

**FREE**

# MARINE INDUSTRY NEWS

FOR THE MARINE TRADE | NOVEMBER 2021 | ISSUE 02

**METS TRADE** | SPECIAL EDITION NOVEMBER 2021

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# MARINE INDUSTRY NEWS



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The word 'innovative' is bandied about far too often in some realms, but following a season of thriving boat shows and seeing the marine market back in the swing, the dynamism of existing and emerging brands is certainly paving a bright future.

Timely then, that the marine industry convenes in person once again at this year's Metstrade 2021. Here, the beating heart of our industry is at the fore, and we can take the fantastic opportunity to see groundbreaking products up close, debate the key issues, uncover solutions and reap the benefits of a buoyant marine market.

Recreational boating has seen a surge in popularity with a younger demographic hitting and investing in the market. These new buyers - and many existing ones - are increasingly seeking out alternative, emission-free propulsion. It comes as little surprise then, that developments in the electric and hybrid sector are coming thick and fast. In this issue, *Marine Industry News* looks at how the electric boat market is shaping up and the companies, marinas and boatbuilders embracing the technology (p6). Find out which countries are thriving and the challenges faced region by region (p4), and why the pinch of Brexit is still a major factor on both sides of the Channel (p18). While supply chain disruption continues to frustrate, the market seems open more than ever to new possibilities and products - we discover how leading builders and brands select their suppliers and what factors make them stand out from the crowd (p15).

If you are attending the show, the *MIN* team will be hitting the halls of METS and we look forward to seeing you there.

*Chantal*

**|| Recreational boating has seen a surge in popularity with a younger demographic hitting and investing in the market. ||**

# GLOBAL STOCK

Following a tumultuous 18 months, some regions are thriving, new markets opening up and diversification is now bearing more fruit. As markets settle, GMBA provides an overview of strategic areas and what is to come...



## GERMANY

**Goetz-Ulf Jungmichel:** Germany's maritime industry in 2021 has been described as: "Sold-out halls, delivery times of up to two years, charter places in short supply..." by the Bundesverband Wassersportwirtschaft e.V. (BVWW). Global Marine Business Advisors' (GMBA) Goetz-Ulf Jungmichel reports that sales winners, as in 2020, are motor boats up to 12 metres but also those over 12 metres increased sales. Sailing yachts from 7.5 metres also show a significant increase in sales figures for 2021. Sales are going very well but supply is causing massive problems. Engines, construction materials and accessories are currently hard to come by. The result is extreme price increases in purchasing. Shipyards are partly forced to recalculate their boats before delivery. In Germany, berths have become scarce. Looking to the future, the BVWW urges caution.



## ITALY

**Lorenzo Policardo:** The Italian industry's estimated global revenue has increased more than 20 per cent in 2021. This growth goes far beyond any local post-lockdown rebound, but is mainly due to a boom in shipyard exports recording a never before seen value of €2.8 billion. In addition to the growth of the industry, leisure boating has proven to be one of the most resilient sectors during the pandemic and a reliable pillar of the Italian economy in general. Finally Italian marinas are now seeing an increase in revenue thanks to local tourism, even if they are still far from pre-covid figures.



## CROATIA

**Boris Miskic:** Bareboat charter achieved particularly good results, even better in some months than the record-breaking 2019 season. Bareboat charter is one of the main drivers of the entire nautical business in Croatia, and these results have significantly increased the production and sales of small and medium class vessels. Accordingly, projects for the renovation and development of new marinas has continued. Instead of Croatia becoming an export market for used vessels, we have a significant trend of renewing the charter fleet and further development of nautical activities in all segments.



## TURKEY

**Yavuz Sipahi:** In the face of unexpected demand (as more people turned to boating during the lockdowns), those who had enough inventory realised serious sales that were not predicted. In addition to this, the tax advantage of the last four years on the sale of private boats and yachts in Turkey has accelerated sales. Sales in the 2021 season, compared to 2020, increased by an average of 25-30 per cent for yachts and boats, between 35-40 per cent for RIBs and 30 per cent for outboard motors.

However, looking forward, as vaccinations reach 70 per cent of the entire population, it's thought that sales in 2022 will become more stagnant, as social life gradually normalises, commercial activities are opened without restrictions, and education in all schools resumes without interruption.



## SWEDEN

**Bjorn Ingemanson:** The Swedish boating market is booming, very much driven by the global pandemic. People have not been able to travel and have instead invested in new and used boats. Sales of new boats are up at least 20 per cent versus 2020 and more or less all used boats are sold. This has led to price increases and very long lead times for new boats – 70 per cent of produced new boats are sold domestically, the rest being exported mainly to Finland, Norway, Denmark and other EU countries. The majority of the OEMs are experiencing record sales volumes including the sailboat builders, who are up around 20 per cent.



## NORWAY

**Knut Heiberg-Andersen:** As one of the northernmost countries in the world, the boating season in Norway is short. With two warm summers in a row and covid restrictions in place, boat sales have soared in 2020 and 2021. Sales in 2021 are estimated to reach 20 per cent above 2020 and cancelled boat shows seem to have had limited effect on interest and sales. Challenges in the supply chain (engines in particular) are annoying and still ongoing. 2022 is expected to be as good as this year, but thereafter the covid effect may gradually soften.



