



Sarnico, June 2018 - Press Release

**CANNES 2018 YACHTING FESTIVAL – BESENZONI HAS CREATED A NEW RANGE OF CUSTOM PRODUCTS FOR SUPER YACHTS: UNICA IS BORN**

*During the Cannes Yachting Festival, which will take place between 11 and 16 September, Besenzoni will launch its new brand Unica - unique yacht accessories, featuring completely custom and exclusive products. This event will also be an opportunity to announce the close partnership we have formed with Marine Leather for our top-of-the-range products.*

The Bergamo-based company, a leading provider of nautical components for the international market for over 50 years, is best known for providing its customers with completely bespoke products designed for individual boats, especially larger ones.

To better focus on the expanding market for bespoke super yachts, Besenzoni has come up with Unica, a special range of unique accessories which will enable us to meet all of our customers' requirements, from the design to the creation of tailor-made products, and to provide valuable support for on-board assembly and ongoing after-sales service worldwide.

In addition to this key development - and as part of a project aimed at achieving high-end specialisation - Besenzoni has formed a new partnership with Marine Leather, a leading company in luxury leather products, which, on the occasion of the Croisette Boat Show, will upholster the award-winning Matrix helm seat with their exclusive custom processing outdoor leather.

More details and information will be released to the press during the conference at the 2018 Cannes Yachting Festival. An invitation will be sent shortly.

**STAND N. PAN 210**

**Besenzone**

*For 50 years we have been serving and constantly assisting customers in 90 different countries, and we have earned our position as one of the most prestigious Italian companies in the world. With the largest sales network in the sector, we have an impressive international presence in 59 countries with 187 sales representatives. More than 60 patents and ongoing technical advances. Seven collections now include more than 170 products.*

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