



New Dometic logo

Sep 01, 2017 11:44 BST

## **Dometic: HISWA Orange Yachting Group Press Tour 2017 Press Kit**

***HISWA Orange Yachting Group Press Tour 2017***

*Please find below the Dometic press kit. The 4 releases can be downloaded as PDF's at the end of this email. Links to high res images are also provided below.*

## **Press Release #1**

### **DOMETIC COMMITS TO NEW CUSTOMER FOCUS WITH LAUNCH OF UNIFIED BRAND**

Dometic has strengthened its position as a leading global marine equipment supplier with the launch of a unified global brand and a new drive for product innovation.

The marine HVAC specialist is building the new brand platform to harmonise its huge product range within one consistent brand which is easily recognised by its customers across the world.

Renowned as a continuous innovator for its award-winning advancements since the 1950s, Dometic has also just appointed a new Product Manager EMEA Marine, Paul Hickinbotham, to drive product innovation and channel regional consumer feedback back to the product development and sales teams.

The new focus by Dometic aims to prioritise satisfaction and clarity for its customers by creating one distinctive, common corporate brand, while using market intelligence to fine-tune its products to meet local needs.

Backed by a global sales and service network, Dometic is renowned for its unrivalled selection of air conditioning products and its capabilities to custom engineer HVAC and sanitation systems. Its marine product range also includes engine room ventilation systems, cookers, refrigerators, watermakers, battery chargers and other equipment.

From this year, the specialist's valuable sub-brands, including Cruisair, Marine Air, SeaLand and WAECO, are offered by Dometic.

Julien Le Feuvre, Head of Marine OEM – EMEA, Dometic, said: "Our new global, single brand provides a clear and consistent message that the Dometic name represents a cohesive range of reliable and innovative products, global resources and expertise.

It reinforces our core commitment to provide solutions for OEMs, sailors, boat owners and commercial maritime workers to make their lives more

comfortable when at sea.

“Our key brand values remain the same: to supply smart, reliable solutions which comply to, and exceed, regulations; to offer outstanding design, focusing on innovation, new product development and future trends and styles; and to ensure our equipment is easy to use, install and understand.”

The new, unified product range is reflected in a redesigned logo and colour scheme on all Dometic products and packaging, emphasising that the company’s equipment from air-conditioning systems to toilets to refrigerators and cool boxes are all within the same product family and offering the same level of engineering and design.

The company provides a full line of heating, ventilation and cooling equipment to keep boaters comfortable, in scorching hot, or chilly weather. For decades, Dometic has continued to design and manufacture award-winning advancements to marine air conditioning.

The company’s latest innovation for chillers – using titanium instead of cupronickel condenser coils – has raised the bar for the industry, providing boaters, captains and boat builders with a vastly more corrosion-resistant material that extends the life of cooling systems. Also significant for efficiency and cost effectiveness, the Dometic VARC variable capacity chillers reduce energy costs for boat owners and the size of generator needed on-board by providing just the right amount of needed cooling or heating.

Dometic is a leader in providing ship-wide ventilation equipment that can reduce moisture, optimise engine performance and promote fire safety. From advanced mist eliminators to dampers, axial fans and controllers, Dometic provides end-to-end solutions for larger vessels.

In refrigeration, Dometic continues to lead the industry in flexible solutions to fit any galley – from drawer refrigerators for smaller boats, to larger, residential-style refrigerators for yachts. The new multiple award-winning CRX 3-in-1 fridge/freezer, which comes with a removable freezer compartment; allows the unit to act as a fridge-only system, freezer-only system or both.

Dometic has launched the new rebrand position, labelled ‘Mobile Living

Made Easy', across the company, which supplies products for customers in the caravan, truck and outdoor and marine markets.

Ends

## **Press Release #2**

### **DOMETIC INTRODUCES COOLMATIC CRX65D – THE FIRST 3-IN-1 MARINE DRAWER FRIDGE WITH REMOVABLE FREEZER COMPARTMENT**

Marine refrigeration specialist Dometic has introduced the convenient and versatile CoolMatic CRX65D compressor drawer fridge with removable freezer.