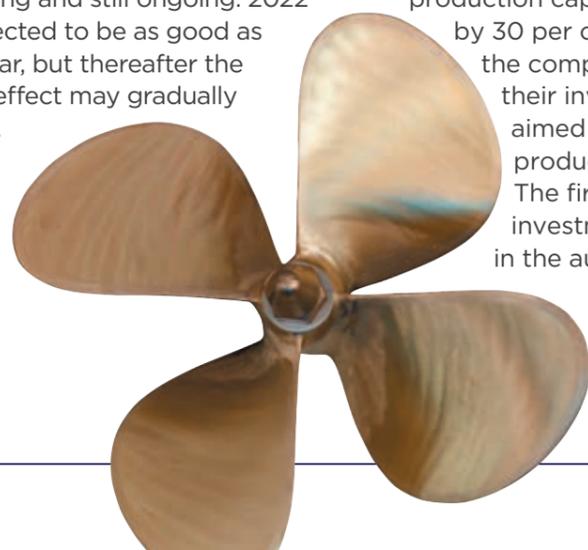
## FINLAND

**Dr. Jouko Huju:** Boat registrations by the end of August were still 10 per cent up from last year – and 2020 was a record year. These sales would have been higher still, but practically everything has been sold out and the lack of certain components slows production. The most popular boat type is a 5m open console boat with a 40-60 hp outboard. Finnish boat exports have skyrocketed by 62 per cent in value, especially to Sweden and Norway.



## POLAND

**Piotr Jasionowski:** The 2020-21 season was record-breaking for the Polish boating industry, both in terms of sales of yachts and boats, where local growth is estimated at over 20 per cent, and in exports, where companies are declaring growth of 30 per cent. A qualitative change in sales was also noticed, seeing an increase in orders for motor boats over 8 metres in length. The Polish boatbuilding industry says it will be at full capacity certainly to the end of July 2022. This is a novel situation and based on the declarations of the most significant Polish boat manufacturers, the current production capacity is oversold by 30 per cent. For this reason, the companies are resuming their investment projects aimed at increasing production capacity. The first effects of these investments are expected in the autumn of 2022.





**SPAIN**

**Oscar Siches:** Things have not changed much in Spain with the only exception of a surge of charter activity. Boat sales grew, yes, but not to the level observed in other countries. Bringing a few Olympic gold medals home did not soften the authorities' approach, with serious prohibitions and re-issuing of old maritime rules and regulations (EU life rafts are not allowed unless approved by a Spanish maritime body). Protection of the oceans, both real and propaganda, is limiting navigation areas, yacht harbour expansion and upgrading projects. The leisure marine industry in Spain is a surviving exercise with slight growth post-covid but is not enough to assure continuity.



**FRANCE**

**Jean Michel Gagné:** Boat shows are back. Successful Cannes, La Rochelle and Monaco boat shows, all in September 2021, have proved that customers are excited to meet up again and open their wallets. New products are appealing, innovation drives the market and order books are nearly saturated. The demand is at a historical high and the mid-term future seems promising for our boating industry.



**UAE**

**Kai Malmivaara:** The UAE seems to be opening up now and is welcoming tourists from all over the world. All these factors are giving a welcome boost to the leisure marine industry, which is already experiencing an exceptional increase in demand for boats, particularly those up to 12 metres with outboard engines. There is much more demand than available boats, both new and used. Dealers have no inventory and waiting times, even for locally manufactured boats, are getting quite long.



**SOUTH AFRICA**

**Veda Pretorius:** South Africa is now the global leader in power catamarans, a market segment that continues to grow worldwide. Electric boats are increasing in popularity, echoing the industry-wide move to sustainable boating. Boatbuilders have full order books and continue to focus on the lucrative export market. Domestically South Africa is struggling to grow its boating public due to the lack of awareness around boating, perceived exclusivity thereof, and high cost of entry to the lifestyle. There is a shortage of secondhand boats – the more affordable option for new boaters – and our government has a protectionist ban on their importation. In specific cases one can apply for exemption but then high import duties will apply. Government is unable to see and understand the knock-on effect of boat ownership on equipment suppliers, marinas and peripheral services.



**USA**

**Dr Thom Dammrich:** In 2021, the US recreational boating industry continued its strong momentum from 2020 with record new and pre-owned boat sales and consumer demand. In 2020, new boat retail sales reached approximately 318,000 units with pre-owned sales reaching just over one million. As a result, total marine expenditures (sales of boats, engines, marine accessories and services) hit \$49 billion, the highest level on record in nearly two decades. In 2021, the industry has seen similar positive sales trends and is anticipated to wrap the year on par with, or slightly ahead (+2-4%) of 2020.

Like many other industries around the country, marine manufacturers experienced supply chain disruptions in 2021, slowing new boat deliveries to retailers and putting constraints on growth. However, these constraints are flattening and marine manufacturers, with high production capacity utilisation, are refilling their pipelines to meet ongoing consumer demand – demand that's expected to endure into 2022 as more Americans continue returning to and rediscovering the outdoors.



**RUSSIA**

**Dr Anna Shumeiko:** 2021 became the year of restoration and intensive development. From March until the beginning of autumn, boat shows were held in different cities including Moscow, Samara, Vladivostok, St. Petersburg, mainly on the water. Boating in local waters has increased significantly. The few charter yachts that exist on the Black Sea were fully booked back in May for the whole season – as is the same as for other regions. Russian manufacturers are struggling to cope with the growth of orders for boats, often suffering delivery delays due to problems with the supply of marine equipment and engines. Projects for the development of marinas, including with state participation, have been re-energised.

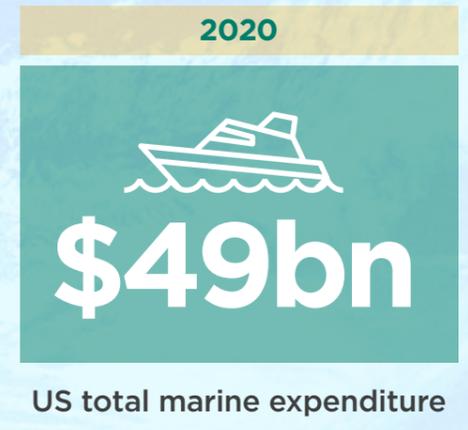
**“Engines, construction materials and accessories are currently hard to come by. The result is extreme price increases in purchasing. Shipyards are partly forced to recalculate their boats before delivery.”**

*Goetz-Ulf Jungmichel*



**AUSTRALIA & NEW ZEALAND**

**Maryanne Edwards:** The marine industry down under is booming, with high demand and significant business transactions across all sectors with the industry expecting a huge summer season. The tentacles of covid continued to challenge and frustrate importers and exporters with border closures, lockdowns, extended lead times, freight costs, movement of vessels, manufacturing capacity and staffing.





