



Telemar - new logo

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## Marlink: Maritime electronics pioneer Telemar turns 70

*New logo and branding launched to celebrate 70 years of service excellence*

**Oslo/Paris, 18 October 2017:** Telemar, the Marlink Group bridge electronics and service company celebrates its 70<sup>th</sup> year in business this month. Established in 1947 as Compagnia Generale Telemar to manage radio communications on board Italian ships, Telemar has since become a leading global provider of communication services and marine electronics, leveraging its experience and expertise to deliver innovative integrated solutions for

customers in the commercial shipping and luxury vessel segment. A new logo and company-wide branding has also been launched to coincide with Telemar's 70<sup>th</sup> anniversary.

Telemar's remit expanded in 1950 with its first Radar installation and the shape of the company changed forever with the introduction of bridge navigation products to its portfolio in 1970. Today, Telemar serves over 3000 vessels annually through service contracts and a cutting-edge portfolio of integrated bridge solutions and marine electronics designed to improve navigation safety and operational efficiency. Most recently, the company has been at the forefront of the development of Glass Bridge systems for superyachts and also offers walkaround and foil design bridge systems for a variety of vessel types.

During its 70 years of delivering service excellence, Telemar's global footprint has grown significantly. Its offices in Italy, the UK, Germany, Sweden, Finland, Norway, Singapore, Hong Kong, China and the USA are fully integrated with Marlink's global network of 20 offices, ensuring the Group is always close to the customer. Together, Marlink and Telemar create the world's leading maritime communications, digital solutions and servicing company, delivering added value with highly complementary portfolios and by combining industry knowledge and expertise to support customer operations globally.

Telemar's unique history has also inspired the new Telemar logo and branding which will be launched on the occasion of the 70th anniversary celebrations, the logo design and new tagline is a creative fusion of Telemar's rich heritage and its position in the Marlink Group.

*"70 years is a long time in the maritime industry but through organic growth and service excellence we have secured a strong position in both the shipping and yachting markets,"* said Bruno Musella, President, Telemar. *"Joining forces with Marlink in 2016 enabled the next chapter in the Telemar story, enabling us to extend our global reach even further while helping to create a unique portfolio of technology and services that provide our customers access to the best communications and electronics products all from a single supplier."*

*"Telemar's 70 year history reflects the quality and value it provides to customers, making it a perfect fit as a Marlink Group company,"* said Erik Ceuppens, CEO, Marlink Group. *"The unique combination of communications expertise from*

*Marlink and Telemar's position as one of the leading operational technology integrators is critical for helping our maritime customers to achieve better safety and efficiency through digitalisation. We're delighted to be part of Telemar's 70<sup>th</sup> anniversary and looking forward to developing even more customer value as we continue our mission of delivering quality communications, technology and digital services globally."*

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**About the Marlink Group**

Through its ownership of Marlink, Telemar and Palantir, Apax Partners has created a new powerful Group dedicated to providing maritime and enterprise customers with an integrated offering of reliable broadband communications, digital solutions, bridge electronics and flexible service & maintenance.

Combining the power of these expert organisations, the Marlink Group delivers complete connectivity and IT solutions to maritime and enterprise companies globally. It provides an unrivalled portfolio of multi-band communication solutions covering Ku-, Ka-, C- and L-band services extended with mobile and terrestrial links and an industry-unique range of digital solutions. Telemar, as part of the Group, is a recognised supplier for bridge electronics and on-board maintenance services. The Group is completed by Palantir, which specialises in remote IT management solutions and IT services on board.

The expertise of the Marlink Group, combined with its strong satellite network operator and manufacturer partnerships as well as IT network expertise, enables it to bring the power of broadband communications, bridge and electronics technology and service excellence to customers globally, providing tailored connectivity solutions that enable both maritime and enterprise customers globally to digitalise their operations at sea and on land.

Today the Marlink Group has more than 800 employees worldwide and provides customers with unrivalled service and support through an enhanced global footprint and worldwide sales and service locations. A global 24/7 helpdesk, specialised competence centres, local presence on all continents and a network of 1250 service points and partners staffed by highly qualified, certified service engineers, supports global customers to operate their business in an ever smarter, safer and more profitable way. The Group is led by Erik Ceuppens as CEO.

[www.marlink.com](http://www.marlink.com)

[www.telemarspa.it](http://www.telemarspa.it)

[www.palantir.no](http://www.palantir.no)