

16 November 2017

Nine outstanding products pitched to the press at METSTRADE 2017

A total of nine METSTRADE Show exhibitors, which were chosen by a panel of journalists from international trade magazines, had the opportunity to demonstrate their products in the form of elevator pitches at the 'Pitch The Press' event on Wednesday 15 November. Their audience consisted of show visitors, exhibitors and international media. This was one of the highlights of the METSTRADE Theatre, designed to showcase some of the thousands of products on display at this leading trade show.



The event

The companies taking part in the Pitch The Press event were handpicked by the jury on the first day of the METSTRADE Show. Products were selected based on their unique features which the jury felt deserved additional time in the spotlight. “The rules for inclusion were not especially stringent as the main priority was to flag up distinctive, practical and innovative solutions,” explains Sigrid van der Wel, Marketing Communications & PR manager. “This initiative also served as an encouragement to companies who may not have the large marketing budgets required to otherwise reach a wide audience.” Pitch The Press certainly succeeded in its aim. A large number of press representatives, show visitors and exhibitors attended Wednesday’s event.

The Jury

The Jury panel consisted of journalists from the international boating trade media, including Craig Ritchie, who writes for Boating Industry, Boating Industry Canada and more, Rens Groenendijk from Jachtbouw NL, Louisa Beckett from Soundings Trade Only, Aaron Porter from Professional Boat Builder, Tim Thomas from Superyacht Report and Alberto Mariotti from Vela e Motore.

The products selected by the jury

During the event the companies were given five minutes each to describe and demonstrate their product. Presented products included the MacGlide by [Mactac](#), the CCROV camera by [Shenzen Vxfly Intelligent Information Technology Co. Ltd.](#), the InnoLin by [Flax Composites](#), the DynamicTrim control System by [Zipwake](#), the Trimcontrol Electronic Telltale by [Meragitee](#), the S.A.F.E. by [Opacmare](#), the Clik by [PME Mare Inc.](#), the Hook 2 line by [Lowrance](#) and the Seakeeper 6 by [Seakeeper](#).

“Pitch The Press is a great platform to share information on our new launches in front of a large trade audience,” comments Seakeeper chief operating officer Andrew Semprevivo, who presented the company’s new Seakeeper 6 stabilizer system. “This is a fine example of how the industry can push forward and grow.”