**An entire area reserved for electric boats at the Cannes Yachting Festival, Group Beneteau planning its fully electric Delphia range, Candela’s hydrofoiling craft making headlines around the world and sales records in Scandinavia... the electric boat market is no longer on the horizon, it’s hitting the mainstream. Jeff Butler examines how the electric revolution is shaping up and how all sections of the industry could benefit...**

Growing at an increasing pace, the electric marine market now has wider motor selection, improved batteries and keen interest from old and new boating consumers on a quest for a cleaner, quieter on-water experience.

“We’re getting more enquiries all the time from yards of all sizes who are, in turn, getting enquiries from their customers about going electric,” says Chris Fower, sales and marketing director of Fischer-Panda UK.

The company may be best known for generators but it has also been in the electric propulsion business for more than two decades. Fischer-Panda (FP) is the UK distributor for Mastervolt electronics and batteries and offers a single system solution.

According to FP, ease of installation is key for clients. “One of the common reactions we get is a bit of a pleasant surprise that electric and/or hybrid drives are not as different from petrol or diesel as some might have thought. The engineering and mechanical knowledge they have used for years is easily applied to electric,” says Fower.

Different manufacturers concentrate on different configurations. The Fischer-Panda line-up features inboard electric and hybrid systems as well as sailpods. Oceanvolt has inboards and saildrives, ePropulsion manufactures sailpods and outboards while Torqeedo, Bellmarine and others offer products across the full spectrum.

“We are seeing a definite increase in interest in our electric and hybrid electric drive systems, both for newly built vessels or retrofitting, which not only provide up to 100 per cent emission-free cruising but many other cost and efficiency benefits,” Fower says.

When it comes to retrofitting, sailpods can be among the easiest to install. In many cases the motors have been specifically designed to fit into the hull openings where diesel saildrives are operating. The same is true of many saildrives, where the electric motors and batteries have been designed to marry with existing lower units and propellers originally powered by diesel.

Electric motors for sailboats – inboard shaftdrive setups as well as saildrives

or pods – offer another unique capability of e-drives. When the boat is moving under wind power, the motor can be switched to become a turbine and thus generate electricity to recharge the battery.

Oceanvolt was a 2017 DAME Design Award category winner for its ServoProp hydrogenerating variable pitch saildrive, and the ability to recharge at sea is available on inboards or saildrives by Torqeedo, Bellmarine and several others. Last year

**“We are seeing a definite increase in interest in our electric and hybrid electric drive systems, both for newly built vessels or retrofitting”**

**Chris Fower, Fischer-Panda**

ePropulsion also joined Watt&Sea in offering hydrogeneration in electric outboards.

An electric outboard is the easiest retrofit for any type of boat and again,



The Aqua 75 dual CCS configuration | Credit: Aqua superPower Ltd

the range of possibilities here is increasing rapidly. In the past year two companies – Evoy of Norway and Vision Marine Technologies of Canada – have introduced electric outboards with more than 150 horsepower and at least one more is on the way from Denmark’s EP Technologies. Mercury Marine is also planning to launch five electric outboard models by 2023.

Charging requirements will likely prove key for the industry and consumer uptake. Alex Bamberg is chief executive officer of Aqua superPower, which has installed a handful of high capacity (up to 150kw) superchargers along the Cote d’Azur and Italian coastline. The company was recently awarded a grant to install five chargers on sites within the UK’s Plymouth Sound by March 2022 and says it is fielding enquiries from several marina groups.

“When you’re asking a consumer to make significant investment in an electric boat, you want to assure them they can have the charging that suits their lifestyle,” says Bamberg, who comes to the world of electric boating after 15 years in the electric vehicle world, as founder and MD of the UK’s Chargepoint Services.

Aqua superPower plans to install 15 more chargers in Europe by the end of 2021 with a further 120 going into the ground next year, though at £100,000 per unit the cost of high-speed, high-power chargers will be a major factor for most marinas.

Bamberg refers to ‘spontaneous use’ and ‘planned use’ in terms of consumer requirements. Those boaters who want the new higher speed electric boats to zip around on the water for a while, recharge and then go back out, will require high speed, high power DC chargers like those of Aqua superPower.

On the other hand, there are weekend electric boaters who are perfectly happy with existing AC marina pedestals and are comfortable making their plans around recharging that may take several hours. “But for getting people excited about electric boats,

especially a younger market, the more aligned their recharging experience can be with liquid fuel, the easier their purchase decision,” says Bamberg.

MDL Marinas operates 20 sites and has partnered with Aqua superPower to install electric boat chargers at five of its UK marinas, becoming the first UK marina group to offer an electric boat charging solution. “We recognise that for the electric boat market to evolve, it is essential to develop a charging network offering rapid charging for smaller vessels, such as RIBs and sportsboats,” says Tim Mayer, MDL sales and marketing director.

“We are investing heavily for the good of the environment and the boating industry. We’re

**Aqua superPower plans to install 15 more chargers in Europe by the end of 2021 with a further 120 going into the ground next year**

also looking forward to working with local authorities and other marine companies to further increase the electric boat charging infrastructure,” Mayer adds.

Hailed as the ‘Tesla moment’ of the marine industry by *Forbes* magazine, Sweden’s Candela-7 took a different approach to electric boat innovation. In order to make the energy produced by the battery pack last as long as possible, Candela set its sights on significantly reducing weight and friction. The result? The carbon-fibre structured C7; a 25ft sportsboat with integrated computer controlled hydrofoils capable of a range of 50nm at 22 knots.

