

“Sea Sure is one of the few companies who design and produce quality marine hardware in the UK. Whilst others are buying from overseas producers, Sea Sure are still committed to design, develop and produce performance marine products in the UK”.

Sea Sure has now invested in considerable additional manufacturing capacity in the UK. Two new CNC lathes and further equipment to increase their injection moulding capability have just arrived at Sea Sure’s South Coast base in Warsash. Demand for Sea Sure’s engineered products has significantly increased over the last six months, and this new equipment further enhances their production capacity.

“Product design and development have always been based in the UK. In recent years we invested in tooling and production in the Far East to ensure we maintained the lowest production costs. The situation has now changed; with the dollar exchange rate at its current levels and Far East production costs continuing to rise, it is now more cost effective to manufacture many of our products back in the UK”, commented Graham Brown, Managing Director at Sea Sure.



New CNC lathe being installed.



“We always maintained our UK production capability including matched tooling for anything produced in the Far East. Because of the capability of these new machines we will be able to further automate the production of some of our products, making us even more competitive, particularly overseas”, he added.



“It’s a very exciting time for us,” said Sales Director Mark Acaster, “Our product development over the past couple of years has resulted in three industry award nominations, as well as many other new products added into the ranges. Our distribution portfolio continues to expand with the introduction of new folding bike ranges in 2009 and 2010 and more recently with our exclusive arrangement with Nestlé, to distribute their Power Bar sports nutritional range of products into the marine market.”

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