a non-biocidal, low surface energy coating that literally throws off any growth once there is water flow across the surface. The product was developed for Australian waters, which has high fouling rates in the tropical zone, and is now available worldwide. More information at: www.greencorpmarine.com



▲ Seajet's new 015 primer is designed to deal with overcoating old Teflon-based paints

PRODUCT FOCUS

SEAJET 015 – COATING THE UNKNOWN

There can be compatibility issues when overcoating existing antifouling, so Seajet launched a new product this year that safely prepares any unknown bottom paint for overcoating. Seajet 015 is an underwater primer based on acrylic resin, and is said to be particularly good over Teflon-based paints, always notorious for compatibility issues. The primer is also ideal for all bare substrates with the exception of aluminium, which requires a single coat of 017 Epoxy Bonding Primer first.

THE BPR – MOVING THE GOAL POSTS

Since 2008, the EU has been moving towards making all antifouling paints sold in Europe compliant with a set of



▲ Boat owners have been made aware of the need to protect themselves when using biocides

rigorous biocide regulations. Each paint formulation has to be tested to ensure it is using an approved biocide, and in the right quantity. The deadline for compliance was December 2017, and companies had to sell off their non-compliant stock and withdraw the product from market by June 2018. All the paint companies saw this coming, and most were able to adjust their production and gain approval ahead of implementation. However, there is still confusion about what can or cannot be sold, especially to the DIY market, so the British Coatings Federation (BCF) has come up with a series of bullet points to try and clarify the situation. These include:

- The future situation with regard to this regulation post-Brexit is not yet known ➡

▼ Who says antifouling has to be a boring primary colour? Nautix shows off its A4T Speed Fluo product, seen here in fluorescent yellow



- Antifouling paints have not been banned
- Copper-based antifouling paints have not been banned
- Antifouling paints containing co-biocides ('booster') biocides have not been banned
- Some antifouling paints have been withdrawn over the past 12 months, and are no longer legal
- Additional products may have to be withdrawn as the BPR evaluation procedure continues over the coming years
- Some new products have been introduced to the market to replace the withdrawn products
- Manufacturers should be able to provide written confirmation of the status of their products to retailers and customers, in particular whether their product was subjected to the December 2017 deadline and whether it is still legally-available for sale
- Any products for which such a confirmatory statement is not forthcoming should be challenged, and the authorities notified - the BCF are able to assist with this reporting of illegal paints

Commenting on the BPR, Jotun's Reynolds said: "We think the goalposts are still moving. The various authorities are still considering zoning Europe into 'marina models' as there are so many regional variations. For example, boats in Mediterranean marinas will have different requirements to those in the Baltic. There are concerns over how a marina is washed through. If the water is largely static, the regulators say, this will allow a build up of biocides. We think the BPR process will run until at least 2021, with more regional changes possible, but the industry is certain that copper will remain a major approved ingredient in formulations. The whole

MARCUS REYNOLDS
JOTUN

We think the BPR process will run until at least 2021, with more regional changes possible, but the industry is largely betting that copper will remain a major approved ingredient

compliance process, however, has been extremely costly."

ITS A WRAP – VINYL COATINGS

A product that is beginning to have a major impact in the marine industry is the vinyl wrap. These consist of special self-adhesive films that perform several functions. Firstly they protect the substrate, so on a GRP hull they will keep the underlying gelcoat in pristine condition, much as they do on a supercar's paintwork. Just as the car can be driven with no risk of stone chips, tar or guano to its pristine finish, a yacht is protected from UV radiation and the occasional scuff. Secondly, the wrap can be fully customised, not just in colour, but also in logos and graphics, making the whole process almost unlimited in artistic possibilities. Thirdly, as mentioned elsewhere, some specialist types can also be used as antifoulings.

A major supplier is UK-based Grapefruit Coatings, which provides custom films and graphics to a number of high-profile marine customers.

"There is a huge range of vinyl films available, explained George Hand. "Everything from non-slip to anti-abrasion. They use a high-grab self-adhesive, and are full of UV stabilisers. ➡



▲ AMC's Coppercoat is applied in four layers, wet on tacky. The salmon-pink colour of each fresh coat turns golden copper when dry, and verdigris when active

Copper comes full circle

WITH COPPER MEETING the approval of the BPR, it seems that the industry has come full circle from the days when we stuck copper sheets to the underside of warships to prevent a build-up of fouling.

The only remaining player in a once competitive field of copper-resin treatments is Aquarius Marine Coatings (AMC) with its Coppercoat brand. /BI/ has manually applied the treatment to a 39ft yacht, and found it easy to mix and easy to roll. The cost, around £1,000 ex VAT for that size of boat is offset by the service life it gives, now recorded as being upwards of 20 years under certain conditions, but at least 10-15 in warm waters. The water-based epoxy absorbs the maximum permitted concentration of pure copper powder into a tough skin that adheres to any properly primed substrate. Oddly, the coating doesn't conduct electricity due to the spherical nature of the granules, so there is no threat of electrolysis. The formulation has proved so successful that it has remained largely unchanged since its invention, and should be future-proof for BPR.

The company has long extended its reach from leisure boats to cater for the offshore industry, especially for desalination water intakes and internal tanks, and also for commercial shipping and superyachts. Many OEMs are now offering a 'Coppercoated bottom' as an option on a new build, and it certainly looks smart when freshly applied. The only downside is that it is only colour is green – its natural hue when active.

www.coppercoat.com

▼ Grapefruit Coatings hull wrap on Rubicon 3's Clipper 60 – artwork designed by Anna Jacobs



ROCNA
ANCHORS // ROCK SOLID

VULCAN

TITAN

OCTOPUS
AUTOPILOT DRIVE SYSTEMS

IntelliSteer

Martyr
ANODES

DOCK EDGE INC.

BOOTH # 12.215

CANMET

CMP

Canada Metal (Pacific)
cmpgroup.net | sales@canmet.com

B.A.A.S. *Boating Advertising, Advice & Service*

B.A.A.S. is a full service media booking agency for Dutch and Belgian companies in the **YACHTING INDUSTRY**. We offer various promotional platforms with leading marine publications, including magazines, catalogues, email newsletters, websites and also event sponsorship, aimed at both consumer and BtoB markets nationally and internationally.

We represent **MARINE LEISURE TITLES** to reach your target markets effectively. Contact us for a free evaluation of how our services may benefit your business!

IBI
INTERNATIONAL BOAT MARKET

IBI PLUS
NEWS • INTELLIGENCE • DATA

Magazin für Industrie, Handel und Dienstleistungen
WASSERSPORT
WIRTSCHAFT

»»» Bootshandel
Skipper
Motor- und Segelboote

»»» Boot auf dem Wasser
Charter

NAUTICA
THE BOAT SHOW OF THE YEAR



(+ 31)036-522 7446 | baas@boatingadvertising.eu | www.boatingadvertising.eu



SANIPOMP[®] EXTRA 10 SILVER



**WARRANTY
10 YEARS**



ht hoses technology
www.hosestech.it



**BRITISH
MANUFACTURED**



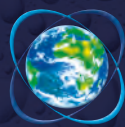
**wiper systems
for all sizes
of vessel**



**HEPWORTH MARINE
INTERNATIONAL**



STRAIGHT LINE



**HEPWORTH
PANTOGRAPH**



PERFORMANCE DESIGNED WIPER SYSTEMS • PRECISION ENGINEERED MARINE HARDWARE

4 Merse Road, North Moons Moat, Redditch, Worcestershire B98 9HL, UK
T +44 (0)1527 61243 E marine@b-hepworth.com

www.b-hepworth.com





◀ Italy-based Cerberus has perfected cushion printing. The image printed on this foredeck sun lounger connects with the vinyl hull wrap. The only limit to merging the designs is the owner's imagination

We can create graphics and colours to a customer's exact requirements. They send us an image, and providing it has enough pixels, we can design an entire corporate or personalised piece of artwork for transfer to the hull."

The company is also able to match the wrap to other graphics on board, customising everything from dodgers to sails, with mast wraps equally popular.

"Some owners want wraps for the high UV areas of a boat, so will wrap, say, just the flybridge," Hand said. "The films are easy to apply – you don't need the boat in a paint shed. Older hulls may need some preparation to fair the surface and remove extensive gelcoat oxidation. The wrap has to be applied above 8°C otherwise it can get a little brittle. We are finding that it is very popular in charter fleets, as all the boats can be branded, and the wrap protects the gelcoat from UV degradation, especially on dark hulls. This helps preserve the resale value."