Earlier this year, Candela launched the Candela C-8 to wide acclaim, selling 60 boats in the first four weeks off plans alone. The 28ft electric day cruiser is equipped with



the Candela C-POD, the company’s proprietary electric drive train. Next in the pipeline is a 40ft foiling passenger ferry in Stockholm and the company says it plans to rapidly expand its model programme, with a larger leisure boat following on from the R&D gathered.

A trickle-down effect is also likely to pay off in other parts of the electric market. The E1 Series – the world’s first electric powerboat championship – is due to kick off in early 2023. In September 2021, the E1 Series unveiled its electric Racebird powerboat with Simrad joining up as the official marine electronics partner of the championship. Mike Fargo, EVP at Simrad, agrees the race boats will provide a helpful test bed. “That’s really the fundamental basis for this Simrad & C-MAP partnership with E1,” says Fargo. “We are committed to being part of the industry’s transition to electrification and, like any sport, you often learn the most through R&D at the elite levels.

“Over the next year or so we will have to condense what could be years of R&D into one year to apply our systems in the RaceBird ready for the 2023 series and we look forward to being part of that development. Like so many of our Simrad products, which are often driven by technologies developed on superyachts and bigger complex systems, a lot of those innovations then make their way to our electronics used in smaller crafts and by everyday boaters.

“One area of clear technical interest is a heavy weighting of power efficiency and usage,” explains Fargo. “We might expect next generation, electric craft to aim

**Hailed as the ‘Tesla moment of the marine industry’ by *Forbes* magazine, Sweden’s Candela-7 took a different approach to electric boat innovation**

to compete on improved vessel control, vessel efficiency and great situational awareness of boating activity, including efficiency measures. Our role will be, similar to our focus today, to provide navigation systems that extend into control and monitoring solutions, seamlessly integrated across the whole boat.”

“With electrification, there will be lots of approaches from boat manufacturers and their partners to the power efficiency equation. As a leading marine electronics brand, we serve both the new boat customer, and the large installed base of boaters. Many of the benefits around great control, more efficient systems, with better consumption awareness – are also relevant in the existing boat park.”

Boating’s long history of mixing and matching hulls and motors for both new sales and retrofits, means that the rise of electric boats is likely to benefit everyone in the boating industry with a trickle-down effect from manufacturers and dealers to marinas, boatyards and maintenance. If you have been considering the electric boating segment as ‘something you should look into’, there is no better time than now to gain a foothold in hands-on experience and build a reputation for expertise. From here on in, this market is only going to grow. ■





# Adapting to change

So how has the world been doing since the great shock of spring 2020 when we shut our doors and wondered what would become of us all? In our industry's case, rather well it seems...

Words: David Lewin

**There is no getting away from Covid-19 and how different countries have dealt with the pandemic and their ability to open up their economies again.**

The ramifications of slow vaccination policies may well be felt over the coming period as interestingly, those countries that were admired in the early days for shutting down quickly to effectively exclude the virus are now being seen as slow to reopen, whereas those who concentrated on vaccinations seem – at least at time of going to press – to be reaping the benefit, despite seemingly high levels of new infections.

But staying at home has had its benefits; with nowhere to go and money saved on travel and/or commuting, recreational boating across the globe gave consumers Covid security and communal fun.

The demographic of the boat buying public has got younger for the first time and naturally the increase in sales has been seen mainly in motor

boats as the skill set required for a sailing boat requires a longer entry period. Certain caution should be taken here as motor boats can be seen as more transient than sailing boats, which are more of a lifestyle and resilient to sudden fluctuations in the market. It will be up to our aftersales and service sectors to see if we can retain those new entrants.

While we all believed we would come through the pandemic we may have been surprised at how strongly and quickly the demand for boats (and caravans and RVs) overcame us. In the UK (but by no means a singular example of this trend) many companies had laid off staff and social distancing within the workplace made tasks very difficult, if not nearly impossible. In addition, half the world's ships and containers were all in the wrong place, plus a hangover from three months of non-production of materials and parts and the world economy still has some catching up to do.

These supply chain issues aside, we are now feeling the effects of a lack of suitably trained staff – from CAD engineers to laminators to boat builders. So much so that

subcontracting has really moved forward, whether it be design houses, interior joinery or simply finding self-employed engineers.

Small marine engineering companies or self-employed tradesmen are being drafted in to work on the production of new boats. This also makes good commercial sense as anyone knows the market can – and usually does – fall after a period of boom and it is easier to downsize by letting go of subcontractors than closing wholly owned factories.

The shortage of boat inventory has seriously advantaged the refit market. Emergent company Setag Yachts aims to 'raise refits to a new level' and is fielding increased levels of interest. If you can't find a suitable craft, Setag's Chris Gates says owners can buy a pre-owned boat and let the firm refit it. In this case, not a simple repair of the interior but a complete upgrade package can be actioned to an owner's taste and pocket.

In other areas, services including re-spray, PVC wrapping and textile trades such as covers and upholstery are doing well, as is the

**Small marine engineering companies or self-employed tradesmen are being drafted in to work on the production of new boats**

after-market chandlery trade for the first time in a while.

Where boating density is high, the lack of available craft, along with its often high price of entry to the sport, has seen new growth in shared ownership arrangements and in clubs where boaters pay a subscription and have access to a range of boats for a given number of days. This also appeals to a growing number of 'pay and play' participants, who wish to do many other recreational hobbies as well as boating.

In the main, the world has bounced back well from the pandemic and our industry has been one of the beneficiaries. It's now time to capitalise on the good time afforded to us by investing in the future, not only in skilled personnel but also in a sustainable boating future. We ignore both these at our peril! ■

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American Magic built using PRO-SET | Images courtesy of Will Ricketson

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## Icom IC-M94DE

This handheld VHF is the first to offer users 'receive' information broadcast by other AIS equipped vessels. Traffic is displayed clearly on the VHF's well proportioned LCD screen. This unit also has an integrated GPS receiver and is IPX7 rated to be submerged in water at 1m depth for up to 30 minutes. The radio also floats and the screen, keys and rear panel distress button flash to aid retrieval from the water.



from **£350**

[icomuk.co.uk](http://icomuk.co.uk)

## B&G Nemesis

Available in 9in and 12in screens, B&G Nemesis is the ideal solution for displaying all the crucial sailing data on the mast or at the helm. The super bright touchscreen provides outstanding visibility from anywhere on the boat in all conditions. With the ability to choose from pre-set templates, set up automatic point of sail dashboards or create customised versions, sailing data can be tailored to each individual user.



