

PRESS RELEASE
August 2020

Princess Yachts announces partnership with Ecoworks Marine



Princess Yachts, the UK's largest yacht manufacturer, today announces a new brand partnership with Ecoworks Marine, the leading supplier of sustainable cleaning products for the marine industry. The collaboration will see all Princess customers be given the option of an Ecoworks Marine starter cleaning kit with any new yacht purchase from the Princess range, ensuring the very best aftercare for their yacht while helping to minimise the potential pollution impact on our oceans.

With a shared passion for sustainability and ocean conservation, Princess and Ecoworks Marine have come together to help tackle the challenge of creating a more environmentally friendly approach to yacht cleaning. In a first for the industry, Ecoworks Marine have developed their 'Preserve the Living Seas' range, a unique collection of cleaning products that are fully biorenewable, quickly biodegradable and sustainably formulated.

All Princess owners will receive a complimentary sample of the Ecoworks yacht wash as well as the option of a comprehensive starter kit as part of any new yacht purchase from August 2020. This starter kit includes a full range of both environmentally friendly

interior and exterior cleaning products, as well as items for sustainable living while on board such as eco laundry cleaner and eco washing-up liquid. All products are pH neutral, non-caustic and non-flammable, making them the only range on the market to be fully International Maritime Organisation MARPOL compliant. Furthermore, they come supplied in fully recyclable packing, with even the filling inside Ecoworks' cardboard boxes made from potato peelings that are fully biodegradable.



This new partnership underlines Princess's continued commitment to sustainability and ocean conservation. With an ambition to set industry benchmarks in environmental preservation, Princess was the first yacht building company to achieve ISO 14001, a set of processes which it adheres to during manufacturing to help reduce environmental impacts. The business also recently joined MarineShift360, a rigorous programme of life cycle analysis of materials and manufacturing processes aimed at exploring more sustainable manufacturing techniques.

Furthermore, Princess was the first yachting company to work with the Marine Conservation Society, helping to create marine protection areas around the seas of the United Kingdom through innovative fund-raising initiatives. Earlier this year the brand also announced its backing of the Ocean Photography Awards, the first awards of their kind celebrating the very best imagery of our oceans under the themes of conservation, exploration and adventure.

Announcing the collaboration with Ecoworks Marine, Princess Yachts' Chief Marketing Officer, Kiran Haslam, explained: *"As a leading yacht manufacturer in the world, we take our environmental and sustainability responsibilities very seriously and our partnership with Ecoworks is a further step forward in supporting the preservation of our oceans. These products not only offer incredible aftercare for our customers' yachts but it's reassuring to know too, that we are contributing towards a safer, more ecologically friendly approach to yacht cleaning. Along with innovation of manufacturing techniques and our other high-profile links to marine conversation organisations, this new partnership underlines our ambition to always strive to do more and become a standard-bearer for good practice across the marine industry."*

Ecoworks Marine Business Development Manager Angus Johnston added: *"We are delighted to be working with Princess in what is an exciting and ground-breaking partnership. As a family business, for us to be working with one of the most iconic brands in the marine industry, with shared values and a passion for championing ocean conversation, is a perfect fit for us. We are incredibly proud of our 'Preserve the Living Seas' product range and look forward to sharing this with Princess customers as we all play our part in minimising the stress of yacht cleaning on the marine environment."*

More information on Ecoworks Marine can be found at ecoworksmarine.com

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Notes to Editors:

For further press information, imagery and video visit: portal.princessyachts.com

Princess Yachts

Plymouth-based Princess Yachts epitomises the best of British manufacturing, from its quality craftsmanship, design and engineering pedigree, to the refined elegant and luxury interior styling of its craft. The result blends cutting-edge technology with traditional craftsmanship to set new standards in performance, evident across the Princess range of sophisticated flybridge motor yachts, dynamic V Class sports yachts, ground-breaking S Class sportbridge yachts, flagship M Class superyachts, 'Superflybridge' X Class yachts and revolutionary R Class performance sports yachts. The Princess reputation for design, engineering and manufacturing excellence has earned the company global appeal and established it as a truly international brand.

Princess Yachts was acquired in 2008 by L Capital 2 FCPR, an investment group co-sponsored by LVMH (Moët Hennessy Louis Vuitton) and Groupe Arnault. In January 2016, L Capital merged with Catterton to become L Catterton, now recognised as the largest global consumer-focused investment firm.



CERTNO928540

Quality Assurance ISO 9001 2015

A boat has to be constructed under the highest quality control if it is to deal successfully with the tough conditions the oceans can occasionally impose. Princess construction systems are approved by Lloyd's Register Quality Assurance as complying with BS EN ISO 9001 standards. This assures the owner that his boat is built to the highest standards and represents lasting value.



In 2010 we became the first major European boat-builder to be awarded ISO 14001 in recognition of our achievements in reducing our environmental impact. We are also breaking new ground in large scale resin infusion technology, a closed moulded process which almost completely eliminates styrene emissions in the workplace and local environment.

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