GEORGE HAND
GRAPEFRUIT COATINGS

Some owners want wraps for the UV areas of a boat, so may just wrap the flybridge. The films are easy to apply – you don't need the boat in a paint shed

SOLAS®
Where Speed Begins

Propellers
Impellers
Ironware

**METS 20
TRADE 18**

Come Visit Us at
Date / 13~15th Nov.
Location / Hall 12
Stand no / 12.012

RUBEX
www.rubexprops.com

TAKU
IRONWARE
www.taku-art.com



▲ Protecting the environment: The marine coatings industry is at pains to develop 'greener' products that still give an outstanding finish. Seajet's new paint factory in the Netherlands is powered largely by renewables via 1,190 solar panels and geothermal energy. Emissions have been reduced by 95% compared to the previous facility, and the production seen here is a fully automated and closed process

INTERIOR FILMS

Worth a mention is that film backed veneers are also available for interior makeovers. Companies like Special Wrap can provide a wide range of 3M's cabinet wrap DI-NOC architectural films, which aid in revitalizing an interior without having to strip out all the furniture. There are literally thousands of different effects available, ranging from the traditional teak and light oak through to metallic silver and marble effect.

PRODUCT FOCUS

CERBERUS – MERGING CUSHIONS AND HULL IN SEAMLESS ART

Exhibiting at the Genoa Boat Show was Italian-based Cerberus, a company that has invested heavily in developing an outdoors fabric that can be colour-printed in HP Latex base inks.

A dynamic graphic can continue between the cushions and the vinyl hull wrap design for one seamless image. Cerberus has even printed cushions in a teak deck pattern, so they appear to vanish into the deck design.

"We spent at least two years of intense research to find the right fabric," explained CEO Paolo Cimini. "The print process required a tough marine fabric that would accept a UV stable and long-lasting ink. We had to reject nearly 14 existing brands and develop our own. Our waterproof polyurethane resin material can accept a



▲ Jotun promoted its approach to renewables by offering free water in fully recycled bottles at the Cannes Yacht Festival

printed pattern and will last for many years without yellowing."

Cerberus offers a complete service of design and print and also supply the 3M vinyl wrap film to create the entire graphic package.

More details at www.cerberusboatwrapping.it

CONCLUSION

The availability of some traditional compounds, biocides, VOC's and other chemicals may be contracting due to increased regulation, but the paint industry is responding with versatility and innovation. Products and processes are



▲ Whilst already compliant with the BPR, Boero Yacht Coatings is continuing research into more sustainable and safer antifouling products both for the environment, and the people who have to use them



▲ Research into non-toxic compounds is key to Aemme Colori's ongoing strategy, and is carried out in a series of modern laboratories

getting cleaner and greener, and OEMs are continuing to place the applicator's needs first. Paint systems are also being formulated so as to be easier to repair and an increasing number of OEMs are using spray finishes instead of relying purely on the gelcoat.

The two major trends, however, are the greater demand for custom colours, and much more uptake of professional painting services.

"Alongside these two major trends is the constant drive for more efficient processes and up-to-date information," concludes AkzoNobel's Hans Slegtenhorst.

"While the development of new and improved products is key, we also work with leading industry partners to harness the latest technology or equipment, from simple sandpaper to complex spray guns. At Awlgrip, we are always working to make the perfect finish easier to achieve through more efficient processes, innovative new technologies and future-proof regulatory compliance."

Meanwhile, the whole industry is keeping a wary eye on that last bit, the regulatory compliance. IBI will keep you posted. **IBI**



POWERED BY PASSION

Siemensstraße 37-39
D-25462 Rellingen

Tel. +49(0)4101-3849-0
Fax +49(0)4101-3849-50

www.reckmann.com
info@reckmann.com

SEAWORLD

**supplying quality
boat accessories
for over 35 years**

**Stainless steel hardware
Interior lights
Marine accessories
Electrical & electronics**

FORMAR

See us at booth no.07.145 at METS

KHAN'S ENTERPRISE CO., LTD.
sales1@khans.com.tw



OUR THANKS TO

Movers and Shakers

SPECIALISTS IN THE MARINE COATINGS INDUSTRY WHO HAVE CONTRIBUTED TO THIS FEATURE

PAINTS AND ANTIFOULINGS

AEMME COLORI

Company: Founded in 1947 and based in Ranica, Italy, Aemme Colori manufactures paints and primers for industry, anti-corrosion, decorative and marine. The company specialises in non-toxic formulations with a high quality finish.

Brands: Skipper's Yachting Line, Baseggio Linea Professionale
www.aemmecolori.it

AKZONOBEL

Company: A giant paint, resin and coatings company based in Amsterdam, the Netherlands, with 46,000 employees in over 80 countries.

Brands: International Paints and Awlgrip.
www.international-marine.com

AQUARIUS MARINE COATINGS (AMC)

Company: Founded in the UK and now based in Ringwood, Dorset, AMC produces copper-resin antifouling for both yachts and commercial ships.

Brands: Coppercoat
www.coppercoat.com

BOERO GROUP

Company: Founded in 1831, The Boero Group is a marine coating specialist based in Genoa, Italy with a dedicated yachting subsidiary in France.

Brands: Boero Yacht Coatings, Veneziani Yachting, Attiva Marine
www.beorogroup.com

BRAVA YACHT PAINTS

Company: Basso Ryland Anonima Vernici Affini (Brava) was founded in Genoa just after the First

World War, and manufactures a complete range of yacht paints.

Brands: Brava Yacht Paints, Nubian yacht Paints
www.brava.it

CHUGOKU MARINE PAINTS LTD

Company: Celebrating its 100th anniversary this year, Chugoku Marine Paints (CMP) has a global headquarters in Tokyo, Japan, and produces both yachting and commercial coatings.

Brands: Seajet
www.seajetpaint.com

DE IJSSEL COATINGS BV

Company: Based in the Netherlands, and founded in 1930, De Ijssel is a major manufacturer and supplier of yacht paints and composites to the Dutch and European yacht industry.

LET YOUR IMAGINATION RUN WILD...

The world's finest yachts require the most distinctive and long-lasting finish. For that reason Awlgrip developed a revolutionary new topcoat as part of a tailor-made high-gloss paint system. The result is a fast-drying and easy to apply topcoat that comes in a limitless color palette of solids, metallics and luxurious effects only bound by your imagination.



Brands: De Ijssel
www.de-ijssel-coatings.nl

HEMPEL

Company: Founded in Denmark in 1915, Hempel is now one of the world's largest marine coating suppliers with a turnover of €1,424 million in 2016.

Brands: Hempel
www.hempel.com

JOTUN

Company: Established in Norway in 1926 and headquartered in Sandefjord, Jotun is now ranked as the world's 9th largest paint manufacturer. Around 27% of total coatings produced are for marine, with sales of NOK 4.407 billion in 2016.

Brands: Jotun
www.jotun.com

NAUTIX

Company: Based in Guidel, France, Nautix manufactures a wide range of yacht paints

and antifouling and specialises in the high performance and racing markets.

Brands: Nautix
www.nautix.com

VINYL WRAPPING

CERBERUS

Company: Based in Milan, Italy, Cerberus was created in 2016 to offer design upgrades via boat wrapping, interior 3M films, and specialist printing of its own design of waterproof fabrics.

Brands: 3M/Cerberus
www.cerberusboatwrapping.it

GRAPEFRUIT COATINGS

Company: Founded in the UK by two friends, Grapefruit Graphics offers a complete boat wrap and design service, and has been involved in the past three Olympic events with corporate branding.

Brands: Grapefruit Graphics
www.grapefruitgraphics.com

POLISHING AND LACQUERING

3M

Company: A US-based corporate giant, 3M (Minnesota Mining & Minerals) manufactures over 55,000 products in 46 technology platforms, including abrasives, tapes and other painting accessories. Its Perfect-It range of abrasive compounds is widely used in the marine industry.

Brands: 3M Perfect-It
www.3M.com

GREENCORP MARINE

Company: based in Australia but with offices in the US and Europe, Greencorp specialises in the restoration of faded GRP hulls and two-pack paint systems.

Brands: Cristilium (formerly Shiltron-X)
www.greencorpmarine.com



AWLGRIP®

METS TRADE MARINE EQUIPMENT
TRADE SHOW
13-14-15 NOV 2018
AMSTERDAM

Find us at:
Hall 7 – Stand 327

AkzoNobel

All trademarks mentioned are owned by, or licensed to, the AkzoNobel group of companies. © AkzoNobel 2018.

