



Shakespeare® Marine announces new UK distributor

Shakespeare® Marine – the world leader in marine antenna design – announces the appointment of its new UK distributor, Meridian Zero Distribution Ltd.

With immediate effect, Meridian Zero Distribution Ltd becomes a new UK distributor for the brand, responsible for the UK market, alongside Shakespeare® Marine's long-standing UK distributor, SMG Distribution Ltd.



The new marine distributor supplies leisure and technical equipment to watersports retailers, boat builders, yards and commercial customers. Founded more than 20 years ago, Meridian Zero is committed to supplying useful, innovative and reliable products, and Shakespeare® Marine is a welcome addition to its portfolio.

Tony Evans, Managing Director of Meridian Zero Distribution Ltd, comments, "This is a great day for us. We have always aimed to represent Tier One brands, and the V-Tronix & Shakespeare brands are definitely that. We are already getting stock in and we look forward to a successful partnership."

Shakespeare® Marine is a global antenna brand with a reputation for superior quality, performance and durability. First introduced to Shakespeare Marine in 2018, Meridian Zero Distribution Ltd became a distributor of the industry-leading antennas earlier this month (October 2020). The team was impressed by

Shakespeare's extensive product range, sector knowledge and technology, and has plans to expand distribution via its established relationships with chandlery outlets nation-wide.

Dave Manasseh, European Sales Manager for Shakespeare Marine, comments, "We are delighted to announce Meridian Zero Distribution Ltd as our new UK distributor. The brand has an impressive portfolio of contacts and connections, and we look forward to sharing the new opportunities together. It's an exciting time for both of our companies."

For more information about Meridian Zero Distribution Ltd, please visit: www.meridianzero.co.uk

Established in 1897, Shakespeare® Marine is a global antenna brand, which recently launched the world's first inflatable emergency VHF antenna – the GALAXY INFL8. It has taken the industry by storm and is the proud recipient of seven awards. Find out more on the website: www.shakespeare-marine.com or www.infl8-antenna.com or contact the European offices via +44(0) 1253 858 787.

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