[bandg.com](http://bandg.com)

## Mastervolt MLI Ultra 1250

Available in both 12V and 24V models, the Ultra 1250 is the most compact battery in Mastervolt's range offering a 70 per cent space and weight saving compared to traditional lead acid alternatives. It weighs 15kg and with dimensions of 330mm x 173mm x 210mm is suited to the more constricted internal spaces of smaller craft. The battery stores five times the energy of a lead acid battery, has a lifespan of over 2,000 charge cycles and can be fully charged from flat in an hour.



from **€1450**

[mastervolt.com](http://mastervolt.com)

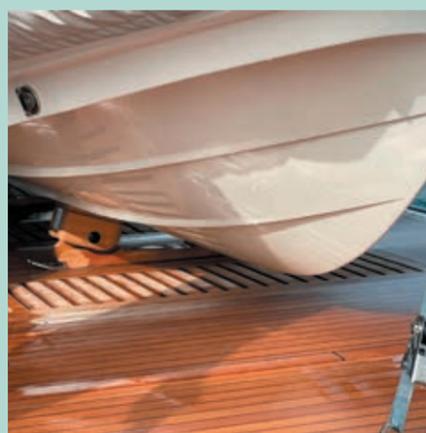


## Garmin Surround View System

This is the industry's first fully integrated camera system to offer a live bird's-eye-view of the boat for 360-degree visibility. Six video streams are fed to the MFD at the helm via subtly integrated cameras, which provide the skipper with a clear all-round view of the boat's surroundings as well as distance markers and a visual bumper so they can manoeuvre the boat at close quarters in confidence.



[garmin.com](http://garmin.com)



## Rapid Marine Universal Chocks

Designed and made in the UK, these adjustable chocks are made to fit 99 per cent of tenders and jet-skis for easy transport on a boat's bathing platform or flybridge. Hand crafted from Iroko wood with self adjusting, load spreading support pads, the chocks have a weight capacity of 1,450kg. They use a 'push to fit' system to attach to the deck and can quickly be removed to leave the deck area clear when not required.



from **£1,068**

[rapidmarine.co.uk](http://rapidmarine.co.uk)

## Geneseas S

The Geneseas S is an autonomous sailing drone designed to fight water pollution by capturing solid waste and oil. The 1540mm x 1180mm unit has four 150W turbines powered by a 170Wp solar panel and features a 140-litre basket to collect floating plastic and other detritus plus a recyclable filter for absorbing on-water oil slicks. Though the S has autonomous capability, it can also be controlled remotely via a dedicated app to target specific areas inside marinas and ports.



[thegeneseas.com](http://thegeneseas.com)

