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## CHANGING THE FACE OF LIFEJACKETS

**3 July 2015** – SeaSafe’s I-Zip lifejacket range is a world first; the only lifejacket with a changeable cover, each I-Zip lifejacket has a removable front cover which can be interchanged, washed or easily updated.

SeaSafe have recently started to use two new fabrics for the I-Zip lifejacket covers, each range creating yet more stunning styles. The ‘Carbon Range’ sees the introduction of new colours such as Azure Blue, Bronze, Granite, Graphite and Silver, whilst the new ‘Diamante Range’ has led to new colour themes including Grey, Espresso Brown, Indigo, Lava Red, Meteor Grey and Regatta Blue.

These new covers add to the existing eclectic range of vibrant cover styles, comprising striking designs called ‘Pink Animal’, ‘Disco’, ‘Camo’, ‘Zebra’, ‘Leopard’, ‘Tiger’ and ‘Union Jack’. Certified to 150N for the ISO 12402

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Standard, with an actual tested buoyancy of 170N, the I-Zip range, as with all SeaSafe's safety clothing, is made at their factory on the Isle of Wight – a truly British, hand crafted product.

SeaSafe have also just made the I-Zip with a tweed fabric cover for one of Britain's iconic men's fashion brands, for display in their flagship London store. Commenting on the success of I-Zip, SeaSafe Managing Director Jeremy Dale said, "Our thinking behind I-Zip was that if lifejackets looked stunning it would encourage people to always *want* to don a lifejacket.

"You can have different covers and change them as the mood suits. If you tire of your existing cover, try a new one. Or take advantage of our bespoke service – choose your own fabric, even an off-cut from a jacket or coat that's no longer worn, send the cloth to us and we'll make the cover! Any fabric can be made into an I-Zip lifejacket cover.

"And since releasing the Union Jack cover we have had numerous enquiries from international customers wanting a lifejacket that features their own nation flag or national emblem."

The I-Zip leisure lifejacket range is available with a range of options too, such as spray hood, SOLAS light, lifejacket kill cord attachment, double crotch strap, retro reflective tape and personalised embroidery.

SeaSafe have now also approved the option of LiveSaver for inclusion with the I-Zip lifejacket range. LiveSaver is 3 metres of 3mm neon coated Dyneema spliced into a loop with a triangle in one end. The other end is attached to the lifting becket in the lifejacket with a strap hitch knot. When the life jacket inflates the LiveSaver floats out onto the water and is easy for the rescuer to grab with the boathook. They can then secure the MOB to the boat while they set up their retrieval rig. The Dyneema is capable of lifting 1.5 tons.

For more information about I-Zip visit: [www.seasafe.co.uk](http://www.seasafe.co.uk).

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**Issued on behalf of SeaSafe Systems Ltd by Next Step Marketing Ltd**

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**Notes to Editors**

First established in 1966, SeaSafe are a British, family owned company specialising in marine safety clothing and marine safety products.

Operating from their own 8,000 sq ft factory in Cowes on the Isle of Wight, they are best known for pioneering the development of the all-in-one foul weather coat with integrated lifejacket – the coat that becomes a lifejacket in less than five seconds. Now the preferred choice for professional seafarers it is worn by more harbour masters and harbour pilots worldwide than any other type of jacket.

SeaSafe today is recognised as ‘the one-stop resource’ for marine safety products for both professional mariners and recreational sailors, with product ranges designed specifically for each sector.

SeaSafe are also now the only British independently owned manufacturer of lifejacket lungs, supplying this core component of lifejackets to other lifejacket brands.