

# PRESS RELEASE



Crewsaver®

Survitec Group

Survitec Service & Distribution Ltd t/a Crewsaver

Survitec House, Lederle Lane, Gosport, Hampshire PO13 0FZ, UK

Tel: +44 (0) 13 2982 0000 / Fax: +44 (0) 13 2923 6218 / Email: crewsaver.sales@survitecgroup.com

www.crewsaver.com / www.survitecgroup.com



For Immediate Release:

30<sup>th</sup> August 2016

Southampton Boat Show 16<sup>th</sup> – 25<sup>th</sup> September 2016

Ocean Hall – J250



## Crewsaver takes the lead on lifejacket safety launching

### 'Are you #LifejacketSafe' campaign at Southampton Boat Show

Crewsaver is spearheading a new campaign to promote lifejacket safety with its 'Are you #LifejacketSafe' initiative, which will launch at Southampton Boat Show. As a global manufacturer of safety equipment, Crewsaver is well placed to be the driving force behind a new lifejacket safety push. Visitors to this year's Southampton Boat Show, which takes place 16<sup>th</sup> – 25<sup>th</sup> September 2016, will be able to visit the Crewsaver stand (J250) to be part of this new initiative, and to be in with the chance of winning an Abu Dhabi ErgoFit Extreme lifejacket by being #LifejacketSafe. 'Are you #LifejacketSafe' aims to help promote lifejacket safety, encouraging boaters to **always** wear their lifejackets when out on the water.

#### How does it work?

If you are at the show visit the Crewsaver stand (J250), a member of the Crewsaver team will give you a lifejacket to wear and take a snap of you in our #LifejacketSafe frame, this will then be added to our 'We are #LifejacketSafe' wall. These safe boaters will then automatically be entered into a competition to win an Abu Dhabi ErgoFit Extreme lifejacket as worn by the Abu Dhabi Ocean Racing team themselves whilst sailing and winning the Volvo Ocean Race.

If you're not at the show you can still be part of the initiative online, just snap your pictures at home and post on the Crewsaver Facebook page using the hashtag #LifejacketSafe.\*

All #LifejacketSafe show competition entrants will be given a useful hints and tips guide outlining the following:

- Care & maintenance and regular service & inspection information
- Details of common mistakes and how to prevent them
- What to look for when purchasing your next lifejacket, helping to ensure it's the correct lifejacket for your activity

#### Why?

Crewsaver is determined to bring about change in people's attitudes towards lifejacket safety. Research has proved wearing a lifejacket can increase your chances of survival by up to four times when immersed in cold water\*\*. Not wearing a lifejacket in the most extreme cases can be fatal; equally wearing a lifejacket that has not been looked after correctly or is not fit for purpose can also be very damaging. Often boaters are spotted out on the water either not wearing a lifejacket at all or wearing a damaged lifejacket or one that is incorrectly fitted.

'We looked at strong lifejacket safety campaigns like the Wear It! campaign in the States, and wanted to put together a campaign that would create more awareness of lifejacket safety in the UK, celebrate those who are



Crewsaver®

# PRESS RELEASE

Survitec Group

Survitec Service & Distribution Ltd t/a Crewsaver  
Survitec House, Lederle Lane, Gosport, Hampshire PO13 0FZ, UK  
Tel: +44 (0) 13 2982 0000 / Fax: +44 (0) 13 2923 6218 / Email: [crewsaver.sales@survitecgroup.com](mailto:crewsaver.sales@survitecgroup.com)  
[www.crewsaver.com](http://www.crewsaver.com) / [www.survitecgroup.com](http://www.survitecgroup.com)



**#LifejacketSafe** and provide information on how a lifejacket actually works, lifejacket maintenance etc. Our overall aim is to keep users safe and better informed. Hopefully this exciting, interactive initiative goes some way to achieving that.' Hannah Burywood, Marketing Manager.

*\*Online posts will not be entered into the competition; competition entries are exclusive to those visiting the Crewsaver stand at the Southampton Boat Show.*

*\*\* Source: Professor Mike Tipton, 2012*

ENDS//

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

Crewsaver  
Hazel Proudlock, Marketing Dept  
T +44 (0) 1329 820406  
E [hazel.proudlock@survitecgroup.com](mailto:hazel.proudlock@survitecgroup.com)

Or

Alison Willis – Marine Advertising Agency Ltd  
T +44 (0) 23 9252 2044  
E [Alison@marineadagency.com](mailto:Alison@marineadagency.com)

#### 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** holds market-leading positions worldwide in marine, defence and aerospace survival technology. Headquartered in Birkenhead, 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 Liferrafts, 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.

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