Providing boat owners with a practical three-in-one cabinet solution, Dometic's new 57-litre capacity CRX65D is the first marine drawer fridge with freezer compartment which can be easily transformed into a larger capacity fridge-only or freezer-only unit.

The elegant drawer fridge contains two removable basket compartments so users can organise their provisions in accessible, slide-out rows. The 7-litre freezer section can be removed to adapt the unit as required, for storing fresh food and also deep freezing produce in temperatures as low as 17°F (-8°C).

The CRX65D features a flush-mount electronic thermostat control panel with 5 temperature setting points, located on the interior side wall where users can easily reach it to make precise soft-touch adjustments.

An infrared sensor triggers a bright LED-light system to illuminate the interior.

Ensuring efficient performance, reduced power consumption and quiet operation, the DC-powered fridge (12/24V) uses an advanced, powerful electronic three-speed variable compressor which adjusts automatically to achieve the required cooling capacity. The fan is driven by the ambient temperature to minimise the noise. The fridge is also suitable for solar

operation.

Julien Le Feuvre, Head of Marine OEM - EMEA, Dometic, said: “Our DAME Award winning CRX range of refrigerators featuring our breakthrough patented removable freezer concept is providing boat owners with a truly unique unit which they can adapt to suit their specific needs, granting them new versatility in keeping their food and drinks fresh. We are now delighted to expand the range and introduce the CoolMatic CRX65D for those people who prefer the option of a drawer fridge with slide-out access to their refreshments which they can organise in secure, easy to reach rows.

“The CRX range is a stylish addition to your galley and easy to install, with exceptional interior illumination, and features the latest technology to ensure quiet and economic operation, precise temperature control and durability.”

The CRX65D unit has a temperature range of 0 to 12°C for the fridge compartment and -6 to -12°C for the freezer compartment. It has a power consumption at 5°C of 16 watts (1.3 amps at 12V) at an ambient temperature of 25°C, or 28 watts (2.3 amps at 12V) at an ambient temperature of 32°C.

Saving vital space on smaller boats, a special cut-out design on the back of the fridge allows the unit to be fitted against the vessel’s hull.

The sleek Dometic CRX65D fridge is available in silver grey, with a stainless steel version also available.

The Dometic CRX65D fridge is priced at €1,149 RRP inc VAT.

Ends

### **Press Release #3**

## **NEW DOMETIC XZ WATERMAKER PURIFIES SEAWATER AND FRESH WATER IN A SINGLE COMPACT UNIT**

The new Dometic XZ Series of compact watermakers enables boat owners to

automatically purify both seawater and fresh water with a single, compact machine.

The unique system combines the benefits of an on-board Sea Xchange watermaker and a Spot Zero fresh water reverse-osmosis purification system for pure water anywhere in the world.

Significantly reducing space requirements, installation time and the cost of buying two separate systems, the unified Dometic XZ system shares one frame and one controller and is available in four sizes.

Water is passed through the Sea Xchange side of the system first, making potable fresh water from seawater before feeding it to the Spot Zero system.

The second pass through the Spot Zero unit further purifies the fresh water by removing 95-99% of total dissolved solids. The ultra-purified water is then sent to the vessel's storage tank.

The combination unit can be operated as independent seawater and fresh water reverse-osmosis systems if required.

Steve Morris, Director of Marine Sales & Engineering – EMEA, Dometic, said: “Our new XZ range is effectively two systems combined into one. For anyone considering a seawater and fresh water reverse-osmosis system, this option saves significant space and cuts the cost and time spent on installation.”

After passing through a Dometic Spot Zero system, the boat's fresh water system will typically be down to a range of about 15 to 20 ppm (parts per million) of total dissolved solids, whereas typical seawater contains about 35,000 ppm. This means boat owners can enjoy ultra-pure fresh water for drinking, ice-making, cooking and bathing – whether they are out on the ocean or in a marina. The purified water is ideal for spot-free cleaning of boat interiors, as well as external washdowns. Low ppm water means the freshly-washed hull can be left to simply dry in the sun, with no need to chamois or dry by hand. In addition, sinks, stainless taps, toilets, water solenoids and shower screens all remain in perfect 'as new' condition.

