



Buoyant content guide

Buoyant

April 2015 Issue

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Introduction to Buoyant – April 2015.

A warm welcome to all readers of ISP's latest edition of Buoyant.

No doubt everyone, by now, will know of the 'big news' that the company is 'under new ownership'!

The sale of the company to Safety and Survival Systems International (3Si) has been completed and the new owners have set about the first stages of integrating ISP into the group.

It is with mixed emotions that Geoff and I write this introduction.

On the one hand I am looking forward to a new stage in my career – Retirement, a chance to re-ignite other interests that I have allowed to cool over the years due to the concentration on our business. I will enjoy leisure time which will not be interrupted by the steady stream of e-mails and urgent actions arising and there will be a devotion to a new set of rules centred on my family and myself!

On the other hand I cannot simply switch off from 13 years of work at ISP, walk away and forget the tremendous staff that have helped me all the way. Associations and relationships with innumerable suppliers, customers, advisors and colleagues who have been such a big part of my life for so long. It is strange to consider a life without all of that.

Geoff of course can't wait to get out on the golf course and get his handicap back down, having blamed me for it rising over the last ten years! I am not sure that's fair!

Geoff and I have a very positive view of ISP's future however, we are confident that this will make our transition to retirement so much easier.

3Si's plans for the manufacturing business have given us confidence that the company will go from strength to strength and along with that the security of employment for our employees. Our customers will continue to benefit from ISP's values of trying to exceed their expectations but will also enjoy a wider product offering leading, hopefully, to the generation of additional business for themselves.

There will, for sure, be challenges ahead but we both relish the prospect of watching from a distance the continued pursuit of growth and prosperity for all stakeholders in the ISP business.

Many thanks to all of you for your support, assistance, friendship and hard work, we really cannot express how grateful we both are to you for those elements.

Take care and all the best.

Warmest regards

John and Geoff

Carousel - Staff Changes



Dave Somers

We are delighted to report further expansion in the sales team with former Cruisermart and Mailspeed Marine sales consultant Dave Somers. Mr Somers has close to 40 years of experience working in the marine chandlery leisure trade. His extensive knowledge of the maritime industry has been developed as a technical sales consultant and store manager in charge of tens of thousands of products. His new role as ISP sales manager will involve pushing the firm's maritime safety range across the UK and selected European territories including France and Spain. Mr Somers said he will be using his industry contacts and market knowledge to expand the leisure side of the enterprise. He is keen to use his experience as an ex-retailer to help open doors for ISP's "own brand" bespoke lifejackets to the marine warehouse and superstore market.

Trade Shows - Exhibition Calendar



ISP is gearing up for another busy year at international trade shows. It follows a successful start to the show season with an outing at the Security and Policing Show, at Farnborough FIVE in Hampshire. The Home Office backed event provided a first class platform to display our new range of pioneering life jackets fitted with the world's smallest AIS Man Overboard systems, made by our trusted partner Ocean Signal. There was a real buzz of interest around these products, which has led to a large number of enquiries.

We are delighted to announce plans to exhibit at the Emergency Services Show in Birmingham for the first time ever – showing our strong commitment to the sector. We will have a broad range of products on display including lifejackets, tactical waistcoats and marine communication equipment. Other standout shows we are attending this year include Seawork, the Southampton Boatshow and METS. Please see the list below for more details and do let us know if you are attending.

- **Skipper Expo International Aberdeen – 29 to 30 May**
 - **Seawork International ABP Port of Southampton – 16 to 18 June**
 - **Southampton Boat Show – 11 to 20 September**
 - **Emergency Services Show – Birmingham NEC - 23 to 24 September**
 - **Skipper Expo Bournemouth – 30 to 31 October**
 - **METS Amsterdam – 17 to 19 November**
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New Products



OCEAN SIGNAL ELECTRONIC DISTRESS FLARE

This welcome addition to ISP's portfolio is designed purely for the leisure maritime market. It benefits from advanced ultra-bright LED technology and should be used to supplement your standard flare pack. The product is easy to operate and can be used repeatedly unlike standard flares. It has a seven mile, 360 degree radius and a six hour battery life. It also brings significant safety benefits in comparison to conventional flares which relying on pyrotechnic light and heat.

[Click here](#) for more information.

RESCUE ME EPIRB1



Another boost to our portfolio is the rescueME EPIRB1 (Emergency Position Indicating Radio Beacon). This Ocean Signal product boasts of being the smallest of its kind in the world - around 30pc smaller than comparable products on the market. It benefits from integrated GPS enabling a worldwide link to emergency services, as well as an extensive 10-year battery life. We see this as an essential piece of kit for the leisure market. It is 178mm in length, with the antenna stowed, and 89mm in diameter, weighing little more than 400 grams. The device also offers more than 48 hours operational life and can operate in temperatures ranging from -20C to 55C.

