

# News release



For immediate release

7<sup>th</sup> January 2013

## Special offers to celebrate the launch of ErgoFit: the Ultimate Lifejacket Collection from Crewsaver at the Tullett Prebon London Boat Show 2013

Crewsaver, the UK's leading marine safety and watersports equipment manufacturer, is inviting consumers to come along to its stand (B114) at the Tullett Prebon London Boat Show at 1pm on Saturday 12<sup>th</sup> January 2013, to celebrate the launch of its high-performance ErgoFit Lifejacket Collection. Consumers purchasing an ErgoFit lifejacket at the show will get a free rearm kit worth £26.99, plus a free lifejacket bag worth £30 if they purchase two or more jackets.

The launch will be an opportunity for consumers to see the lifejacket being inflated and hear more about its market leading safety features.

The new range can be seen on Crewsaver's stand (B114). Consumers can benefit from the special show offers and purchase the range through the following resellers exhibiting at the Tullett Prebon London Boat Show; Andark (B118 and B121), Jimmy Green (C110), Marine Superstore (A101), Piplers of Poole (C100 and C103) and TCS Chandlery (D116).

The Ultimate Lifejacket Collection comprises the ErgoFit 290 Ocean, ErgoFit 190 Offshore and ErgoFit 190 Coastal.

### ErgoFit 290 Ocean (RRP from £240)

The ErgoFit 290 Ocean is for the serious ocean sailor who is exposed to the full fury of the elements and refuses to compromise on safety. With nowhere to hide when a storm rolls in, it is vital to have the best kit on the market to stay safe. In extreme conditions with fierce waves breaking over the deck, a lifejacket is an ocean sailor's most important piece of kit, and the ErgoFit 290 is guaranteed to do the business.



With full ocean layered clothing creating trapped air pockets, the extra buoyancy of the ErgoFit 290 ensures a fast turn speed and the airway is kept well clear of the water whatever the conditions (exceeding ISO 12402-2 standards). Features include a pocket on the outer cover for an EPIRB, like the McMurdo PLB 220, and a velcro tab on the bladder for attaching the EPIRB.

With a powerful range of high-end features, plus unbeatable fit, cutting-edge style and class-leading buoyancy, Crewsaver's ErgoFit Ocean 290 is the must-have lifejacket for those who demand the ultimate in performance without compromise.

## ErgoFit 190 Offshore (RRP from £215)

The ErgoFit 190 Offshore is for those who venture offshore, whether under sail or power, and require extra security to stay safe whatever the conditions. Whether racing overnight across the Channel or delivering a motor yacht to the Mediterranean, the ErgoFit 190 Offshore is the perfect choice.

When you lose sight of land you need to be confident that your safety kit is the best on the market. Rigorous testing and re-testing ensures that the ErgoFit 190 exceeds ISO 12402-3 standards, and a robust three-layer construction makes it extremely durable to cope with challenging conditions. Features include a pocket on the outer cover and a Velcro tab on the bladder for a Personal Locator Beacon like the McMurdo PLB 220.

By combining the dynamic 'cutaway' design of the ErgoFit 290 Ocean model with the updated 190-Newton buoyancy of the ErgoFit 190 Coastal, the ErgoFit 190 Offshore is a lifejacket that you can trust however extreme it gets.



## ErgoFit 190 Coastal (RRP from £125)

The Crewsaver ErgoFit 190 Coastal enjoys the same high levels of construction, style and comfort as the ErgoFit 290 Ocean and the ErgoFit 190 Offshore providing the reassurance of a professional quality jacket for recreational boating.

The ErgoFit 190 Coastal provides best-in-class 190N buoyancy, exceeding ISO 12402-3 standards, fast fix buckle adjustability offers exceptional comfort and ease of movement. The ergonomic design of the ErgoFit 190 Coastal is especially comfortable for women's contours, with foam padding for maximum comfort. Other features include a pocket for an EPIRB like the McMurdo PLB 220 and velcro tab for attaching an EPIRB to the bladder.