9403/1018



IBI EXPLORES HOW BOAT SHOW ORGANISERS ARE ADAPTING TO CHANGING CONSUMER TRENDS AND USING TECHNOLOGY TO TRANSFORM THE BOAT SHOW EXPERIENCE

WORDS: ED SLACK

THE BOAT SHOW sector has been one of the more turbulent areas of the leisure marine business since the downturn of 2008. The financial crisis resulted in a perfect storm – plummeting consumer confidence forced a retrenchment, with companies looking to cut costs where they could – large and lavish stand spaces came under closer scrutiny, and exhibitors found themselves having to choose between once favoured events across a show calendar that had swelled through more prosperous times.

Faced with global economic uncertainties and falling visitor numbers, organisers had to get creative and embrace the latest technologies to transform the user experience – suddenly quality, trumped quantity. Just as boat shows were on the front line in the great recession, so in more recent years, have they been at the forefront of helping to stabilise and regrow the leisure marine business. According to Sylvie Ernoul, show manager at the Cannes Yachting Festival, the show industry has become increasingly competitive as the industry has rebounded and the desire to exhibit has increased. “It’s important to welcome new novelties, ideally world

premieres, to attract fans,” says Ernoul, highlighting one of the key features that has made her show one of the must-attend events on the calendar. “Above all to attract new business you need to stay innovating and always try to change for the better,” she proclaims. In this article IBI looks at just how key show organisers have done that, the trends impacting developments, and what we might expect from the shows of tomorrow.

IT’S ABOUT THE EXPERIENCE

Petros Michelidakis, director of Boot Düsseldorf, has reason to be confident. Celebrating its 50th edition in January 2019, Europe’s premier boat show is registering visitor numbers to compare with the boom years, whilst appealing to an increasingly international clientele. Of the 247,342 visitors this year, 71,000 were international, from 102 countries. It’s the international appeal, coupled with its geography that has helped secure Düsseldorf’s dominance on the show scene. Positioned in the affluent suburbs of Düsseldorf, close to the city and international airport, it’s an easily

◀ Genoa’s international boat show 2018

accessible hub – within striking distance of the Netherlands, Belgium and France, and within a one hour flight of much of Europe and Scandinavia. It also helps that Messe Düsseldorf, owners of the Boot Düsseldorf show and the site venue, has a proven track record in organising major shows – 24% of the world’s biggest shows take place at the conference centre. It’s no doubt that its ability to comfortably handle 250k+ visitors has helped consolidated its pole position. For the January 2019 edition Michelidakis expects to top 2,000 exhibitors – and there remains a long waiting list.

“The halls are full for the 2019 edition, but we’re not lying back, we’re already thinking about 2020.” 2009 proved a defining moment for the show. Though the event had been staging interactive visitor attractions, it was the year the crisis hit that it intensified its drive to engage more fully with visitors. “We launched our 360° campaign – promoting the wider watersports’ lifestyle, beyond boating – it was our way of trying to help the industry stabilise and to regain marketshare from other lifestyle hobbies,” explains Michelidakis.

RIDING THE WAVE

There are now 18 stages within the German show, playing host to a variety of workshops and demonstrations. Last year it was The Wave, a nine-metre wide indoor wave pool that played host to 2nd boot Düsseldorf Wave Masters, and it will return again this year in a bid to get more people to try out the surf. It’s been a major hit with visitors: “We introduced the Wave in 2018 in Hall 8a – 136,000 people entered the all in the nine days and we had 111,000 visitors in total to the actual Wave platform. People don’t want to see only boats and products now, they need to be entertained – they need to see the future and to try things, to see what possibilities there are.” According to Michelidakis, the Boot Düsseldorf organisers have spent each year, well into seven digits in recent years to bring the watersports lifestyle alive for visitors. It’s inspired the show’s latest marketing campaign – Follow the Call – a series of eye-catching and evocative images surrounding the water.

TREND 1 – Beyond the product

Boot Düsseldorf’s ‘Follow the Call’ campaign captures the current trend for emphasizing the lifestyle aspects of



Boat shows through the decades

Shows still hold centre stage in the promotion of boating but have had to adapt to new market conditions

BOAT SHOWS IN one form or another have been in existence since early in the 20th century with the New York show – established in 1905 – recognised as one of the oldest. However, with the rapid growth in the popularity of boating after WWII, many new exhibitions were created as a channel to sell and promote boating products.

By the 1960's almost all countries which had a market for recreational boats had a least two major annual exhibitions in which manufacturers fully participated. These were supplemented by local, more dealer-orientated shows. By the 1960s, the US had at least 20 major shows including the largest which was Miami with more than 200 regional ones – a figure which has remained fairly steady to this day.

In Europe, the longest established international boat shows were in London, Genoa, Gothenburg, Hamburg, Paris, Barcelona, Amsterdam, Stockholm, Oslo, Helsinki and Friedrichshafen, but by the end of the 1960s they had been joined by another twenty or so, including Dusseldorf which first opened its doors in 1968.

Other capital or principal cities to host major boat shows in Europe since then include Copenhagen, Lisbon, Athens, Istanbul, Geneva, Vienna, Cannes, La Rochelle, Ghent, Southampton, Dublin, Moscow, Zagreb, Budapest, Warsaw and Prague.

GLOBAL BUSINESS

Further afield the creation of new markets has led to a proliferation of shows particularly in China in the past fifteen years or so which assisted in popularising boating, but the interest is now

mainly focussed on the shows in Shanghai, Xiamen and Shenzhen. Other emerging markets have seen shows started in Thailand and even an abortive attempt at one in Mumbai. The most developed exhibitions in Asia, which have been sustainable over a long period of time, have been the Singapore Yacht Show and its predecessor Boat Asia as well as the Dubai and the Tokyo Boat Shows. The Kaohsiung and Seoul shows also appear to be serving latent markets in their respective countries and should attract an increasing number of exhibitors and visitors in the coming years.

SHOW REVIVAL

It is a sign of the times that of the European shows previously mentioned London, Copenhagen, Dublin, Vienna and Hamburg have all ceased to exist and some others only occur sporadically. Of these, the Hamburg Show has

been given a new lease of life after the hall owners, Hamburg Messe, gave up on it at the close of the 2017 edition, and the German Boat Builders Association subsequently decided to go it alone this year, aided by the Friedrichshafen show management team. The first show under this new ownership combination

will have been held by the time this article is published and it will be interesting to see if it is has staying power.

Compared with the 1970s, attendance at most boat shows has declined dramatically. For example, in 1975, the London show drew more than 325,000 visitors in its 10-day run. At this year's final show held at the Excel exhibition centre, the attendance was less than 60,000 and the only shows in the world to claim attendances of over 200,000 in 2017/18 were Dusseldorf and Paris. Fortunately, as far as the UK boating industry is concerned, the Southampton show is helping to offset the demise of the London event.

Although the declines have been less dramatic elsewhere, the number of people attending most shows in this decade is far less than in the boom years of boating and exhibitions in the 1970s and '80s. The duration of shows has also tended to shrink;

“ Compared with the 1970s, attendance at most shows has declined dramatically... in 1975 the London show drew more than 325k visitors ”



▲ Arriving at the New York show in 1905 ➡

LIQUI MOLY MARINE

More Quality. More Safety.

The reliable protection for your boat: Additives, motor oils, special greases and care products from LIQUI MOLY.

LIQUI MOLY MARINE

2T DFI Motor Oil, 15W-40, 10W-30

www.liqui-moly.com

Distributors wanted

on-water activities, rather than simply product, in a bid to appeal to broader human nature. It points to the dream and the will of every single person to follow his own call and to start water sports.

"The consumer has changed," notes Murray Ellis, a former chief officer of boat shows for British Marine and now a consultant working with the show arena. "A show needs to be more than a retail space – you need the boats and brands, but there are three other key ingredients – 'education', 'experience' and 'participation'. And what's

really challenging is that it has to be new every year – that can be tough to deliver and if you get it wrong you have to wait another year to try again."

The holy grail for show organisers remains the capturing of the younger, millennial generation. "The big question is how do you get kids into boating," says Ellis. "With participation down it can be hard to get commercial sponsors to support shows. There's so much competition out there now. Tennis, rugby, cricket, they're all asking the same questions – how do you feed

while many used to run for at least 10 days, the current trend is towards shorter five-day shows involving just one weekend, although Düsseldorf, Paris, Toronto, Buenos Aires, Gothenburg and Southampton still favour the longer format.

