



Steve Morris

Jun 15, 2016 11:19 BST

Dometic: Announces New OEM Sales Team in UK

Dometic is introducing a new OEM sales team in the UK as it continues to strengthen its position as a leading supplier of marine equipment to boatbuilders and manufacturers in the country.

Representing Dometic products for 25 years, Steve Morris has been promoted to Director of UK Marine OE (MAOE) Sales. The engineering and technical specialist brings a wide range of experience to the role and has been a key account manager for companies including Princess Yachts, Oyster, Fairline

and Felix Engineering, with responsibility for many of Dometic's dealers and distributors.

Steve will work with MAOE Sales Managers Greg Silman and Matt Fry at the Dometic UK Ltd base in Blandford, UK. Greg has accumulated considerable product and technical knowledge following more than 13 years as a sales manager at Dometic, while Matt has moved to a more sales-focused role from his warranty responsibilities.

HVAC specialist Dometic is targeting further growth for its OEM marine segment with a rise in demand for its customised marine products such as air conditioners and sanitation, as well as its large commercial Sea Xchange watermakers and engine room ventilation equipment.

Julien Le Feuvre, Head of Marine OEM – EMEA, said: "In recent years, we have seen continued growth in our OEM and commercial divisions throughout EMEA to secure a strong position in the industry, with demand for Dometic products and customised installations continuing to increase in this sector. Our OEM team is renowned for its engineering and technical expertise and ability to collaborate with customers to develop unique, often ground-breaking, customised solutions for a wide range of vessels and contracts

"We are confident that our new OEM set up in UK will ensure there is continuity in our high-quality customer service and that the years of experience within the team will continue to prove that Dometic is a trusted supplier and partner."

This year, Dometic aims to boost its stronghold in the commercial and leisure sectors in EMEA with the launch of its new Titan series of chillers, with revolutionary titanium condenser coils, built for the harsh marine environment and providing customers with increased reliability and a longer warranty. After introducing variable speed technology for marine air conditioning to the industry last year with the VARC 48 model, Dometic has also launched a new, larger model for 2016.

Further areas targeted for growth include increasing sales of the company's engine room ventilation offerings and watermakers, with particular emphasis on the introduction of larger and more robust products for the commercial and offshore sectors including the high-capacity CX Sea Xchange watermaker developed for offshore conditions.

Dometic is building on a strong year for the company in 2015, during which it secured two major contracts. The company won a record order to supply the largest air-conditioning systems Dometic has ever produced to an Italian yacht builder and also announced that Finnish boat designer Axopar is the first boat builder in the EMEA region to introduce Dometic's MasterFlush 7000 toilet series to its boat production.

Dometic products supplied to the marine market include cookers, sinks and ovens, cup coolers, water heaters, mobile coolers, water purifiers, air conditioners, holding tanks, water makers, toilets and sanitary additives, inverters, transformers, generators, battery chargers, refrigerators, central vacuum cleaners and engine room ventilation.

To meet the team and for more information about Dometic products, visit Dometic at Seawork International this week on Stand PG90.

For further information, please contact:

Dometic

Alan Diamond

Tel: +44 (0) 344 626 0133

Email: alan.diamond@dometic.com

Dometic is a global market leader in branded solutions for mobile living in the areas of Climate, Hygiene & Sanitation and Food & Beverage. Dometic operates in the Americas, EMEA and Asia Pacific, providing mobile comfort for the Recreational Vehicles (RV), Commercial and Passenger Vehicles (CPV) and Pleasure Boats (Marine) markets. Dometic offer products and solutions that enrich people's experiences away from home, whether in a motorhome, caravan, boat or a truck. Our mission is to create smart and reliable products with outstanding design. Our products are sold in approximately 100 countries and manufactured in 22 production facilities worldwide. We have a global distribution and dealer network in place to service the aftermarket. Dometic employs 6,750 people worldwide, had net sales of SEK 11,486m in 2015 and is headquartered in Solna, Sweden.