



Team from around 50 years ago and right, design was as important then as it is now

Products designed by sailors, for sailors...

AquaMarine supplies marine equipment worldwide for leisure, trade and commercial sectors. For six decades it has focused on development and quality from its Southampton base. And the tradition continues

AquaMarine has always been based in or near Southampton. It started life at least 60 years ago behind the old Co-op in Eastleigh, which later gave way to the Swan Shopping Centre, forcing a change of location. At this point the company was under the ownership of a Mr Karlake and the move took it to Shirley High Street, by the police station.

This was followed by a move to Fair Oak in the 1970s where AquaMarine remained until 2004, when Bainbridge International Ltd acquired the company and combined AquaMarine into their head office in Hedge End. Today AquaMarine continues to operate out of the Hedge End hub, just off the M27 at junction 7, where there is a trade shop and access to experts to answer all queries. At the heart of AquaMarine has always been a small team of professionals whose aim was to supply the 'best' products to chandleries and boat manufacturers.

As a result of parent company, Bainbridge's influences on product development, AquaMarine, is now moving forwards as a manufacturer with many exciting plans for the future.

Hermione Barfield, Marketing Manager, told us: "I was marketing manager for Bainbridge in 2004 when AquaMarine came to Hedge End. I remember

the announcements well and it was exciting to be part of a new era for both companies. Since then I have been away and returned nearly four years ago to take up my old position, and it is great to see how the AquaMarine brand has and continues to evolve.

"Having been part of the company on and off for many years, I have seen many changes in both product and personnel, but at the heart of it all, the old ethos still remains – products designed by sailors for sailors. Being part of the development of new innovative ranges that make use of UK industry is truly exciting. There is a real passion within AquaMarine for quality and performance as well as a heart."



WE CONSIDER DESIGN TO BE OF UTMOST IMPORTANCE...

but we pride ourselves on our quality. Our products are varied and range from cleats to complicated steering gear for large motor yachts. Be sure to visit the Aqua-Marine stand—we have products of interest for every boat owner.

We are located at STAND **UF 5**

Trade and Export enquiries welcome. For catalogues write to:

Aqua-Marine Mfg. (UK) Ltd.,
High Street, Eastleigh, Hampshire, England.
Tel: Eastleigh 3615/6 or 04-2126-3615/6



AQUA-MARINE
TORONTO • LONDON • NEW YORK

An imaginative research team

As the sailing world has evolved, so has consumers' expectation of products. The AquaMarine research and development department has been gathering opinions, carrying out in-depth research, working on the development, production and delivery of marine products that will have a place in the sailing community of years to come.

Right from the outset, boat builders have been able to depend on AquaMarine, with the latest in comfort and convenience combined with longevity. This has only been possible through the dedicated in-house team of sailors and engineers who have always strived

Enter now: members-only summer draw Win £2000-worth of kit from AquaMarine: see page 13

The CA's member-only summer draw with AquaMarine runs until 21 September. The draw winner will receive a voucher for £2000 worth of AquaMarine equipment. Turn to page 13 for terms and conditions and to find out how to enter.



Sailing gloves: evolution

- Originally designed and conceived in 2005, branded Bainbridge Marine.
- Designed for comfort and durability in all weather
- Wrapped palm protection
- Race ready with flexibility and comfort
- Pre-shaped construction fits your natural hand shape
- Improved abrasion resistance and grip
- Water repellent
- Long and short fingered glove styles
- Redesigned in 2019 with AquaMarine branding



Working Together for You
Introducing the merger of two of the marine industry's major supply companies.



Above, becoming part of Bainbridge and above right, evolution of the logo



to develop products with built in user appeal – looking to constantly improve and constantly deliver.

During the six decades of AquaMarine history, the range has evolved and expanded. Starting out predominantly as a marine distributor and the first UK importer of Chrysler engines, AquaMarine now boasts a range of chandlery products covering essentials in deck hardware, sail and cover, water systems, cleaners and protector, among many others.

In more recent years the focus has been on design and manufacture with further range expansions in deck hatches that mirror the leading brands in the marketplace, as well as robust and easy-to-set anchors. The AquaMarine collection of heavy weather marine clothing performs to the highest level, providing comfort and performance for the wearer. Each item has been thoughtfully conceived with many sporting built-in design features to ensure the boat owner makes the most of their boating.

Future and responsibility

A continuing program of investment has allowed the manufacturing side of AquaMarine to be expanded in recent years, with increased capacity to respond to the growing trends of today and to keep up with what tomorrow brings. The result of humanity's decisions in previous

decades is becoming increasingly evident, with heatwaves, torrential rain and air quality issues. AquaMarine recognises that everyone needs to develop responsible practices and improvements for a successful future. Responsibility and sustainability now drive the ethos behind AquaMarine development; ultimately it shapes the way in which the company operates and provides products to market.

The recent cleaners and protectors are evidence of this. AquaMarine has been working to source new products closer to home to alleviate the global supply challenges of the last two years. As a consequence of this thinking it has developed a brand new range of cleaners and protectors manufactured and bottled wholly in the UK, using 100% recyclable plastic.

Gavin Lacey, Commercial Director said: "We were delighted to be able to support the UK economy and reduce our carbon footprint. These cleaners and protectors complement our already wide and varied product range, while maintaining high quality, sensibly priced goods that do their job. We will continue to strive to source locally and grow our ranges in the most sustainable way possible."

Quality assurance

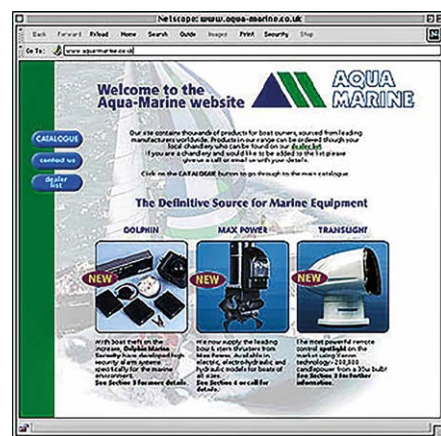
A key priority for all AquaMarine products is quality, with the aim of obtaining the highest level of reliability and security. The quality assurance department has developed a real "quality culture" involving the whole AquaMarine team;

CA member discount

AquaMarine offers 10% discount to CA members, all year round. See www.theca.org.uk/discounts for the discount code.

from procurement to production, everyone is involved.

AquaMarine aims to increase product development with new and exciting lines every year... all developed and supplied from the southern shores of the UK. Find out more and view the range at www.aquamarineint.com



Above, low-res screenshot of the website in the Netscape era and below, today's version