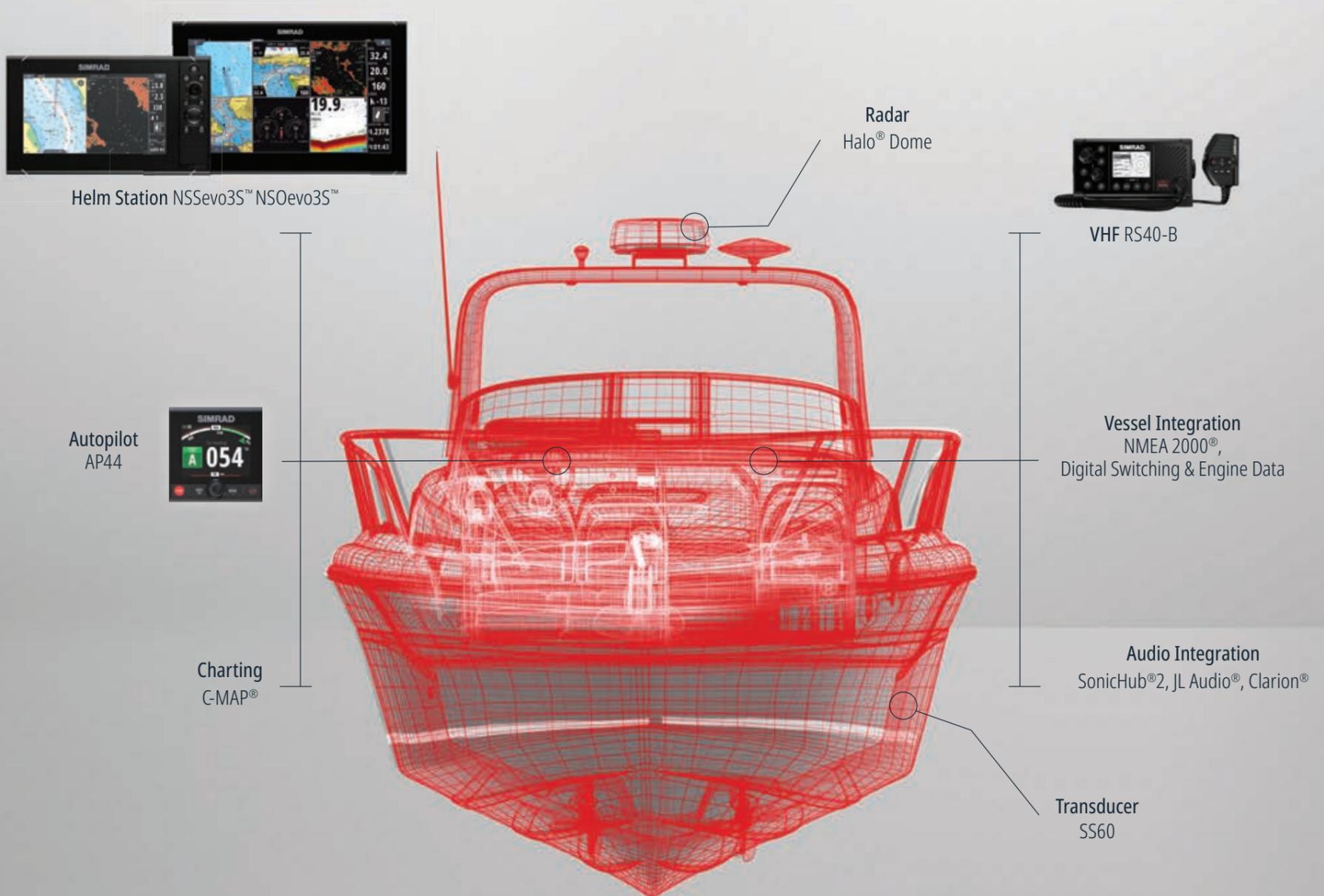
## EODev Range Extender REXH2

A 60kW continuous electro-hydrogen power generator, the REXH2 is the ideal solution to combine with batteries for full electric zero-emission navigation and to power on board systems. It can also be used alongside diesel-powered propulsion systems to create a hybrid drivetrain. Stackable to reach up to 600kW and totally silent when running, it produces no fumes and only rejects water and heat under operation.



[eo-dev.com](http://eo-dev.com)

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## Scanstrut Rokk Wireless Nest

This is the world's first waterproof wireless charge system created specifically for use on board. The unique technology is housed in an IPX6 rated, fully encapsulated and sealed unit and is ideally suited for installation within helm consoles, seating and cabinetry. The grippy mat stops phones from sliding around inside with a prominent front lip ensuring the device can't slip out onto the deck.



from **£99.95**

[scanstrut.com](http://scanstrut.com)

## Shakespeare 6187 antenna mount

Developed through four years of research and made from marine-grade electropolished stainless steel, the 6187 mount is significantly reduced in size and offers a far sleeker and more aesthetically pleasing appearance than the comparable options. The mount has one single ratchet handle, which allows users to lower and twist the mount in one simple manoeuvre, moving the antenna through a full hemisphere of points to its required location or even removing it completely



from **£65**

[shakespeare-marine.com](http://shakespeare-marine.com)



## Baltic Slim Pro

This compact buoyancy aid has a very slim fit thanks to the careful distribution of the buoyancy material. The back plate is ergonomically designed and the adjustable sides made of soft, comfortable neoprene.

The entire vest is lined with mesh for extra breathability and it's available in small (30-50kg) to XL (90kg +) sizes in black or white.

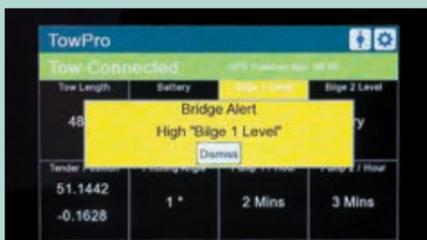
[Baltic.se](http://Baltic.se)

from **£60**

## TowPro

Developed in collaboration with insurers, captains, marine risk experts and electronics installers, TowPro uses data monitoring technology to provide the crew on watch with comprehensive safety data live from the tender, which cannot be observed from the yacht. The only advanced tow protection system approved by insurers, TowPro relays essential safety information live to the mothership's bridge and can indicate the developing risk of swamping or tow failure, bilge water levels, battery status and a host of external factors such as list angle and roll.

[tsm-systems.com](http://tsm-systems.com)



from **€6,500**



## Typhoon Ventnor 3.2 wetsuits

Typhoon's new Ventnor range combines advanced technical fabric with an ergonomic design and durable construction processes. Using 3.2mm REACH compliant neoprene, the super soft, ultra-stretch fabric has been engineered to ensure maximum flexibility and manoeuvrability, while the hollow fibre furnace thermal liner is positioned to ensure warmth and comfort. The Ventnor wetsuits are constructed with a glued and blind stitched sealed seam system enhanced with an external liquid sealed seam system. Available for men and women.

from **£249.95**

[typhoon-int.co.uk](http://typhoon-int.co.uk)

## Ocean Safety MOB range

The products in Ocean Safety's new MOB range comprise the new Throw Line, Throwing Recovery Strop, the MOB Rescue Sling and MOB Ladder.

Ocean Safety's new Throw Line is durable, highly visible and available in a 20-metre or 36-metre length. The Throwing Recovery Strop is an innovative combination of a throwing line and lifting strop allowing a rescuer to reach and recover a casualty in the water with a single piece of equipment. The MOB Rescue Sling utilises a lifting strop with 36-metres of floating yellow and red line and has a separate webbing strop to attach the line to the vessel. The MOB Rescue Sling's valise has been designed so that it can be easily fitted to a guard rail, and is available in white or high visibility yellow. Finally, the MOB Ladder is easily deployed from the water to allow a MOB to re-board a vessel unaided.

[oceansafety.com](http://oceansafety.com)



from **£127**



## Barton SkyDock

The new Barton Marine SkyDock is designed to easily and swiftly lift bulky and awkward items out of the way and stow them up against the ceiling of your garage, loft, or shed until you need them again.

Ideal for dinghies, kayaks, canoes, paddleboards, and other equipment loads up to 80kg/175lbs. The 4:1 purchase system with self-locking cleat means loads can be hoisted by one person without any stress. The unique Barton Lock Block will hold the load and not allow items to fall when secured.



from **£168**

Also launching from Barton is the Marine Stanchion Bullseye (from £22.80), which fits to the base of a stanchion for smooth control of furling lines. The sleek design features a Dyneema-effect securing strap over the metal retaining rod, it is ideal for racers and cruisers alike. The new Stanchion Bullseye has no moving parts so weight is kept to a minimum and no new holes are required in the deck. A clever two-part marine grade shell encases the two stainless steel fixing screws to display a smooth finish.

