



National Sailing Champion Stavros Lalizas in his Finn dinghy, and the buoyancy aid made by his mother on her sewing machine in 1982. Stavros is still CEO of the company



Lalizas: 40 years of making boating safer

In 1982, Stavros Lalizas designed a buoyancy aid made by his mother on her sewing machine. Lalizas has now grown to 10 branches around the world, six factories and thousands of products

Lalizas was founded in Piraeus, Greece, as a small manufacturing plant of buoyancy aids for professional sailing. Back in 1982, Lalizas' founder and CEO, Stavros Lalizas, decided to make his own buoyancy aid, because the one he used to wear as a sailing athlete did not have an ergonomic design, thus making movement on board difficult. His mother used to sew, so her sewing machine was the one that gave shape to his first "lifejacket", which was actually a vest with buoyancy.

Within a short time, Stavros' sailing teammates asked him for their own buoyancy aids, which would be custom-made depending on their body type. The first order was for 10 buoyancy aids. For almost three years, up to 1985, Stavros operated the business from his family home.

In the years that followed, the company has developed and grown into the organisation that we know today. Lalizas remains a family-run company, with 700 employees, 10 branches around the world, eight logistics centres, seven franchises and six factories, manufacturing more than 10,000 different products. Its vision is to produce high-quality equipment that ensures safety at sea, and distribute the products to international markets through its well-established network of branches, franchises & distributors.

The genuine care for the company's

customers and the indispensable input of its employees, who are considered **#thelalizasforce**, have resulted in the consistent growth of the business. Without leaving the "family" feeling behind, Lalizas focuses on clear and consistent vision, quick decision making, management stability, continuity, honest relationships with customers, suppliers and employees, clear processes, training on soft skills, mentoring and opportunities for personal and professional growth. This year, Lalizas celebrates 40 years since its foundation.

Popular brands with global reach

The product range that Lalizas manufactures itself includes ISO and SOLAS lifejackets, liferafts, MOB devices, navigation lights, immersion suits, safety harnesses and IMO signs, all of which are designed according to the regulations of different countries.

Since 2012, Lalizas has extended its

portfolio through acquisitions of leading manufacturing brands in the nautical industry. **Lofrans** designs and manufactures windlasses and anchor management solutions. **Max Power** offers a full vessel manoeuvrability range, from small tunnel thrusters to top-of-the-range retractable solutions. **Nuova Rade** manufactures plastic accessories for marine use. **Ocean Fenders** offers a complete range of boat fenders for all yachts as well as unique solutions for mega yachts and **Arimar** is an Italian manufacturer of inflatable boats & liferafts. All products are manufactured and distributed to chandleries, marine stores and boat builders around the world.

The safety process

The most critical challenge Lalizas faces every day is to ensure the safety of human lives. Unfortunately, unbranded products and low-quality services are widely available in the market.



Celebrating 40 years of Lalizas





In October 2000, a massive fire destroyed the Lalizas premises and all the contents. Ten days after the fire Lalizas took part in the Athens boat show, with no products to demonstrate. The whole team resolved to work together to rebuild from scratch, and within a year Lalizas was profitable again. See the full story at www.lalizas.com/announcement/212-rising-from-the-ashes. Below: 2000, the Lalizas team on the day of the fire, and 2020, the same Lalizas team 20 years later at its HQ

Below, it's essential that a product like this Lalizas ISO Racing liferaft is serviced by an authorised service station



Products such as inflatable lifejackets or liferafts are often serviced by non-experienced personnel who, in many cases, do not use genuine spare parts. Lalizas advises customers to choose their service stations based on the product and service quality and not just the price. Correct maintenance and inspection of lifesaving equipment should be performed by authorised, reliable and experienced providers, to ensure that the equipment works properly in an emergency. If not, the product might not operate when you need it.

Rising from the ashes

During its 40-year journey, Lalizas has faced many challenges and obstacles that it has managed to turn into opportunities.



The most crucial one was the fire in its factory, on 23 October 2000. A disastrous fire broke out at Lalizas' premises in Greece and destroyed everything. It was a massive loss for the team; however they managed to have full production up and running within 90 days and re-built the company. Even though they did not have the systems and procedures they have today, as a team, they set goals for their comeback, which they achieved very quickly. The team accepted what happened, moved forward without pessimism, and managed to turn this misfortune into an opportunity for further development and growth.

Stavros comments, "This incident helped me a lot to understand that we need to be open to changes, as you never know what is in store in the future."

Formation of Lalizas UK

The UK market was identified as one of the opportunities for growth and so Lalizas UK was formed. The formation of the UK office, sales team and warehouse, meant that Lalizas' extensive range of products and brands have become

more readily available in the UK. The UK team provide better support to existing UK customers, as well as developing new relationships and custom, with the opportunity of quicker product availability.

In addition to the equipment of Lalizas, Lofrans, Max Power, Nuova Rade, Ocean Fenders and Arimar, the UK office distributes ACR Electronics and Comet products for the military, commercial and leisure marine markets, meaning it can offer customers a complete package for all their safety requirements.

Charlie Mill, Managing Director at Lalizas UK, comments, "We have spent the last few years committed to strengthening the Lalizas presence in the UK market. As a result, our customers feel more supported and better served, as well as benefitting from systems to help assist the ordering process, such as online ordering and a stock visibility checker. We will continue to develop our UK team and support Lalizas in their global growth strategy and worldwide service network."

Lalizas responds to market needs and requirements, and to develop products and services to meet customer demands. For more information please visit www.lalizas.com.



LALIZAS UK

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UK MD Charlie Mill, left, and team members

For details of our new winter draw, turn to page 12