

New collaboration with distributor in Germany

Friday 17 June, 2022

Safe at Sea AB (publ) has signed a distributor agreement with Lava Marine GmbH which will represent Safe at Sea in Germany.

Lava Marine is a well-established company in the marine sector. They have a heavy focus on the segments that Safe at Sea targets, such as the Rescue Service, the Sea Rescue, the Police and the Navy.

In addition to sales of boats to different segments, they also offer service and have their own workshop, which we see as very advantageous.

Lava Marine is very well established throughout Germany and we see that together with them we reach out to the markets we are interested in. They will market and sell our entire product range.

Safe at Sea has previously not had any distributor in Germany, only a few contacts with end customers. This means a great opportunity for us to expand in one of Europe's largest markets. The collaboration starts directly with a joint stand at Interschutz in Hanover week 25.

"We are incredibly happy to start the collaboration with Lava Marine, and it is with great anticipation that we take a big step into the German market," says Marianne Wittbom, CEO of Safe at Sea AB.