



The new Maxwell website showcases the company's extensive range of anchoring solutions and accessories

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Maxwell Meets Needs of Global Customers with Digital Update

Anchoring equipment specialist Maxwell is enhancing its connection with customers and strengthening its response to worldwide market demand with the launch of an upgraded online product overview and information resource.

In line with the company's strong global growth, Maxwell has revealed a new [website](#) to effectively showcase its extensive range of anchoring solutions and to share over 50 years of expertise and experience for the benefit of boaters and industry partners.

The updated digital platform combines with Maxwell's continued commitment to engineering innovation and new product development, as the company's global brand awareness increases across the power and sail, superyacht, and commercial sectors.

Presenting a neat, clear format for visitors to easily navigate, the key features of the website include: a comprehensive overview of the Maxwell systems and solutions; product specifications and instructions within manuals and technical documentation; information on the use and maintenance of Maxwell anchor winches. There are also dealer locator and FAQ sections.

Andy Stephens, CEO for Maxwell APAC, said: "In alignment with Maxwell's continued focus to expand, grow the brand globally and meet customer needs, we are delighted to improve our digital presence with a new website. We hope the design will provide an easy-to-navigate and clear environment for visitors and we will be further expanding the information available within the online format to incorporate new developments."

Maxwell's range of high-quality windlasses, capstans, ancillary deck gear, stern handling products, and other accessories provides anchoring solutions for vessels from 6m (20ft) to over 90m (300ft).

With a well-earned reputation for excellence in innovation, engineering and manufacturing, Maxwell has an established presence in Asia, New Zealand, Australia and the U.S.A. and has now achieved notable progress in penetrating the European market.

Maxwell was acquired by the VETUS group of companies in 2008, forming a successful strategic alliance which precipitated the company's on-going expansion, increase in capabilities and access to a worldwide network, with strong synergies in each company's product portfolios.

Andy continued: "We already have an extensive sales and customer service network in place due to the synergies with the VETUS brand, allowing for ongoing and direct feedback to our engineering department. With a head office in Auckland, New Zealand and branch offices in Australia, USA, Europe and South Africa, we can monitor the global marine industry, ensuring we can be confident we can serve our clients regardless of where they are."

Maxwell's head office and manufacturing facility was doubled in capacity with a relocation to larger premises on New Zealand's North Shore in recent years. Today, the team works closely with a variety of manufacturing yards and vessel operators, ranging from trailer boats and pleasure yachts to commercial and military vessels.

View the new website at www.maxwellmarine.com.

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About Maxwell

For over 50 years, the name Maxwell has been synonymous with providing the highest quality anchoring solutions for pleasure boats, superyachts, and commercial vessels. From its humble beginnings in New Zealand in the 1960s, Maxwell has grown to be one of the strongest windlass brands in the world and is trusted by an ever-growing list of ship captains, boat builders, and marine-industry titans. The company's international reputation for excellence has evolved through ongoing R&D, innovative design, customer service, and a commitment to style and quality that is unparalleled in the industry. Maxwell operates with the goal of providing customers with marine gear that works flawlessly, endures the full spectrum of marine

environments, and exceeds expectations. Its extensive range of windlasses, capstans, and accessories provides anchoring solutions for vessels from 6 metres (20 feet) to over 90 metres (300 feet).

Maxwell's head office and production facility are located in Auckland, New Zealand. In addition, it has a well-established global distribution and service network, which ensures Maxwell customers have speedy support in virtually every part of the globe.