



Kris Nieuwenhuis, Manager North European Markets at Ocean Signal (left), Leif Schick, Managing Director of ELNA GmbH (right)

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## ACR Electronics Partners with ELNA GmbH to Strengthen Presence in Germany

**Fort Lauderdale, FL** – [ACR Electronics](#), a global leader in safety and survival technology, is proud to announce a new strategic distribution partnership with [ELNA GmbH](#) and its leisure marine trading brand, [Ferropilot](#). This partnership marks a significant milestone in ACR's mission to enhance maritime safety by expanding its presence and product availability in the German maritime market.

As a well-established distributor representing other premium brands such as Blue Sea Systems and Cobham Sailor, ELNA GmbH and Ferropilot bring extensive industry expertise and a reliable brand that is highly trusted throughout the industry.

By leveraging ELNA's considerable distribution network, industry expertise, and established customer base, ACR is well positioned to extend its reach and ensure more German boaters, sailors, and maritime professionals have easier access to high-quality safety equipment.

The distributors will have access to ACR's entire range of innovative solutions, including the newly launched [ResQFlare Pro](#) electronic distress light, the highly acclaimed [GlobalFix V5 AIS EPIRB](#), and the advanced [ResQLink AIS Personal Locator Beacon \(PLB\)](#)

"Germany is one of the most important maritime markets in Europe and this partnership with ELNA and Ferropilot represents a tremendous opportunity for ACR Electronics," said Bob Pro, Vice President of Sales at ACR Electronics.

"Their exceptional reputation and industry expertise aligns perfectly with our commitment to safety innovation, combined with their knowledge of the German maritime market, they are the ideal partner to represent the ACR brand and help us grow within the German region."

For ELNA GmbH, the addition of ACR's products to its portfolio strengthens its offering of premium safety and navigation equipment.

"We are proud to be ACR's new distribution partner in Germany. ACR is a perfect fit, and our team is looking forward to promoting their renowned products and strengthening their position as a leading safety brand in Germany," said Leif Schick, Managing Director of ELNA GmbH.

Germany's maritime industry is a cornerstone of its economy, with approximately 2,800 maritime companies providing over 450,000 jobs. Driven by strict safety regulations and a strong commercial maritime sector, the country represents a significant market for maritime safety equipment in Europe. In 2023, the AIS segment dominated the safety equipment market, while the commercial sector accounted for 84% market share, highlighting the industry's focus on compliance and risk mitigation.

Both ACR Electronics and ELNA GmbH share a strong commitment to advancing product innovation and safety standards within the maritime industry. This partnership not only supports Germany's maritime safety needs by enhancing access to lifesaving technology but also contributes to raising awareness and improving safety standards in Germany.

As demand for high-quality emergency beacons, personal locator devices, and other survival products continue to grow, this partnership ensures that both recreational and commercial maritime customers receive exceptional service, support, and product availability.

ACR Electronics and ELNA invite maritime professionals, retailers, and shipbuilders to explore their expanded portfolio of safety solutions.

To learn more about ACR Electronics and its innovative safety solutions, visit <https://www.acrartex.com>.

For more information about ELNA GmbH and Ferropilot, visit their website at <https://www.ferropilot.dehttps://www.elna.de>.

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### **About ACR Electronics, Inc.**

As a world leader in safety and survival technologies for over 65 years, ACR Electronics, Inc. designs and manufactures cutting-edge rescue distress lights and survival equipment for the marine, outdoor, aviation and military markets. ACR Electronics marine and outdoor products are engineered to work in all conditions when needed the most and include Emergency Position-Indicating Radio Distress lights (EPIRB), Personal Locator Distress lights (PLB), Search and Rescue Transponders (SART), VHF, two-way satellite communication devices, Automatic Identification Systems (AIS), Man Overboard (MOB), emergency lights, search lights, and other associated safety accessories.

ACR Electronics operates within the ACR Group of companies, which spans a portfolio of brands including Bivy, ARTEX, Ocean Signal, United Moulders Ltd (UML), SKYTRAC Systems, Flight Data Systems, Latitude Technologies, NAL

Research, and FreeFlight Systems. ACR Electronics is the foremost development center for emergency distress lights that are designed with one purpose: to save lives. For more information go to [www.ACRARTEX.com](http://www.ACRARTEX.com).

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