For day sailors and anyone who gets out on the water in a sportsboat, motorboat or RIB, the ErgoFit 190 Coastal offers the security of a top-spec lifejacket at an affordable price.

Greg O'Brien, Crewsaver's UK Sales & Marketing Manager, said: "We are extremely proud to launch the ErgoFit range: Crewsaver's Ultimate Lifejacket Collection to UK consumers. The ErgoFit range represents the culmination of over five decades of development incorporating the feedback of our valued customers from single-handed round the world sailors to recreational club racers. This new range of 3D moulded lifejackets provides superior quality and fit along with market-leading safety features and performance. We are delighted to be working with our resellers to promote the launch of the ErgoFit range at the Tullett Prebon London Boat Show through our special show offers."

All three ErgoFit lifejackets have twin crutch straps, an integral deck safety harness and a neoprene pocket for stowing a safety knife. The ErgoFit 290 Ocean and ErgoFit 190 Offshore also feature an integrated hood and SOLAS approved light as standard. The market-leading lifejackets are all highly durable with soft comfort mesh on the inside, foam padding including at the back of the neck to prevent rubbing and rapid adjusting buckles for perfect fit. For full specifications see the catalogue.

The entire ErgoFit Collection features an exceptionally well-crafted bladder delivering a faster turn speed than other lifejackets on the market, and also ensures that the wearer's airway is lifted further above the water when it matters the most.

A range of inflation options is available to suit all needs comprising:

**Hammer (MAI)** – Activated by water pressure with a unique hydrostatic valve, which only fires when submerged in 10cm of water to avoid accidental inflation even in extreme conditions (further details [www.cmhammar.com](http://www.cmhammar.com)). Available on ErgoFit 290 Ocean and ErgoFit 190 Offshore and ErgoFit 190 Coastal.

**Automatic (UML Pro-Sensor)** – Inflates automatically within five seconds of entry into water. Available on ErgoFit 290 Ocean, ErgoFit 190 Offshore and ErgoFit 190 Coastal.

**Manual (UML Pro-Sensor)** – Inflation is via a manual pull lanyard allowing the wearer to swim without the lifejacket being activated. Available on ErgoFit 190 Coastal.

For more information on the ErgoFit range visit:

[www.crewsaver.co.uk/Crewsaver/Crewsaver\\_Leisure\\_Products/index.html?catid=109](http://www.crewsaver.co.uk/Crewsaver/Crewsaver_Leisure_Products/index.html?catid=109)

To view the full Crewsaver range visit: [www.crewsaver.co.uk](http://www.crewsaver.co.uk)

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## Notes to editors

### About Crewsaver

Crewsaver is the UK's leading lifejacket and watersports equipment manufacturer, founded in Gosport, England in 1957.

Crewsaver continues to be recognised as the premier lifejacket brand and many prestigious institutions including the RNLI, the MoD and a number of emergency services choose its products for their staff and volunteers. Crewsaver is considered by many to be an industry leader, setting the standard for lifejackets across a diverse range of commercial sectors.

The company's leisure range is developed to the highest standards of research, design and manufacture to give users total peace of mind.

Crewsaver is part of the Survitec Group of companies and its products are distributed in 53 countries.

For full product information visit: [www.crewsaver.co.uk](http://www.crewsaver.co.uk)

**For media information, hi-res images or product tests please contact:**

**Marine Advertising Agency**

Mike Shepherd

t: +44 (0)23 9252 2044

m: +44 (0)7786 265 455

e: [mike@marineadagency.com](mailto:mike@marineadagency.com)

**Crewsaver**

Greg O'Brien, UK Sales & Marketing Manager

t: +44 (0) 23 9250 5026

e: [greg.o'brien@survitecgroup.com](mailto:greg.o'brien@survitecgroup.com)