



Crewsaver®

# PRESS RELEASE

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## Crewsaver continues to lead the way in lifejacket safety with its pioneering #LifejacketSafe newspaper. AVAILABLE NOW.

Crewsaver is delighted to announce the publication of the first issue of its #LifejacketSafe newspaper. Packed full of lifejacket safety tips, guest articles and games, the newspaper aims to highlight the importance of the trusted (and sometimes neglected) lifejacket. Readers of the #LifejacketSafe newspaper will get an insight into the importance of maintaining their lifejacket and discover ways they can keep their lifejacket action ready, should the unexpected happen.

In addition, the newspaper explores the history of the lifejacket, its origins and how lifejacket technology has developed - today's lifejackets would certainly be unrecognisable to the seafaring community of the 1700's! Plus, with Crewsaver celebrating its 60<sup>th</sup> anniversary this year, readers can also reflect (and reminisce!) on some of the lifejacket manufacturer's key milestones. Look out for *60 Years of Pioneering Lifejackets* on page 3.

The #LifejacketSafe newspaper – a sneak peak

- ✓ Q&A – Ian Walker
  - ✓ Designing an America's Cup buoyancy aid
  - ✓ Kid's corner
  - ✓ #LifejacketSafe safety tips
  - ✓ Which lifejacket when?
  - ✓ Take the #LifejacketSafe Challenge - WIN the ultimate lifejacket package
  - ✓ Flying with your lifejacket
  - ✓ Lifejackets for defence operatives
  - ✓ AIS or PLB – McMurdo has the answers
- And much more!



*"As a leading lifejacket manufacturer our service to our customers does not simply stop at the initial supply. We want to help our customers keep as safe and as well informed as possible through the entire life of their product. This newspaper aims to do just that."* Hannah Burywood, Crewsaver Marketing Manager.

Crewsaver, which champions lifejacket safety through its **#LifejacketSafe campaign**, aims to increase safety awareness by highlighting the importance of not only wearing a personal flotation device, but also making sure it is worn correctly and is well maintained. The #LifejacketSafe newspaper embodies this campaign and Crewsaver's philosophy perfectly and the company hopes readers find it an interactive and enlightening read.

Get your free #LifejacketSafe newspaper hot off the press from selected Crewsaver retailers and at your local Survitec service stations (available worldwide!). The sixteen-page newspaper can also be found in the September 2017 issue of the popular All At Sea newspaper at sites all around the UK.

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## Notes to Editors

**Crewsaver** is a world-leading manufacturer of marine safety equipment and clothing for the commercial and leisure marine industries. Based in Gosport, Hampshire, the company designs and manufactures bespoke safety equipment for several countries' Special Forces, and the aviation and oil industries. Crewsaver is the only company to hold an exclusive contract to supply lifejackets to the UK government's Environment Agency and the Royal National Lifeboat Institution (RNLI). They are part of the Survitec Group.

[www.crewsaver.com](http://www.crewsaver.com)

**Survitec Group** Survitec is a global leader in survival and safety solutions to the marine, defence, aviation and offshore markets. Survitec has over 3,000 employees worldwide covering 8 manufacturing facilities, 15 offshore support centres and over 70 owned service stations. It is further supported by a network of over 500 3rd party service stations and distributors. Across its 160-year history, Survitec Group has remained at the forefront of innovation, design and application engineering and is the trusted name when it comes to critical safety and survival solutions.

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