INVESTORS

The world's biggest exhibition organising companies such as Informa and Reed Exhibitions have taken an interest in running boat shows as well. However apart from the National Marine Manufacturers Association in the US (which owns eighteen shows), ownership is fragmented and tends to rest with the venue owners, or national or regional marine trade associations as well as enthusiastic entrepreneurs always willing to have a shot on their own.

Reed managed the Paris Boat Show for the Federation des Industries Nautiques (FIN) until last year when its tenure came to an end. Reed also thought it owned the Cannes Show until a dispute broke out with the FIN in early 2017 as to who actually bought the show from the previous independent owner. This argument was still being tested in the courts as late as a month ago and has apparently yet to be resolved.

In the meantime, Informa, which owns the Monaco Yacht Show, splashed out US\$120 million to purchase three additional shows from Active Interest Media, including the Fort Lauderdale Boat Show thus giving it a strong presence in the superyacht side of the business. Some years ago, Informa bought or launched other yacht shows

such as the former Abu Dhabi Yacht Show but quickly withdrew from those earlier attempts to move into the boating market. Its latest move looks an altogether more sustainable model.

Shows designed exclusively as business-to-business events for industry professionals proliferated in the 1970s and 1980s with the largest being IMTEC (International Marine Trade Exhibition & Conference) in Chicago. Various marine trade associations launched their own variants on this theme in London, Milan, Paris, Melbourne, Singapore and Stockholm, however, none of these exists today. Following an earlier attempt to launch the European Marine Trade Show in Hamburg (EMTEC) in the early 1970s, the international b2b interest is now entirely served by METSTRADE in Amsterdam (with over 1,500 exhibitors and 24,000 visitors) and IBEX in Tampa (which this year had 700 exhibitors and 8,000 visitors).

IFBSO & IBI CALENDAR

The International Federation of Boat Show Organisers (IFBSO) was founded in 1964 as a representative body for show producers. Today it has 30 members in over 20 countries, and helps members avoid date clashes and establishes industry standards for events. Member shows have to meet conditions for auditing attendance, exhibitor services, and presentation, and are graded according to the degree of compliance. The Secretary General is Renate Maddocks-Born and its President is Goetz-Ulf Jungmichel (www.ifbso.com).

The 2019 IBI International Boat Show Calendar will be published and distributed with IBI's December issue and will also be available in late November digital format at www.ibinews.com

*During a 50 year career in marine publishing the author of this piece, IBI's publishing director Nick Hopkinson, has visited all the consumer or business-to-business shows named in this piece, apart from Vienna, Zagreb, Xiamen, Toronto and Dublin.

that funnel? People used to be introduced as kids to boating by their parents – you get less and less of that nowadays" says Ellis. Communicating with the next generation of boaters has become the key driver of organiser initiatives. "Sure boats are sexy, attractive in their own right, but people want experiences so we want to incorporate experiential elements to our shows," says Jennifer Thompson, senior vice president Boats and Sportshows at the National Marine Manufacturers Association in the US. The NMMA organises 18 consumer shows – 16 through the winter months (Jan-March) and two autumn shows, attracting cumulatively approximately 600,000 visitors annually. "For the in-water shows we've incorporated hands on skills segments focusing on particular sectors – getting women into boating and teenagers out on the water have been very popular courses," she maintains. "It's how to do that within the convention centre shows that's more of a challenge – it might mean building a lake shore for instance with food outlets and such to create the right atmosphere. We want to get people to spend the whole day at the show, to bring their families – not just to do the rounds and after an hour say they're done."

GOING VIRTUAL

The challenge all organisers face is creating the right, authentic experiences to sell the boating lifestyle. Technology is one answer. Virtual reality is becoming an increasingly effective tool and being embraced by exhibitors and organiser alike. "We're seeing more virtual reality in booth – creating experiences on the stand," claims Thompson. Along with a number of exhibitors using virtual reality software to display products and to lure potential customers. This year's Boot Düsseldorf featured a 3D boat handling experience that enabled visitors to take the helm of a virtual motorboat they could sail under realistic wind and water conditions, along the Rhine River. For 2019 the organiser will be adding E-Sailing to its programme and introduce more virtual reality to other parts of the show, particularly the Diving hall.

As IBI went to press, the new Abu Dhabi show was on the cusp of opening. As a relatively new market, organisers the Abu Dhabi National Exhibitions Company (ADNEC) were keen from the outset that the event should form a platform for growing boating in the region by promoting the



▲ Delegates at the IFBSO conference in Berlin

LIGHTEN YOUR BOAT with AIREX® T10

The Industrialized Structural Foam Core

Come and
find out about
our AIREX® T10

METSTRADE show 2018,
Amsterdam/NL,
November 13, 14, 15
CMP.78.EL

An innovation legacy
started with AIREX® R63

- / Exceptional strength and stiffness
- / Outstanding homogeneity of density and cell structure
- / Excellent total cost proposition



CORE
MATERIALS

www.3Acorematerials.com



Europe | Middle East | India | Africa
Airex AG
5643 Sins, Switzerland
T +41 41 789 66 00 | F +41 41 789 66 60
corematerials@3AComposites.com

North America | South America
Baltek Inc.
High Point, NC 27261, USA
T +1 336 398 1900 | F +1 336 398 1901
corematerials.americas@3AComposites.com

Asia | Australia | New Zealand
3A Composites (China) Ltd.
201201 Shanghai, China
T +86 21 585 86 006 | F +86 21 338 27 298
corematerials.asia@3AComposites.com



MARINE ENGINES - GENERATORS - ACCESSORIES



115 GT/GTC*
112.40 kVA - 90.00 kW
1.500 r.p.m
50 Hz



SM-94
69.0 kW - 93.8 hp
2.500 r.p.m
N° Cylinder & Arrangement: 4 in-line

* All gen set models are available at 60 Hz and 1.800 r.p.m.

Selected products are approved by:



Engine base:



For more information:

info@solediesel.com

www.solediesel.com

► Boot Düsseldorf's Petros Michelidakis

health and fun of getting out on the water. One of the key visitor segments for ADIBS is to attract families – “People who don’t even know they like boating yet,” according to show director Alex Nicholl. That means getting people out on the water, and the inaugural show will feature a raft of attractions with ‘taster’ sessions for windsurfer, stand-up paddleboarding, sailing and motorboating to name a few. There are prizes to be won too, from charter experiences, beach passes, spa treatments and weekend getaways. “The variety of prizes on offer is to get people’s attention and tends to work well in this market,” explains Nicholl.

Getting a new generation out on the water is the driver for most consumer shows. Fira de Barcelona, organiser of the Barcelona International Boat Show, will be offering hands-on sessions in dinghy sailing, paddle boarding and kayaking as part of the show’s ‘Fans of the sea’ theme. The Barcelona show has grown 8% this year while the Spanish sector has grown by 4.1% up to September. “The exhibiting companies know that the Boat Show is the best commercial platform of the sector in Spain,” says show director Jordi Freixas. It also helps that Barcelona itself is a welcome draw to international exhibitors. “One of the great attractions of our show is the city of Barcelona, a city that lives the sea. The location in Port Vell, which is right in the historic center of the city, is a great attraction... as well as the gastronomic and cultural offer of Barcelona,” says Freixas.

HANDS-ON EXPERIENCE

“One key feature has been the opportunity for visitors to try out boats at sea, allowing for a hands-on approach with products, with a focus on boating sports,” says Genoa International Boat Show’s commercial director, Alessandro Campagna.

The 58th Genoa International Boat Show saw 174,610 visitors, that is 16% more than last year, of which 57,000 were from abroad. 951 brands were on display on over



200,000m² of display floor and water surface, there were 62 new brands, 58% of which came from abroad. According to Campagna the show has seen a significant development since 2014 in terms of visitor experience during the event. “In terms of the overall experience, it no longer begins when the user enters the boat show, rather it starts back when they actually plan their visit (how to get there, where to stay, the relative services, etc.),” he maintains.

Campagna has seen the Genoa show evolve in recent years, from one giant ‘container’ show, to “four boat shows in one, each absolutely complementary to one another but with their own separate identity.” The 2018 edition, Campagna explains, was developed into a Trade Show dedicated to accessories and components, a Sailing Show, a Show for the world of outboard products and a Yachts and Superyachts Show which featured dedicated perks such as car access and a VIP Lounge.