The Dometic XZ features a one-touch fully automatic system and a touchscreen with graphical display for easy operation. The unit uses

condensed filtration with high-capacity filters which are changed less frequently and has an integrated sound shield to minimise operating noise.

The four XZ models produce volumes of purified water from saltwater/fresh water of 4,542/7,571 LPD up to 8,328/11,356 LPD.

Prices for the Dometic XZ start at €28,480 inc VAT (price is approximate).

Ends

#### **Press Release #4**

### **DOMETIC ANSWERS DEMAND FOR QUIET AND EFFICIENT SYSTEMS WITH LAUNCH OF VARC72 VARIABLE CAPACITY CHILLER**

Satisfying the demand for more efficient, more cost effective and quieter systems, Dometic has launched a new larger version of its innovative VARC variable capacity chiller.

The Dometic VARC chillers reduce energy costs for boat owners and the size of generator needed on-board by providing just the right amount of needed cooling or heating.

Following the introduction of the award-winning VARC48 chiller, Dometic has now expanded the product range with the introduction of the VARC72 model to meet the cooling and heating requirements of a range of boats and yachts.

Innovative technology enables the chillers to continually adjust to meet load demands, operating smoothly, steadily and quietly, and maintaining a more constant load on the generator. Instead of turning on and off to maintain temperature, it speeds up or slows down as needed to produce more or fewer BTUs. Also, there is no in-rush of current when starting, reducing demand on the entire electrical system.

Steve Morris, Director of MAOE Sales, UK, Dometic, said: “Noise reduction and energy efficiency are two big concerns, which is why we feel our variable speed compressor chillers are a significant advancement. The design and engineering of the VARC48 and 72 offer our customers significant benefits in

terms of efficiency and cost savings compared to other chillers. The VARC is smoother, quieter and more efficient, modulating its speed to meet thermal load demand and reducing electrical load fluctuations. Significantly, we are the only variable speed chiller manufacturer that has successfully managed to fully parallel two chillers successfully using our PLC software.

“Boat owners will find that with the VARC chillers, they use less power, require a smaller generator and have reduced maintenance on their electrical systems due to fewer starts and stops.”

The VARC48 and 72 have a compact footprint and feature an innovative plumbing design to improve ease and flexibility of installation and maintenance. An optional high-resolution colour touchscreen provides users with a dynamic interface, system metrics and control.

VARC chillers feature dual frequency so the system will still work when travelling between Europe and the Caribbean, for example. The VARC also has three operating modes – Econo, Standard and Boost – which provides even more efficiencies for boat owners.

The Dometic VARC uses an Electronic Expansion Valve (EEV) for precise control of superheat and also supports Dometic’s optional Smart Touch Integrated Intelligence Control (STIIC) software which allows boat owners to monitor and troubleshoot their Dometic equipment on-board from anywhere in the world.

Ends

**For further information please contact:**

Alan Diamond

**Dometic**

alan.diamond@dometic.com

+44 (0) 344 626 0133



or

Fred Seppenwolde

**Dometic Benelux BV**

[fred.seppenwolde@dometic.com](mailto:fred.seppenwolde@dometic.com)

+31 765 029000

or

Jules Riegal

**Saltwater Stone**

[j.riegal@saltwater-stone.com](mailto:j.riegal@saltwater-stone.com)

+44 (0)1202 669244

---

**About Dometic**

Dometic enriches people's experiences when away from home by providing smart, reliable products with outstanding design for mobile living in the areas of Climate, Hygiene & Sanitation and Food & Beverage. Dometic manufactures and sells products within these areas for use in mainly recreational vehicles, trucks and premium cars, cruisers and work boats, and for a variety of other uses. Dometic operates 22 manufacturing/assembly sites in North America, South America, Europe and Asia-Pacific. Dometic products are sold in more than 100 countries. Dometic has 6,500 employees and is listed on NASDAQ Stockholm.

For more information on Dometic, please visit: [dometic.com](http://dometic.com).