**PRESS RELEASE**

**Tuesday 13th May 2014**

**New Crewsaver website – your first port of call for lifejackets, marine safety equipment and clothing**

Choosing Crewsaver safety gear and clothing is easy with the new website [www.crewsaver.com](http://www.crewsaver.com).

The intuitive new design helps customers find the product they want with just a couple of clicks.

Cleverly, the site guides you towards your area of interest within Crewsaver’s three broad ranges - Commercial, Leisure and Yak. In these clearly signposted sections you’ll find lifejackets, buoyancy aids, liferafts, safety equipment, and marine electronics the phenomenally popular Phase2 dinghy clothing and the Yak brand for canoes and kayaks.

Product pages are vibrant and interactive. A dynamic graphic featuring a spin shot and technical drawings demonstrates all the important features of the state-of-the-art ErgoFit lifejacket, and you can find extras, alternatives and downloads in easy-to-locate tabs.

The Commercial section gives an insight into the company’s leading-edge products for professional mariners including lifejackets, liferafts, survival suits, electronics and personal recovery systems. Crewsaver make the lifejackets worn by Britain’s, RNLI lifeboat – reassuring to know when choosing a product that you entrust with your life.

The company is a world leader in lifejacket design and technology, continually developing new materials and techniques to produce the most advanced, reliable products for use in conditions from everyday to extreme, tailored precisely for different users - oil-rig workers, rescue services, Special Forces, shipping companies, ocean racers, power boaters, dinghy sailors, kayakers and many more.

[www.crewsaver.com](http://www.crewsaver.com) is a site to keep coming back to. Up-to-date news, and soon a series of “how-to” videos will keep it fresh and relevant to customers, while retailers, distributors and the media will find the latest images to download.

Crewsaver MD Ross Wilkinson adds, “The ethos of the new site is to share our commitment to safety on the water with all our commercial, leisure and Yak customers. We hope it will be their first port of call for any questions on marine safety products and equipment. Over time as more features are added it will become an even more valuable go-to resource.”

Ends

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

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**Crewsaver**

Crewsaver is a world-leading manufacturer of marine safety equipment and clothing based in Gosport, Hampshire. As well as specialising in sailing kit for dinghy and yacht racing the company supplies the lifejackets worn by all 4,600 of Britain’s RNLI lifeboat crew. It also designs and manufactures bespoke safety equipment for several countries’ special forces, the UK government’s Environment Agency and the aviation and oil industries. Crewsaver is part of the Survitec Group.

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

**About Survitec Group**

Survitec Group holds market-leading positions worldwide in marine, defence and aerospace survival technology. Headquartered in Southampton, the company employs 2000 people across 10 manufacturing sites and 50 service centres, operating through a network of a further 550 distributors and agents to bring its best-in-class products and services to a global customer base. With an extensive history spanning over 160 years and a portfolio of some of the most reputable brands in the safety and survival industry, Survitec is committed to product innovation, technological advancement and quality assurance.

Key products within Survitec’s portfolio include marine, defence and aviation Liferafts, world leading submarine escape technology, lifejackets for commercial airlines and the offshore industry as well as pilot flight equipment, including anti-g clothing used for the Eurofighter and JSF programmes. The Group also pioneered marine evacuation technology and today the unique MarinArk system is used on many major cruise ships across the globe.

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