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## **Lorenzo Renzetti Appointed Sales Director Superyachts for Maxwell Marine**

Anchoring systems specialist Maxwell Marine has appointed Lorenzo Renzetti to the key role of Sales Director from its operations in Italy where he will focus primarily on promoting and selling Maxwell Superyacht equipment and engineering solutions to the booming superyacht industry.

Maxwell, which in 2019 celebrated 50 years of experience and innovation in the manufacture of the world's highest quality anchor windlasses, ancillary deck gear, stern mooring equipment and custom anchoring solutions for yachts and small commercial vessels, says strengthening its sales team in

Italy will enable it to be even more pro-active towards original equipment manufacturers (OEM) and key clients, engaging with them to meet individual needs.

Educated at the University of Rome where he studied mechanical engineering, Lorenzo was previously Area Manager covering the centre-south of Italy for Milan-based SAIM Group which distributes components and accessories for marine and industrial businesses.

Lorenzo said: "I am delighted to join Maxwell Marine at this exciting time for the superyacht construction industry and am looking forward to working closely with key clients and manufacturers to offer sales packages that focus on individual needs."

Thijs Boegheim, Sales Director EMEA at Maxwell Marine said: "I welcome Lorenzo to the team. Italy is an important market for our products and the experience and knowledge that Lorenzo brings with him will help us provide our clients the unrivalled quality, support, service that they deserve and will be a key person to bring our Group brands to another level at the Italian shipyards."

Headquartered in New Zealand, Maxwell Marine also has offices in Queensland, Australia and California, USA and an extensive global dealer network throughout North and South America, Europe, Indo Asia, South Africa, Middle East and the Gulf States.

Maxwell Marine is backed by YANMAR and its companies, including VETUS, Smartgyro and Flexofold.

For more information about Maxwell Marine products visit the new website at [www.maxwellmarine.com](http://www.maxwellmarine.com).

ENDS

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**About Maxwell**

For over 50 years, the name Maxwell has been synonymous with providing the highest quality anchoring solutions for pleasure boats, superyachts, and commercial vessels. From its humble beginnings in New Zealand in the 1960s, Maxwell has grown to be one of the strongest windlass brands in the world and is trusted by an ever-growing list of ship captains, boat builders, and marine-industry titans. The company's international reputation for excellence has evolved through ongoing R&D, innovative design, customer service, and a commitment to style and quality that is unparalleled in the industry. Maxwell operates with the goal of providing customers with marine gear that works flawlessly, endures the full spectrum of marine environments, and exceeds expectations. Its extensive range of windlasses, capstans, and accessories provides anchoring solutions for vessels from 6 metres (20 feet) to over 90 metres (300 feet).

Maxwell's head office and production facility are located in Auckland, New Zealand. In addition, it has a well-established global distribution and service network, which ensures Maxwell customers have speedy support in virtually every part of the globe.

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