

# 'Real optimism' going into 2016



At the end of each year Boating Business takes a look back through the last few months at the changes occurring with some of the marine industry's key distributors, writes **Katina Read**.

This time last year I remember there was a lot of talk at METS about how good the next year was going to be.

People were telling me how the industry was on an up and growth was but a heartbeat away.

Then, despite other areas of industry showing signs of economic recovery, UK Leisure Marine has stuttered and stalled.

Is it, I wonder, a peculiar British thing to continue to say that all is good, rather than accept that the real message is different?

Well, by general consensus, the last couple of quarters have been fairly quiet; boat shows are seen to be fairly flat at best - perhaps there is only one thing left: Honesty.

When you have an industry in denial, who can pick the real path needed, and plan for the reality? Well, how about just stopping the bullshit and start being honest with each other for heaven's sake!

In fairness, I hear that some builder and supplier openness is happening - cards on the table - so working together becomes less of a test of nerve or brinkmanship, and more of a partnership. Bravo for that. Now for the rest...

So what's needed? First - Let's work hard on communication, we need a constructive forum that builds and links on the good practice.

Second - Once that's established the development and promotion of inter-industry relationships, guiding dialogue up and down the supply chain.

In all the time I have been around, I have found a major area of angst for many people boils down to communication.

Tell me; where are the national conferences, to focus on issues and help with understanding? Is this not a key to open the way for future understanding of needs and therefore growth for UK companies?

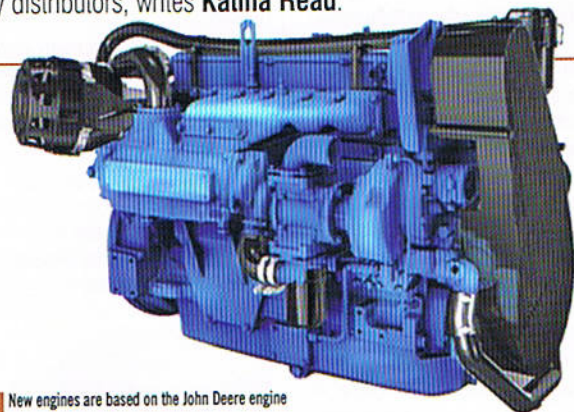
**There are always changes and developments taking place, with new brands taken on and new products brought on stream.**

And 2015 has certainly been no exception, with numerous new launches throughout the year. Below we bring you a selection of these.

## A R Peachment

A R Peachment has more than 45 years in the marine industry and is well known as the UK distributor for Nanni Diesel. However, the company is also in partnership with a number of other suppliers of top branded products.

Whilst this last year has not seen significant growth, the company says there are opportunities going forward that give real optimism for an



New engines are based on the John Deere engine

increase in sales in the coming 12 months.

Over the last few months, several of ARP's leading manufacturing partners have invested in innovative new lines, expanding the range of products and potential new markets for the company. For Nanni Diesel, the last 12 months has seen new additions to its range of diesel inboard engines.

A partnership with US company John Deere and Nanni Industries has led to two new engines the N6.405 (405hp) and N9.600 (557hp), based on the John Deere engines.

In addition, Nanni Diesel has further developed its N4.115 (115hp) model and introduced the 135hp N4.140.

ARP continues to be the exclusive UK distributor for Lofrans' windlasses. ARP has developed in house two remote controls, the AR Duo and the ARP Wave, both of which can be used with all Lofrans' windlass models and most other makes of 12V windlasses.

The company is also a distributor for Max Power bow thrusters. With upgraded versions of their bow thruster propellers now available.

The old two blade design of the 125mm diameter propeller has been replaced by a three blade propeller and the 185mm and 250mm diameter propellers have been replaced by a six blade version.

The new design offers improved performance and lower noise levels, said to be 20% quieter with improved thrust efficiency of 5%.

The market for battery systems is developing rapidly with a growing demand for efficient batteries with a large energy density.

As such, Victron Energy, for which ARP is also a distributor, has developed its Victron Lithium-ion battery system with an advanced control and security system, Battery Management System (BMS).

The BMS controls the charging

and discharging taking action when certain (critical) values are exceeded and safeguards an efficient energy transfer.

ARP is a well established supplier of Dometic products that now include a new addition to its range of gas cookers, the CU 400 series.

The cooker has a four gas burner stainless steel hob with a smooth lid closing and retaining system.

## A.S.A.P. Supplies

A variety of new products for maintenance, repair and overhaul have been added to the A.S.A.P. Supplies range, including the addition of marine fenders and an expansion to its LED lighting range.

The company has become a distributor for Dan-Fender, for its boat fenders, buoys and accessories.

"The Dan-Fender products have been perfected after more than 30 years in the market and feature quality metal valves and injection moulded heavy duty rope attachments," explained Luke Minns, A.S.A.P. IT and marketing co-ordinator.

"They are designed to give protection for the long term, surviving the marine environment and are available in different shapes and sizes."

A.S.A.P. has also added the Labcraft range of LED lights to give customers a wider choice of interior and exterior low energy lighting.

The lights have a ten year warranty and feature high output Cree LED lights to produce clean, white light.

"Adding new products is a key area of the business" as A.S.A.P. looks to offer a complete solution to the customer, along with outstanding customer support and free technical advice," added Mr Minns.



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A.S.A.P. Supplies has signed with Dan-Fender