CROSS SEGMENT APPEAL

He adds: “The Genoa Boat Show thrives off a common passion for the sea, it is also true that such a passion is expressed in a variety of ways and therefore relates to different targets with different needs. This is by no means a sign of division, rather it is a chance to further strengthen the Genoa International Boat Show’s strong point: being a cross-segment event with a profoundly vertical approach which aims to define a one-to-one relationship with each operator and visitor.” Befitting its visitor profile, Cannes created its Riviera program to offer a new show “experience” to its visitors a number of years ago. This card for two, valid for a week, offers priority use of the courtesy cars, by its official partner Maserati, an exclusive guided tour of the show on a boat, a transfer by helicopter from Nice airport, and lunch at the Panoramic Restaurant. There’s also a concierge to help visitors organise their visit and to access yachts of their choice for a personal visit.

Riviera holders can visit the new Port Canto sailing village by sea on board the VIP Wajer shuttle, or by land on board of our courtesy car. This programme is attracting more and more people every year and will

keep developing in the coming years, says show manager Sylvie Ernoul.

TREND 2 – Getting social

Technology is also helping behind the scenes to improve both user experience and engagement, but also a show organiser’s reach. “Marketing and communication has always been a key component to a show’s success, and there are many more platforms to communicate through now,” explains Murray Ellis. “Traditionally shows would advertise through newspapers and magazines, now there are websites, Apps and social media to contend with. Budgets are being spent in a different way to take into account online, but the information and content shows send out needs to be relevant and direct.”

The NMMA is at the forefront of the battle to connect the consumer. “We’re incorporating a lot more social opportunities to the show experience – the consumer is much more mobile phone orientated now,” maintains the NMMA’s Jennifer Thompson – “they like to share their fun experiences at shows via twitter and other social platforms so we’re catering for that. We’re redeveloping the websites to be the most mobile friendly they can be.” People are also increasingly buying tickets for shows using their phone, providing potentially useful data that can be harvested.

“Thanks to our social networks, we promote the different sectors of the show and the different types of boats that the visitors will discover,” says Cannes show manager Sylvie Ernoul. “We also promote our ticket office – this year we have launched a promotional offer, on sale only on the 11th of each month from May to August, for the Concours d’Elégance – both for the participants and spectators. We have launched a photo contest on Instagram. Today we have good interactivity with a significant part of our visitors/exhibitors particularly on Instagram with more than 30K followers. Social networks have become a real media support for the Cannes Yachting Festival.”

TREND 3 – Know your audience

Data capture has become a crucial weapon in understanding the show audience. “In the old days people would use cash to buy paper ticket, so we didn’t know their story,” says the NMMA’s Thompson. “With online ticket purchasing we’re creating programmes to capture data on who’s at the show, to improve the exhibitor



Your premium partner for onboard power

Marine generators (from 3.4 kW)
Electric drive systems (from 7.5 kW)



Tel.: +49 5254 9202-0 • info@fischerpanda.de • www.fischerpanda.de

AIRMAR, a Superior Solution



Chirp-Ready Transducers with Mix & Match Cables for Every Installation and Every Sonar Brand.

- Install transducer during hull production. Add mix & match cable to match sonar brand later.
- Models available for all hull types and performance requirements.
- A cost-effective and streamlined manufacturing advantage for boat builders.
- From start to finish, we provide expert advice on proper and efficient installation.

+33 (0) 2 23 52 06 48

www.airmar.com



ISMART VIDEO MARITIME | 2018 METS Booth: 05.573

Maritime Thermal PTZ Cameras for Safe and Pleasure Navigation !



- Optional Radar Tracking
- Optional Video Tracking
- Continuous Thermal Imaging
- Vertical Digital Stabilization
- Image Freeze Capability



Email: sales@ismart-cctv.com
Web: www.ismart-cctv.com/maritime



Video Demo
Link

ALL TECHNOLOGIES, THE CHOICE IS YOURS!

Visit us at METS 13-15 November
Amsterdam - Booth: 05.543



Dual Purpose, Lead Carbon, AGM, GEL & Li-Ion

BATTERY SUPPLIES batteries for marine applications

Nijverheidslaan +50/56, B-8540 Deerlijk, Belgium - T +32 (0) 56 61 79 77
F +32 (0) 56 61 79 55 - info@batterysupplies.be - www.batterysupplies.be

SCHMITT™

SCHMITT & ONGARO MARINE PRODUCTS

ongaro

Quality • Innovative Design • Value

*Steering Wheels
Since 1962*



VISIT US AT METS • BOOTH 02.216

Schmitt & Ongaro Marine Products

Tel: +1.717.431.2316 • sales@schmittsteering.com • www.schmittongaromarine.com
Warehouses in Dronten, NL and Lancaster, PA USA

YAMAHA®
GENUINE

Made in Taiwan

Marine Spare Parts



YAMAMOTOR INTERNATIONAL CO.,LTD.

Tel: +886-4-22703923 Fax: +886-4-22775482
E-mail: tedliao7@ms10.hinet.net
www.yamamotor.com.tw

experience. At Chicago we have an e-ticket that creates a downloadable app through which you can scan QR codes at the show to win prizes and gather information on certain products. We're seeing a real trend toward gamification of the show experience," claims Thompson. "For instance, when someone's at the show a message might ping on their phone telling them to go to the prize booth to pick up a gift – it really improves the show experience."

"Digitalisation has transformed the business," adds Boot Düsseldorf's Petros Michelidakis. "It's helping us get in contact and stay in contact with visitors. Three years ago we launched Boat Club online. We now have 110,000 members and have contact with them the whole year – sharing news and offers with them," Michelidakis claims. "We'll grow that network by another 10k or so by the end of

the next edition of the show."

Boot Düsseldorf has also created a formidable online community via Facebook. It currently has 100,000-plus followers.

TREND 4 – keep to the core

Critical to developing a cohesive visitor experience and sustainable show format is to keep to a sense of focus. "You don't want to dilute the experience," says the NMMA's boat & sportshows senior vice president Jennifer Thompson, suggesting that non-marine attractions should only be entertained if they make sense in context of the building of a lifestyle area or are tied to sponsorship.

"Quality is at the heart of what we do. We could have a hall filled with other product categories like cars, phones or furniture if we wanted," says Petros Michelidakis. "Quality, not quantity, it's what we've always done – visitors and exhibitors recognise this."

CONCLUSION: THE GREATER GOOD

Michelidakis is both forward looking and democratic in his appreciation of the show business. Focusing on the competition can be a distraction in Michelidakis's view, to the greater challenge of growing boating around the globe – that should be a show's ultimate calling. "We're not happy if any show disappears; shows are an access point for consumers. We need to create a critical mass of consumers. 98.5% of people in Europe don't own a boat. If we manage to convert a tiny percentage to owning or chartering a boat it would make a tremendous difference to our industry. We all need the support of other, professionally organised shows. We have to stay awake – stay in touch with all the players, to find solutions with them together for the future. All of us learned lessons from the crisis – but there is huge potential in our market and we go for it." **IBI**

What's on offer in the Asian boat show scene

EXHIBITIONS ARE A relatively new phenomena in the region, but have grown in the past 20 years as they are generally considered the most cost-effective way to reach new customers. Despite fears that the internet would be a real threat, it has complimented rather than replaced marine exhibitions, especially in Asia where the business has always been linked to establishing personal relationships.

Many involved in the leisure marine industry in Asia – including the Middle East and Australasia, which represents less than 10% of the world's total market – think there are too many boat shows, citing costs and staff time as unnecessary evils. Ultimately most businesses exhibit, unwilling to take the risk that a competitor will steal an advantage. Cat and mouse games between exhibitor and organiser are evident before most shows. From the exhibitor's viewpoint, they want to get the best deal, and when show space is not limited, may be prepared to leave booking until later hoping to bargain for lower prices. However, a good stand or berth position is also vital, a fact that plays into the hand of the organiser to encourage early booking. The boating industry, especially in Asia, is very much a passion business, being small and generally owner-managed by people who love boats. Boat shows often become the breeding ground for jealousy and intrigue as exhibiting companies jockey for competitive advantage in terms of position and who can produce the most attractive exhibit. This puts great emphasis on the skills and integrity of the

organiser as they battle to keep all parties happy and produce a good show. Running a boat show in Asia is not an easy task.