[Click here](#) for more information.

Contract Wins



It's been another productive first quarter at ISP with a consistent flow of contract wins. Notable new deals in the military and emergency services sector include an order to supply our [unique tactical vest with detachable 275N life preservers](#) to the Scottish Police Authority. We have supplied this product to a great many police forces in the UK, and recently landed a top-up deal with the Dutch Navy.

Meanwhile, a large volume of repeat orders have been secured across the international naval market through our extensive network of distributors and partners. Large single orders include 2700 twin chamber specially designed SOLAS lifejackets, 750 Molle style twin chamber lifejackets and 150 SOLAS lifejackets. We have many more tenders in progress involving products such as assault troop lifejackets, naval service lifejackets, single chamber special design lifejackets and immersions suits.

In recent months we have also been working intensively with our "brand" customers helping them design and bring new lifejackets to the market, as well as beginning work on new designs for the 2016 season.

Training Courses



There are still places available on our latest round of courses for anyone wanting retrain or renew their service certificates on lifejackets or suits. We do encourage users to check their service certificate expiry dates which may be looming. Places are available on the following dates.

- June 9 and 10
- August 11 and 12
- October 6 and 7

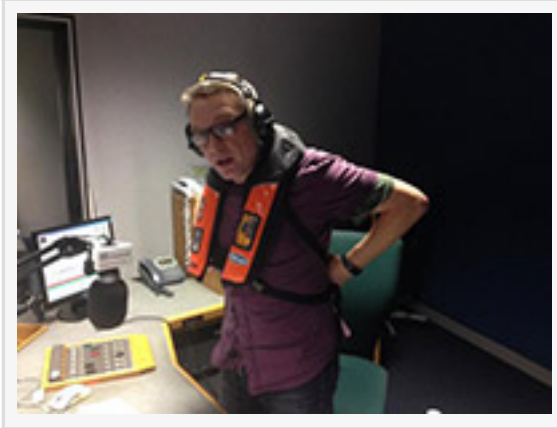
They will take place near our Bootle head office in Merseyside at the Crosby Lakeside Adventure Centre. To book a place contact Andy Scott through our admin office on 0151 550 2202 or email ascott@ispl.co.uk

Open Day



Preparations will soon be underway for our annual open day aboard one of Liverpool's most historic vessels – the Kathleen & May - in Liverpool's Canning Dock. Visitors will once again be entertained with live demonstrations at the August outing. Previous years have involved Duarry liferafts deployed overboard and a number of brave souls taking to the River Mersey in intrepid immersion suits. We have a strong connection with the 113-year-old vessel which is Britain's last remaining three-masted top-sail schooner. It is widely regarded as a national treasure and an important reminder of the region's rich maritime heritage. We will be in touch with full details.

PRESS COVERAGE - ISP ON THE AIRWAVES AND IN PRINT MEDIA - BBC RADIO MERSEYSIDE



ISP has enjoyed a high-profile start to 2015 with a number of big hits in the regional and international trade media. Some of you may have caught the dulcet tones of our commercial director Geoff Billington on BBC Radio Merseyside's breakfast show early this year. Geoff was interviewed by long-standing breakfast DJ Tony Snell about our new AIS lifejackets, outlined above in the new product section. Tony even tried on the lifejacket while around 400,000 people tuned in over their cornflakes.

Please follow the links below for a selection of recent coverage. Another highlight saw ISP featured on the front page and within a substantial four-page feature on maritime safety equipment in global publication – Shipping & Marine.

Shipping & Marine

<http://bit.ly/1zuLYUW>

Superyacht Owners Guide

http://www.yachting-pages.com/superyacht_news/international-safety-products-targets-leisure-marine-market.html

Ship Supplier Association

<http://www.ssa.org.uk/news/industry/world-class-rescue-boat-addition-to-isp-portfolio> **Practical Boating**
<http://www.practicalboating.com/news/google/world-class-rescue-boat-addition-to-isp-portfolio/>

Marine Engines & Fuels

<http://marineenginesandfuels.com/isp-adds-new-duarry-420rb-rescue-boat-portfolio/>

Maritime Executive

<http://www.maritime-executive.com/pressrelease/ISP-Set-to-Supply-New-Rescue-Boat--2014-11-12>

Maritime Journal

<http://www.maritimejournal.com/news101/industry-news/world-class-rescue-boat-addition-to-isp-portfolio>