[bartonmarine.com](http://bartonmarine.com)



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# Supply chain success



Credit: Lumishore

What do the big names look for in new partners and how can smaller firms get noticed?

Words: Rupert Holmes

**It's often difficult for innovative smaller companies to stand out among larger more established firms and join the supply chains of larger boat builders. However, there are some guiding principles that are always applicable...**



Marine lighting systems manufacturer Lumishore has grown quickly and now supplies top quality boat builders around the world. CEO Eifrion Evans, who has a background in aviation engineering, says: "We weren't the first to operate in this space, but we brought innovative products – designed and built in house – to the market, and we have a great quality control system."

He identifies four guiding principles that have been essential in Lumishore's success: innovation, quality, reliability and integrity. "Compared to the alternative, quality is cheap, both for you and for B2B customers," he adds. Evans also says any big B2B customer will carry out extensive side-by-side testing alongside your competitors' products. If your kit doesn't live up to what your data sheets and marketing promise, it will be found out and your reputation will suffer.

Motor yacht builder Sunseeker has a wide and varied supply base, with 800 suppliers of everything from small washers to large composite structures such as hard tops. Supply chain director Matthew Francis says these companies must meet rigorous criteria and demonstrate a consistent

**"If your kit doesn't live up to what your data sheets promise it will be found out"**

*Eifrion Evans*

track record. Increasingly it's also important for them to have an ethical stance in relation to staff and to be developing more sustainable resourcing and working practices.

What about pricing? "Cost is of course a very important lever," he says, "but it's by no means the only one. Businesses must be able to supply on time, in full, and at top quality – we have to have confidence in the companies that we work with."

At the same time, Francis says there is discretion to make judgment calls on potential suppliers that don't have a long track record. This enables the company to work with promising start ups that have innovative products.

An important factor that's often overlooked is consideration of how products will be handled by a prospective client's production line. Suppliers that take time to understand the minutia of a client's production line, and even how to

## FEATURES

best package a product to speed up production line processes can make all the difference.

To what extent does marketing to end users help? This varies from product to product and depends on application, however it has been key for antifoul developer Coppercoat's expansion. "End users are the people who see the benefit of our products," says Coppercoat director Jayson Kenny. "So we need to explain the advantages to them."

This is an important part of an approach that has seen Coppercoat grow from two people in the early 1990s to an international brand with 30 distributors across the globe today.

"Sunseeker takes on new suppliers almost on a weekly basis," says Francis, adding that when there's a constraint in supply they will actively hunt out suitable partners. However, it's difficult for smaller marine industry companies to stand out among



the bombardment Sunseeker gets on a daily basis, "from firms hawking goods that are of no interest".

Francis says this means the best option is often meetings at boat shows, especially trade shows like METS, "where we can see what genuine marine industry companies are offering".

He also notes LinkedIn is a very powerful tool: "We see a lot of interesting marine industry businesses featured there that we follow up if they might be a good fit for us."

While genuinely innovative, and problem-solving products should always rise to the top, experts agree that networking and a strong mixed strategy could create more potent inroads with clients and customers, particularly for the smaller and up-and-coming businesses across the marine sector. ■



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# Brexit: what's the big deal?

With an industry centered around imports and exports, Brexit was always going to change the landscape, but how is it playing out in real terms and what can be done to aid the supply chain?

Words: Alex Smith

**When it finally arrived on 24 December 2020, the EU-UK Trade and Cooperation Agreement garnered a mixed response from the marine industry. While it was broadly acknowledged that any deal was better than none, it was drafted just a week before Britain's formal withdrawal from the EU and was seen by many as a last-ditch fix. It made explicit reference to the preservation of 'free trade' and yet it still marked the end of the UK's membership of the single market and of the EU Customs Union. That means it also marked the end of the free movement of boats, marine accessories, raw materials and specialist parts between the UK and Europe.**

Given that the European Union was (and remains) the UK's most important trading partner, the response from some business leaders was critical – and ten months down the line, it appears that some of the widely anticipated supply chain issues are continuing to cause problems for the marine industry.

#### Delays and disruption

Whether you want to import products into the UK from European suppliers or export goods from the UK to European buyers, there are now various controls in place that add time, cost and complication to the process.

More to the point, even if a UK business owner uses a professional freight forwarder and has his VAT and EORI documents fully prepared, that counts for little if

the European importer or exporter fails to attend to their own paperwork correctly. While that's unlikely to feel new to those who are accustomed to dealing with imports and exports from outside of the EU, it seems that even experienced operators are now faced with uncertainty.

In fact, according to Paul Martin, previous owner of BHG Marine and now associate director at First Peninsula Marine, it's the uncontrollable delays, rather than the inflated costs, that really bite.

"If you're ordering something for the summer, you don't want an eight-week delay. You want it in three to four days, otherwise you'll just go and source it locally. But while we used to be able to ship a 30kg box to Germany or Holland in two days for £15, you're now talking

about a minimum of £70 to £80, as well as a ream of paper to fill out – and it’s a lottery as to whether it even gets there,” says Martin.

Ian Stevenson, north Europe representative for Italian marine accessories giant, Osculati, is in full agreement: “At Osculati, we have 22,000 items, all in stock. But we’re losing customers in the UK left, right and centre. And that’s not so much about the increased price. It’s about the complication and the fear among small businesses in relation to importing stuff from Europe.”

In the short term at least, it would seem that various European companies are equally reluctant, simply ceasing to supply small UK firms because they believe that the pain outweighs the reward. And with easy access to simpler, more reliable and more lucrative destinations for their goods, who can blame them?

**Navigating the red tape**

In the light of widespread shipment delays, not just from the EU but from around the world, some companies have bowed to the pressure to increase their stockholding at the start of the boating season and that’s had major knock-on effects in terms of finance, storage and insurance.