Asia boat shows fall into several categories:

- Traditional boat shows with key examples in the region being the Abu Dhabi Boat Show, launched in October this year, Dubai Boat Show, Korea Boat Show, Shanghai Boat Show, Singapore Yacht Show, Sydney Boat Show, Taiwan Boat Show and the Tokyo Boat Show, all prominent in their market areas and have reported visitor attendances of between 10,000 to over 50,000. With few shows being members of the International Federation of Boat Show Organisers (IFBSO), the accuracy of the attendance figures can be variable. Trends have been to broaden the offering to visitors to bring in experience and activity-related segments in addition to having a display of boating products and services.
- Club and marina shows that often have a dual function in promoting the venue as well as the show, while smaller than traditional boat shows and less elaborate they perform a valuable service to the industry offering competitive pricing for exhibitors and are often free to visitors. These shows often combine a 'festival' atmosphere with a variety of events and activities for the general public as well as the boating enthusiast. Key examples of this type of event are the Club and Marina Shows in Hong Kong, Macau and in Pataya Thailand. The Korean Boat Show which started as a Marine festival in 2009 has now

morphed into the major boat show for South Korea.

- Over the past 10 years, upmarket lifestyle events have become established in the region, pioneered by the Hainan Rendezvous in China which also opened up to other locations in Shanghai, Phuket and Singapore. The business model focusses firmly on the luxury sector which, while majoring on yachts, also includes jewellery, fashion, aircraft and cars. This proved successful in China although the anti-corruption crack-down in recent years has toned down the initial hype of these type of events, at least in mainland China.

Improving quality

The quality of boat shows has increased across the region as organisers have upgraded facilities and introduced features and activities to attract new visitors. In South East Asia, the organiser of the Singapore and Thailand Yacht Shows has joined forces with the Singapore and Thailand Rendezvous. In a joint statement issued in Singapore in April this year by Andy Treadwell, CEO of Verventia Pte Ltd, owner of the Singapore and Thailand Yacht Shows, and Gael and Olivier Burlot, owners of Asia Rendezvous Pte Ltd, the organisers of the Phuket, Penang and Singapore Rendezvous events, it was announced that the two companies have agreed to collaborate by jointly producing only one show in Thailand and one in Singapore. The destination hub and the business hub respectively for the yachting industry in South East Asia.



Side Mount DTS Control (For Mercury Engines)

- For Mercury DTS ready engines only.
- Control mounts on starboard side of boat with right hand thumb trim actuation.
- New billet style control designed with ergonomic knob and trim switch.
- Made from billet anodized aluminum for salt water use.
- Trim switch (shown) and safety lanyard (shown without cord) are optional.
- Specific color schemes and private labeling are available.
- Also available in Tow Boat & Center Console for center console applications.

www.livorsi.com
847-752-2700
sales@livorsi.com



NEW! TECMA Compass – the best shell geometry to fit everywhere

The **Compass** is a macerator marine toilet with a small footprint and a smart design that makes this toilet suitable for all spaces. The special geometry of the back-side allows an easy installation against both straight and angled walls.

By having both a high and a short profile the Compass toilet simply gives maximum space and maximum flexibility on board.

The Compass can be operated with the **Eco Rocker Switch** control panel, easy to use and with manual set up of inlet and outlet water amount to reduce power and water consumption. Of course, with the proven Tecma macerator technology.

www.thetfordmarine.com



Frigomar self-contained unit inverter BLDC (variable capacity)

Frigomar presents the new exclusive range of variable capacity self-contained units 7.000 BTU/h-27.000 BTU/h, new design with smaller dimensions.

Energy Efficiency: Thanks to 50% energy saving, compared to traditional products, and the elimination of peak starting current it is possible to downsize the power generator, and easily run the system from batteries, through DC-AC converter.

Comfort: Desired thermal conditions are reached very quickly and maintained over the time without fluctuations. BLDC motors with new air ventilation design ensure very silent operation in every working condition.

Reliability: The lifespan of the unit is considerably longer thanks to BLDC motors and electronic control of superheating.

Accessories: UVC air sterilizer kit, WI-FI module.

Web: www.frigomar.com **Email:** frigomar@frigomar.com **Phone:** + 39 0185 384888



NEW HP ELECTRIC PUMP from SCOPREGA



GE20-1 is the new 12Vdc high pressure electric pump from Scoprega, a portable, low-noise universal solution for the inflation of RIBS, SUP boards, kites, kayaks, tents.

The pressure range can be selected up to 22 psi and it can be monitored on the pressure-gauge during the inflation. The pump will automatically shut off at the required setting.

The pump includes a built-in battery as well as 12V alligator clips, 12V cigarette-lighter plug and multiple chargers.

The battery-level is constantly indicated by a LED-light system, during use and during charge.

A thermal safety system prevents the pump from overheating and internal filters protect the unit from sand or external elements.

Pump is supplied with all accessories and multiple valve adapters in a carry bag, for total portability.

www.scoprega.it / +39 0363 64240 / info@scoprega.it



HP Watermakers introduces the easiest way to make water on board



HP SC is an extremely versatile watermaker series, producing from 70 to 440 Lt/h. Manufactured with the best components and materials, it has a super compact design that makes the installation easier. The RP TRONIC version (automatic pressure regulation) combined with AMCS (Automatic membranes conserve system) and with BiBi (telecontrol system) makes out of it the best user friendly watermaker.

Start & Stop operations are just required to get fresh and potable water on board, without any operational stress.

Power Supply: 110V AC 60 Hz - 230V AC 50 Hz - 230V AC 60 Hz - 380V AC 60 Hz - 440V AC 60 Hz.

Ph: +39 0290005369

Mail: info@hpwatermaker.it

Web: www.hpwatermaker.it



New: Webasto Shading Solutions

Benefiting from over 10 years of experience in marine roof systems, Webasto is now offering a newly developed Marine Shading Solutions range.

The **Folding Shade & Rolling Shade Systems** have been designed according to the highest quality standards and provide the perfect shelter for sunny days on the water.

Technical Highlights:

- For application above cockpit, rear deck or fly bridge
- Smart & customizable design to perfectly match the style of the boat
- Easy to use operation of the system by the touch of a button
- Folding Shade 2500: sliding and folding
- Rolling Shade 2500: sliding and rolling

For more information visit www.webasto-marine.com





Professional Manufacturer of LED Lighting and Marine Products

World Class Service

Your Best Choice



AAA World-Wide Enterprises Ltd.

www.aaaworld-wide.com

carol@aaaworld-wide.com

info@aaaworld-wide.com

Fax: +886-227520553(Taiwan)

NACRE™



CE RoHS

**PROVIDING RELIABLE PRODUCTS,
THAT'S WHAT MAKES OUR ENGINE RUN!**



Craftsman
MARINE



CRAFTED WITH CRAFTSMAN MARINE

STAND NO: 05.353

METS MARINE
EQUIPMENT
TRADE
SHOW



For more information www.craftsmanmarine.com



Suzuki Multi-Function Display

www.suzukimarine.com

THE SUZUKI MULTI-FUNCTION Display (SMD) offers chartplotter, radar, fishfinder and weather information via an internet connection. It also gives drivers access to all Suzuki engine data, so they can easily see the performance of an outboard in one clear view. Unlike other display screens on the market, Suzuki's new Multi-Function Display can be set up to display just engine data, or a combination of engine and

environmental information. In addition, there are various options to enable digital switching to control things like navigation lights, trim tabs and sonar, as well as full connectivity with other systems such as FUSION marine entertainment systems.



B&G HALO24 dome radar

www.bandg.com

BOASTING 60RPM HIGH-SPEED

rotation at distances up to 2Nm, the B&G HALO24 dome radar allows for increased safety and improved performance. It claims to be the lightest 24in Pulse Compression radar dome in its class, delivering increased stability for cruisers and increased speed for racers. Offering short, mid, and long-range detection capability up to 48Nm, HALO24 is designed to process multiple ranges simultaneously for advanced, instantaneous Dual Range performance. In addition, the radar features B&G VelocityTrack Doppler technology that provides instant visual feedback on the motion of radar targets in relation to the boat – colour-coding approaching vessels for high visibility while de-emphasising diverging targets, as well as MARPA functionality, increasing situational awareness.



Bullseye fishing tracker

www.anglr.com



A BLUETOOTH-ENABLED BUTTON

that can be affixed to a boat or person, ANGLR's Bullseye fishing

tracker allows users to effortlessly record fishing data with the click of a finger without needing to access navigation displays, logbooks or mobile devices. Once connected to the free ANGLR app, users can capture key fishing data. One click records catch locations along with weather, water and other key details, and two clicks marks a waypoint at the user's current location.

