

---

# AIMEX Media Release

---



September 2, 2008

## **AUSTRALIAN MARINE COMPANIES CHASE LARGE US MARKET**

Australia's marine industry will showcase innovation and cutting edge technology through participation at IBEX 2008 from October 6-8.

The Australian International Marine Export Group (AIMEX) leads a group of 13 companies to IBEX, the International Boat Builders' Exhibition and Conference, the only trade show in the world dedicated exclusively to the education and purchase needs of professional boat builders, designers and marina managers.

AIMEX Board Member and GME executive, Sean Griffin, describes the USA as the largest – and toughest – market in the world.

“In recent times we have been bombarded with negative reports concerning the US recreational boating market. I believe the autumn 2008 US shows will be a real litmus test for the coming boating season. Amongst this doom and gloom from international commentators, I believe there is still opportunity in many US marine market segments for Australian exporters,” said Mr Griffin.

“Australian equipment manufacturers such as Ronstan, Coursemaster and Aqualuma have long been recognised as suppliers of innovative, high quality products and have established enviable niches in the US market. Boat manufacturers such as Seawind have successfully challenged the highly competitive US market with award-winning vessels.”

According to Austrade, the US recreational market is one of the world's largest and most competitive. A vast coastline and more than 12,000 marinas offer opportunities while Australian companies need to vie with a strong domestic manufacturing base and fluctuating exchange rate.

AIMEX members participating at IBEX include Aqualuma Underwater Lighting, Austral Propellers, Coursemaster Autopilots Pty Ltd, Evrsafe Marine Technology, GME, Hydrive Engineering, Isoflex, Marina Protection Systems Pty Ltd, Multipanel, Panelec, Poly Flex Australia, Ronstan International and Veem Propellers.

In some Australian highlights:

- Marina Protection Systems is exhibiting the Shaft Grounding Strap which provides a shaft driven vessel maximum electrical contact from the sacrificial anode to the shaft and propeller. As shaft anodes are no longer required, the Strap saves money and offers excellent protection from corrosion for the propeller and shafts. The innovation received a commendation award at the 2008 Australian Marine Awards. The company's successful Maddox Anodes also offer benefits for wooden and fibreglass boats by creating a more neutral environment under the vessel thus reducing the amount of contaminants on the hull. As the Maddox Anodes last longer than zinc, the boat does not need to be slipped as often, thus saving money while a cleaner hull offers fuel economy.

- Isoflex Technologies, producer of patented thrust mount blocks and flexible drive couplings, is seeking a US distributor. The 360-degree thrust block mounts are fitted with a copolymer core offering very high resistance to both lateral and thrust forces. Director Campbell Ewart says the company has developed a series of low cost general purpose mounts which offer an advantage over rubber models by their resistance to oil, fuel and water. "We have created a series of flexible drive couplings featuring an 'Iso-spigot' which ensures absolute accuracy of fitting and minimises any chance of a run out," said Mr Ewart.
- GME is attending IBEX for the third time following a rewarding 2007 participation which led to the signing of an exclusive North American distribution agreement. Since the securing of US and Canadian approvals early 2008, the company has commenced distribution through Whiffletree Corporation. GME intends to reinforce its brand profile within the US with a display of emergency beacons, communication and entertainment products.
- EVRSafe is showing the latest development of the multi international award winning ISS-1040. The unit is now available as a single sensor, a paired sensor or the original 4 sensor unit. As a further development EVRSafe is displaying the "Traker", a GPS driven tracking device which fully integrates with the ISS unit. Enabling remote information pertaining to the vessel, "Traker" is the ultimate "peace of mind" technology.
- Poly Flex has been attending IBEX since 2005 with North American distributor Thermoboat Ltd. Their market share is growing with many of the world's largest builders and they are now reinforcing their brand recognition and market place acceptance in the area. Poly Flex's 27 years of experience and DNV Type approval makes the company an industry leader. General manager Jason Cooper will be joining Thermoboat's Hugh Carroll at this year's IBEX to continue support.
- MultiPanel has capped an already outstanding year with news that major US boat builder Viking will incorporate the panel into production of its latest range of luxury vessels. Viking says that in its 43 year history, it has never lost sight of its mission to "build a better boat everyday." The integration of MultiPanel into its 2009 range is no doubt Viking's newest undertaking to give effect to that claim. The revolutionary panel will allow the company to design and build interior fit-outs that more genuinely reflect the signature styling of their boats' exteriors. Viking's shift to use of the new hi-density board technology is a sure sign that other global manufacturers will want to capitalise on MultiPanel's 60% weight savings and superior versatility.

AIMEX is a peak industry private sector group representing Australian marine exporters. AIMEX members encompass a huge range of marine products and services with manufacturers, designers, consultants, service providers and boat show organisers.

<End Text>

**FOR MEDIA INFORMATION:**

MaryAnne Edwards  
 Chief Executive  
 AIMEX  
 Ph +613 9682 1255  
 Fax +613 9682 1088  
 Mob + 61 412 916 036  
[medwards@aimex.asn.au](mailto:medwards@aimex.asn.au)

Kate Duryea  
 Media Consultant  
 Kate D Enterprises  
 Ph +61 408 331 868  
[kated@iprimus.com.au](mailto:kated@iprimus.com.au)