

2019

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## DOMETIC BRAND ENTERS EXCLUSIVE WINDOW COVERING BUSINESS

**Miami – February 14, 2019**

**Leveraging the acquired top marine blinds brand Oceanair - Dometic today announces its new entire portfolio of window covering solutions to further grow in the Mobile Living sector.**



Dometic today announced its new portfolio of Dometic Marine Blinds by incorporating and rebranding acquired Oceanair products.

Thanks to the high quality and elegant finishes in combination with the Dometic brand connection, Oceanair products are beginning to embrace new applications for RVs, Cruise Liners, boutique hotels and much more.

Peter Kjellberg, Chief Marketing Officer, Dometic Group says; “The Dometic brand will open up the opportunities for Oceanair products with much broader audiences.

“Dometic has a strong presence in the Marine market and with our extensive expertise in RV and hotel business, we are determined to bring Oceanair’s superior designs to new markets, new customers and new applications.”

Oceanair now offers 50% of its blinds portfolio with automation options, which means that a complete shading set can be operated at the touch of a button, from window blinds, to door and hatch coverings.

Justine Heeley, Head of Dometic Marine Blinds says; “Design, engineering and innovation are what have kept Oceanair at the forefront of the luxury marine markets.

“We have today an unparalleled market presence with its tailor-made elegant hatch and window covering products for leisure marine and superyacht builders but we have ambitions to expand. I believe we will be able to broaden our customer base with Dometic brand going forward.”

As of February 2019, the Oceanair brand discontinues and will be replaced with Dometic brand. Current customers and prospects will continue to be served with services and support by Dometic Marine.

### Note to Editors

- [Dometic acquires Oceanair and strengthens its presence in the marine market \(Feb 7, 2017\)](#)
- Photos can be accessed [here](#).

### About Dometic

Dometic is a global market leader in branded solutions for mobile living in the areas of Climate, Hygiene & Sanitation and Food & Beverage. Dometic operates in the Americas, EMEA and Asia Pacific, providing

Mobile living made easy.





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products for use in recreational vehicles, trucks and premium cars, pleasure and workboats, and for a variety of other uses. Dometic offers products and solutions that enrich people's experiences away from home, whether in a motorhome, caravan, boat or a truck. Our motivation is to create smart and reliable products with outstanding design. We operate 28 manufacturing/assembly sites in 11 countries, sell our products in approximately 100 countries and manufacture approximately 85% of our products sold in-house. We have a global distribution and dealer network in place to serve the aftermarket. Dometic employs approximately 8,000 people worldwide, had net sales of more than SEK 18.0 billion in 2018 and is headquartered in Stockholm, Sweden.

For more information on Dometic, please visit:

<http://www.dometic.com>.

## **PRESS CONTACT**

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