Each click of the Bullseye button allows the ANGLR app to provide trends and patterns related to the best days and times to fish, wind and water conditions, temperatures, GPS locations, moon phases, barometric pressure and more.

Bullseye has a two-year battery life for reliable recording of catches and waypoints.



IMET's WAVE MARINE radio remote

www.wavemarine.it

ITALIAN REMOTE CONTROL specialist IMET Srl has re-entered the marine market with a series of products including WAVE MARINE, a hand-held radio remote for docking yachts. Every WAVE MARINE is Plug & Play, equipped with an emergency stop button with double independent circuits, safety-enabled contact on each physical command, marine grade components, a durable charged nylon UL94 HB enclosure, LiPo rechargeable battery, built-in self-diagnosis, and AFA (Automatic Frequency Agility) to avoid any RF interference. IMET claims that WAVE MARINE is the most reliable and safest radio remote for yachts on the market.

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

EPAK PRO automatic tracking antennas

www.epak.de

AUTOMATIC TRACKING ANTENNAS must compensate the rolling, pitching and yawing of ships with great accuracy to maintain a connection to the satellite. A fourth motion axis has been integrated into the antennas of EPAK's new PRO series in order to make the tracking movement faster and more agile. To achieve this, the antenna chassis and electronic controls had to be precisely synchronised. Through gyro position sensors and readings from the satellite signal, the control unit receives information about how the position of the antenna (or the ship underneath it) has changed. Complex mathematical algorithms then calculate the required counter-movement and control the motors. This process happens within milliseconds and continues in a loop of repetitions. As a result, the antenna can move at a rate of 50° per second per axis. This is fully sufficient to maintain a stable satellite connection even in extreme sea conditions, says EPAK.



Icom's PoC radio system

www.icomuk.co.uk

ICOM'S POC (PUSH-TO-TALK Over Cellular) radio system allows users to communicate with a two-way radio system using a 4G/LTE closed network, enabling licence-free nationwide coverage without the use of repeaters. The PoC radio system will fall back to a 3G network if 4G is unavailable. It will operate from a private LTE mobile data network providing an extra level of security. 'Individual calls', 'group calls' or 'all calls' can be made the same way as a conventional two-way radio.

The IP501H radio handles both simplex and full-duplex communications and also conference calls in large groups, much like a two-way radio.



OceanGrip to feature Mossy Oak designs

www.oceangrip.com

OCEANGRIP HAS ADDED Mossy Oak brand designs to its 2018/19 line of marine-grade traction products. An outdoors company, Mossy Oak's signature camouflage patterns are popular amongst anglers, hunters and adventure enthusiasts. OceanGrip is the only marine firm to feature the designs. Mossy Oak camo patterns contain true-to-size natural elements for maximum concealment in nature and use digitally enhanced 3D photorealistic images to produce a clean, high-definition look. Mossy Oak Elements, their newest pattern, layers multi-directional imagery to help make outlines invisible on the water.

Veleria San Giorgio renews lifejacket range

www.veleriasangiorgio.com

ITALIAN LIFEJACKET MANUFACTURER

Veleria San Giorgio has renewed its range with the introduction of an innovative new closing system called SDC 2020. Safe and easy to use, the system has been tested on hundreds of people of all ages and genders, displaying great versatility and ease of use. It can be found on everything from the company's renewed Hurricane Evo line to the redesigned Spinnaker Baby 150N.



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

CANvu 355 LP from CANtronik

www.cantronik.com

THE CANVU 355 LP is a low-profile addition to the CANvu range of rugged CAN bus displays from CANtronik. Boasting a fully sunlight viewable 3.5in colour IP67 multifunction display, the unit is compact and highly flexible with a low-profile bezel. It also comes with an accessible and stylised keypad that is backlit for ease of use at night. Aluminium RIB manufacturer Highfield Boats UK is currently installing CANtronik CANvu 335 displays across all of its Honda outboard applications.



SilentWave RCD from Siderise

www.siderise.com

FULLY COMPLIANT WITH the Recreational Craft Directive (RCD), Siderise's SilentWave RCD is a new sound reduction solution for recreational craft of less than 34m. With an unmatched 4x reduction (6dB) in cabin sound pressure level, this lightweight composite treatment delivers comfort, security and protection to all passengers and crew, making it one of the most significant developments of its kind in recent years, Siderise claims.

Easy to install, Siderise SilentWave RCD is moisture-resistant, non-flammable and features a high aesthetic finish. Tested for fire performance in accordance with ISO 4589-3 (Oxygen index >21% @ elevated temperature), the composite prevents ingress of fuel and oil.



Hydromar light mast

www.hydromar.nl

HYDROMAR, THE DUTCH supplier of hydraulic equipment for superyachts, has introduced a new light mast solution available in three different options – a double telescopic light mast that is fully standardised, a custom triple telescopic light mast, and a deck crane combined with light mast function (pictured).

"The need for standardisation and improving the budget initiated this new product line," sales and marketing director Rob Montijn explains. "Because of a lack of space, we have mounted a light mast function on top of the deck crane. Besides saving space, another advantage is savings on hydraulic equipment. You only need one hydraulic system for operating."

The first three deck cranes with light mast function have been delivered and a fourth is on order, says Hydromar. The light mast function is also possible on a rescue crane (MOB).



Your lighthouse
in the boating sea

CANSB®
Marine Plastics

www.cansb.com

NAUTICAL ACCESSORIES

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

Sealegs Electric E4 www.sealegs.co.nz

SEALEGS HAS RELEASED its all-new Sealegs Electric E4. Designed and built in Auckland, New Zealand, the Sealegs Electric E4 represents the first steps by the company into a whole new market. By replacing the conventional diesel inboard power package used to drive the amphibious system, with a battery pack Sealegs is able to offer a more convenient and simpler amphibious system for boatbuilders.

"Our goal has always been to be a supplier of amphibious systems, rather than a builder of boats, something that has been necessary to get the product established," says CEO David McKee Wright. "The Electric

E4 is a much more simple installation for boatbuilders wishing to put a Sealegs system into an existing design and has the bonus of taking up less space in the cockpit, as well as being more efficient. It is also totally quiet, with zero emissions," adds McKee Wright.

This Sealegs Electric E4 combines the latest advances in lithium battery and brushless electric hub motor technology. It has been developed based on the patented Sealegs amphibious system together with over 17 years of Sealegs proprietary amphibious system knowledge, marinisation techniques and experience.



Lowrance HDS LIVE fishfinders

www.lowrance.com



THE HDS LIVE range of fishfinders/chartplotters from Lowrance deliver powerful real-time sonar, charting and connectivity features including Active Imaging, LiveSight, Genesis Live and LiveCast smartphone integration.

Active Imaging 3-in-1 sonar combines Lowrance CHIRP, with SideScan and DownScan Imaging, allowing anglers to quickly search fish-holding structure, and enhances FishReveal with higher-level clarity and target separation. Active Imaging 2-in-1 sonar includes Side and DownScan Imaging and is perfect for use with a separate traditional sonar transducer.

Active Imaging 800kHz provides crystal-clear detail with uncompromised range. For anglers needing to see further than 120ft, Active Imaging can also operate at 455kHz.

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

CHINA INDUSTRY + MARINE HARDWARE
QINGDAO/CHINA. ISO9001.
Liability insurance covers 3 Mill.USD world wide.
E-mail: cim@cimqd.com.
<http://www.cimqd.com>

EXHIBITION 2018:
SHANGHAI 26-29th April BOOTH: W4A01
IBEX TAMPA 2-4th October BOOTH: 1910
METS AMSTERDAM 13-15th Nov BOOTH: 07.159

USA AGENT: BARON USA LLC.
11200 NW 107 St. Suite 6 Miami / FL 33178
info@baronusa.net / www.baronusa.net
www.five-oceans.com / TEL: +1 305.640.8678

