



VETUS has appointed Nick Tuinenburg as YellowV Product Sales Manager

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VETUS Targets Rapid Growth for Watersport Brand YellowV with Product Sales Manager Appointment

VETUS has announced the appointment of a dedicated Product Sales Manager for its new inflatable equipment brand, YellowV.

Five-year VETUS Product Marketeer Nick Tuinenburg has been promoted to the newly created role with the objective of doubling the YellowV product line-up and turnover for 2022.

With the watersport market continuing to expand, complete marine system supplier VETUS is targeting significant growth for the brand by channelling more focus and resources into product development, raising awareness and increasing sales.

[YellowV](#) offers an innovative range of inflatable products, including SUPs, inflatable platforms and boats for flat and white water, plus associated accessories. Launched in 2020, the brand's mission is to make watersport accessible for everyone, helping people get out onto the water and fit using smart, high-quality equipment.

Involved in the original creation of the VETUS brand, Nick brings a strong product design and marketing background, and industry experience, to the sales team. His new job as YellowV Product Sales Manager will also include responsibility for enhancing and improving the VETUS activities online. He will report to Thijs Boegheim, VETUS Sales Director, EMEA.

Nick said: "The interest in SUPs and entry level watersport is at an all-time high, a trend demonstrated by our own stock levels and the numerous high-end competitors who are struggling for stock. I am therefore enthusiastic about helping to expand the YellowV range and to familiarize consumers with the brand. We see huge potential in YellowV as the equipment offers outstanding features such as the ergonomics and price-to-quality ratio, plus our products have that little bit extra that can transform the experience on the water. I am also looking forward to taking advantage of the opportunity to get in direct contact with customers online and receive unfiltered feedback."

Exceeding standards and regulations, the YellowV line-up includes three Heartbeat ISUPs, ranging in length from 250cm to 335cm and sold as a complete kit with various accessories. Unique to the market, each board features a different board game on the underside. Further products include a versatile inflatable platform and a range of YellowV inflatable boats, with much more to be added to the YellowV program soon.

For more information on YellowV, visit www.yellowv.com. For VETUS, visit www.vetus.com.

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About VETUS – *The Creator of Boat Systems*

VETUS is an internationally-renowned developer and manufacturer of complete marine product systems ☒ including engines, generators, bow thrusters and control panels ☒ for recreational craft and small commercial vessels. VETUS prides itself on innovation and the majority of the 4,000 products it supplies are part or wholly designed by its in-house engineers. Founded in 1964, VETUS has its headquarters near Rotterdam, in the Netherlands, as well as subsidiaries in 16 other countries and a worldwide distribution and service network.

All products marketed by VETUS are part of a complete system, with any connecting components also available for ease of use. VETUS strives to ensure everything it supplies is as simple to install and maintain as possible,

to make life on the water more enjoyable for its customers.