Others have taken a different approach, appointing middlemen (with varying degrees of success) to smooth out the paperwork issues on both sides of the border. And others have gone further still, circumventing the potential trouble caused by a single non-compliant item in a large mixed load, by organising their own small shipments and appointing the freight forwarder to take charge of the entire process. Of course, that certainly adds extra expense, but it also helps eradicate the doubt in terms of compliance and delivery dates.

**Investment and reward**

Perhaps the most proactive approach, however, has been to actively invest in the new trading landscape by setting up branches overseas. This has enabled several UK companies to top up in bulk from their domestic factories and to distribute goods rapidly across the continent whenever needed.

Given that this trend has been matched by increased European investment in UK marine business, it’s perfectly possible (if faintly perverse) that the UK’s withdrawal from the EU might actually encourage more intimate cross-border trading relationships than ever before.

“I know two or three companies that have put shell companies or

small warehouses either in Ireland or Holland – just enough to have an address and a business registration overseas,” says Martin. “They can then use that small warehouse to send goods out within the EU quickly, while topping them up from their UK warehouses once a month.”

“Likewise, certain European companies that are experiencing issues getting stuff into the UK will be looking to do something similar – perhaps to invest in a UK company that can still deliver an income and a return on investment but that could also offer something else, alongside their core businesses.”

**“I know two or three companies that have put shell companies or small warehouses either in Ireland or Holland... They can then use that small warehouse to send goods out within the EU quickly...”**

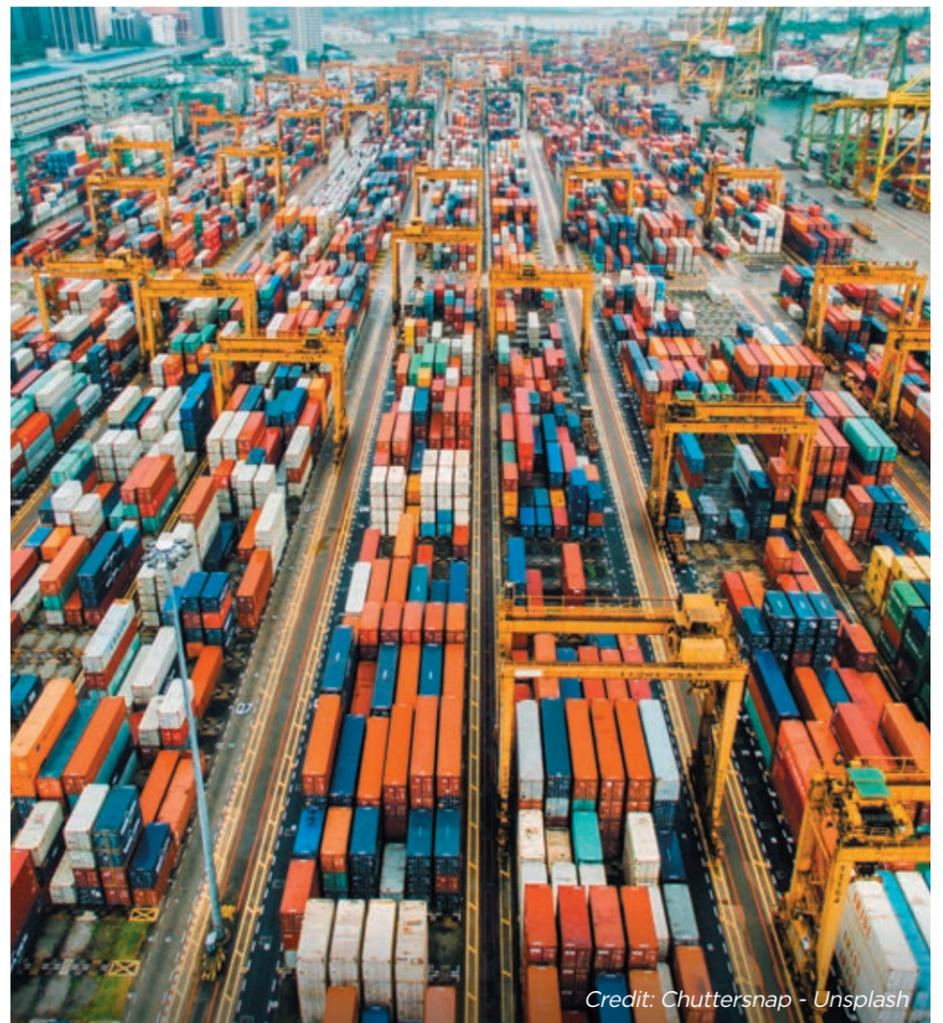
*Paul Martin, First Peninsula Marine*

**A brighter future?**

Even after the UK’s post-covid spike subsides, supply returns to normal and consumers are no longer expected to compete over minimal stock, it seems certain that we will continue to pay more for our marine products. Until business operators on both sides of the Channel become better acquainted with the new import and export systems, the UK consumer is also likely to see a reduced variety of marine product on the shelves.

And yet, Shaun Parsons, director at PSP Worldwide Logistics, sees the UK’s current difficulties as little more than a period of readjustment: “We’ve gone through lots of struggles before with legislation both here and in other countries over the past 40 years. But we’re all still trading and these little deals that the government is trying to do with Australia, Canada and the Baltic states will also improve things for the future. I certainly see it being a very different place in ten years time.”

Paul Martin is equally upbeat when looking towards the future for marine businesses: “I appreciate that the pain is very real at the moment, particularly for small UK businesses – and that’s not helped by the fact that a bit of ‘post-divorce’ animosity is souring the collaborative efforts of some of our European neighbours. But this is a short-term glitch. It’s going to take 12 to 18 months to get more streamlined and efficient but, assuming there are no more curve balls, I have no doubt our supply chain issues will sort themselves out.” ■



Credit: Chuttersnap - Unsplash



Credit: John Simmons - Unsplash

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