ADVERTISEMENT INDEX

AAA Worldwide Enterprises Ltd.....	Taiwan	126	Lumishore	UK	050
AB Marine Group	USA	104	Lynch Motor Company Ltd	UK	027
AEMME Colori SRL	Italy	101	MAN Engines	Germany	018
Airex AG	Switzerland	119	Marco Spa	Italy	089
Airmar Technology Corporation	USA	121	Mastervolt B.V	Netherlands	097
Allpa Marine Equipment	Netherlands	002	Mavimare	Italy	020
ANEN:Asociacion Nacional de Empresas Nauticas	Spain	018	Messe Dusseldorf	Germany	071
Awlgrip	UK	114-115	Morbern Inc.....	USA	103
Azimut Group	Italy	10	MZ Eelectronic	Italy	057
Azimut Group Benetti	Italy	49	Nanni Diesel	France	086
B Hepworth	UK	110	NauticLED™	Netherlands	033
B.A.A.S	Netherlands	109	Opacmare	Italy	077
Battery Supplies NV	Belgium	122	Plastimo Distribution SAS.....	France	045
Besenzoni	Italy	86	Quick Spa	Italy	064
Boatbuilder Awards.....	UK	6-7	RAI Amsterdam.....	Netherlands	IBC
Boero	Italy	103	Reckmann Yacht Equipment GmbH	Germany	113
Brunger Export Inc	USA	54	Roodberg	Netherlands	093
Brunswick Marine EMEA, Inc	USA	004	S.P.W GmbH	Germany	019
Bruntons Propellers Ltd	UK	011	San Girigio Sein Srl.....	Italy	025
Caframo	Canada	082	Scheiber SA	France	034
CAN - SB	Italy	129	Schmitt & Ongaro Marine Products	USA	122
Canada Metal (Pacific) Ltd	Canada	109	Seakeeper Inc.....	USA	040
Capella Marin AB	Sweden	104	Seastar Solutions	USA	061
Van Cappellen Consultancy	Netherlands	036	Selden Mast AB	Sweden	044
China Industry & Marine Hardware Co Ltd	China	130	Scott Bader	UK	21
CMC	Italy	95	Sleipner Motor AS	Norway	OFC
Coppercoat	UK	136	Solas	Taiwan	111
Craftsman Marine BV	Netherlands	126	Sole Diesel	Spain	119
Dolphin Charger	France	039	Soluzioni Meccaniche SRL	Italy	075
Eastman Machine Company	UK	071	Sun Marine Seats B.V	Netherlands	034
F.LLI Razeto & Casareto S.P.A	Italy	058	Sunbrella/Dickson Constant.....	France	075
Fischer Panda GmbH	Germany	121	Suzuki	Japan	082
Frigomar	Italy	105	Taiwan International Ports Corp, Ltd	Taiwan	090
Frigus AB	Sweden	072	Thetford Marine	Netherlands	027
Garmin Europe Ltd	UK	012	Tietoset Oy.....	Finland	063
Garmin Europe (Fusion).....	New Zealand	085	Torpeedo GmbH	Germany	073
Genoa Boat Show	Italy	015	Tre P Engineering SRL.....	Italy	067
Gianneschi Pumps and blowers SRL	Italy	093	Tru-Design Plastics Ltd	New Zealand	063
Gill Sensors & Controls Ltd	UK	094	Veco	Italy	051
Griffin Group International Pte Ltd	Singapore	103	Vetus BV	Netherlands	OBC
Gurit (UK) Ltd	UK	068	Webasto Thermo & Comfort SE.....	Germany	IFC+2
Gyromarine SRL	Italy	043	Wendt Agenturen	Netherlands	034
H + B Technics GmbH	Germany	072	Whisper Power	Netherlands	047
Headhunter Inc	USA	064	Wilks (rubber Plastics) Mfgs.....	UK	094
Hempel	Denmark	099	Yamamotor International Co. Ltd.....	Taiwan	122
Hoses Technology	Italy	010	Zipwake AB	Sweden	024
IBEX	USA	060			
IMCI.....	Belgium	013			
Ismart Video	China	122			
KHAN'S ENTERPRICE CO., LTD.....	Taiwan	113			
KVH Industries A/S.....	Denmark	023			
Liqui Moly GmbH	Germany	117			
Livorsi Marine.....	USA	079			

www.ibi-plus.com
Worldwide news at your fingertips

Feadship MD on the need to connect with a new generation

Tom de Vries | managing director, Feadship



Tom de Vries was born in Aalsmeer, Netherlands in 1959. After high school he studied mechanical engineering in Amsterdam and worked in the USA. With his cousin Henk de Vries III, he joined Feadship in the 1980s, becoming a director/shareholder in 1996. Together they expanded the family business to its current size, with six operating companies and over 800 employees. Tom is now managing director of the Group and Henk is CEO.

De Vries still is a completely family-owned company and owns 50% of Feadship. The four current production lines are semi-standard 39m yachts, custom 40m-75m yachts, custom Feadship XL yachts, and refit.

Back when I joined the family business in the early 1980s, we'd have local young men coming to the yard in January and February of each year, knowing that they were finishing their schooling in the summer, looking for full-time work to move straight into. My father would say we should hire them on the spot – that they were thinking five months in advance was already testimony enough to their potential!

It was almost entirely men, there were not many young women – there are still too few women wanting to come into our industry.

Five or six years ago we started an apprenticeship scheme at the Aalsmeer, Makkum and Kaag shipyards – all three now have a dedicated school that works in cooperation with the technical colleges in their vicinity. They provide the teachers for standard subjects and we have instigated the old masters and apprenticeship programme. It means youngsters don't have to head off at the end of a long day to do night classes, which is never ideal. Now they can learn all about engineering, carpentry, plumbing... during the day mostly, while they're still motivated. After three years they graduate with a diploma from the district state that is equal to what they'd have gotten at school – but better, as everyone knows they got their learning at our shipyard.

FEELING WANTED

Since then we've moved the programme further up, to offer courses not just for craftsmen – but also now for management and for higher education. Around 100 graduates are currently enrolled. But despite the fact you're pretty much guaranteed a job at the end of it, now we really have to hunt for students, and to promote education. It's different to when I started. Working with your hands is not something parents promote to their children these days.

You have to find people who want to work for you – you have to make them feel wanted. There's a lot of 'shine' to our business which helps, but kids have so many options nowadays. In the marine business you find a greater migration of people. After 4-5 years, they want to do something else.

You have to make the job fun, different, and that can be difficult. Sure, we could throw a party every Friday night, but that would get boring too after a while. The key is to give employees a responsibility in their jobs, to create a drive. The secret is learning how to use the capacity of the 1,000 brains that work for you, to connect them to the core of the business.

SUSTAINABILITY

People stay in education a lot longer than they used to – at 21 they're told, 'why don't you go off and study some more?' I do it myself. My daughter is 21 and a mechanical engineer – I tell her she has her whole life to work. At the same time it's a struggle to find engineers in our business!

The youth of today have a more controlled outlook. They don't assume that you can give them work, but you have to show them what you can do for them.

This industry is not that ecologically friendly – we leave big footprints with the paints and materials we use. We have to redevelop the way we build yachts, for the environment, for sustainability. These issues are becoming more and more important to young people – they question what we are doing about it.

I've always thought of myself as a realistic optimist. When new people start working for us we talk to them, get to know how they feel about the company.

Every six months, me and Henk (de Vries, Feadship CEO) and a couple of the cousins will meet the 40-60 new employees and present the company to them; tell them how we got into the business, explain the Feadship philosophy, then we'll drink some beers together. It's important we make ourselves known, ensure they know who they work for.

We launched an 87m earlier this year, and had a big party with 1,200 staff and family members. The employees like to show off their work. Pride is a very big part of what we're about. **IBI**

“ This industry is not that ecologically friendly... We have to redevelop the way we build yachts, for the environment, for sustainability ”



METS TRADE

MARINE
EQUIPMENT
TRADE
SHOW

YOU'RE INVITED!

REGISTER YOUR FREE VISIT

METSTRADE 2018 will welcome more than 1550 exhibitors and thousands of your marine industry peers from around the world to Amsterdam. Join us this November to broaden your network and learn about the latest innovations from the industry at the biggest and most visited B2B leisure marine equipment show.

13 - 14 - 15
November 2018
RAI Amsterdam
The Netherlands

METSTRADE FEATURES



ORGANISED BY



POWERED BY



MEMBER OF



OFFICIAL
METSTRADE
MAGAZINE



OFFICIAL
SYP
MAGAZINE



OFFICIAL
MYP
MAGAZINE



METSTRADE.COM



vetus

WWW.VETUS.COM

METS TRADE

13 - 14 - 15 NOV 2018 - AMSTERDAM

STAND 01.341



BOW PRO THRUSTER (R)EVOLUTION FROM VETUS

- Precision proportional control at your fingertips
- Highly resistant to abuse
- Unlimited Runtime*
- When paired with the BPPJA panel, Single person docking is an option
- Maintenance-free brushless motor
- Efficient, safe & reliable

*only limited by the capacity of your battery bank



**CREATORS OF
BOAT SYSTEMS**

