



VETUS returns to METSTRADE next week to showcase its latest innovative onboard solutions

Nov 14, 2024 08:00 GMT

METSTRADE 2024: VETUS Enters New Era of Company Growth after Milestone 60th Year

METSTRADE, 19th to 21st November 2024, RAI Amsterdam, Stand 01.341

VETUS, the leading developer of complete boat systems, will embark on a significant new phase of company expansion, innovation investment and product launches in 2025, with the move to its purpose-built headquarters in Schiedam, Netherlands, this December.

Following the success of this year's milestone 60th anniversary celebrations, VETUS is looking to the future as it capitalizes on the benefits of the state-of-the-art 9500m² office, commercial and advanced test facilities to enhance efficiency, meet evolving customer expectations and strengthen employee satisfaction.

VETUS is in the strongest position in its history, according to CEO Marcel Borsboom, as the company continues the remarkable rise from its 1964 origins as a home-based wholesale venture to today's key global innovator of thousands of products for boatbuilders and boaters.

The realization of the vision to create the contemporary office, warehouse and test facilities is the latest landmark achievement by the company, highlighting VETUS's longstanding commitment to innovation and product renewal for the benefit of end-users.

Built next to the neighbourhood of Schiedam where founder Willem den Ouden was born, the building has been designed to increase the warehouse space to double the current capacity, helping the company to store, process and ship products efficiently. It will also offer better facilities to showcase products and conduct (in-water) tests with dedicated mooring spaces for VETUS demo boats.

The building features a rooftop solar panel array, generating much of its own energy. For the remaining energy requirement, the company uses dedicated wind and hydro energy, achieving a carbon neutral footprint.

Marcel Borsboom said: "The new building and our innovations will bring significant benefits, enhancing efficiency, boosting employee satisfaction even further and positioning us closer to our end customers."

The office move is part of VETUS's wider long-term strategy for growth and development, which has seen the increase of its global presence through the opening of new branch offices, as well as multiple regional team expansions, all of which have been driven by the significant increase in sales.

VETUS Celebrates Diamond Anniversary

The diamond anniversary year in 2024 has been notable for several other

company developments and achievements, including the continued expansion of VETUS's partnerships and integrations.

To facilitate the use of its technology by more boaters, VETUS focuses on collaborating with leading partners to deliver system integration with outboard engines, for single engine configurations, as well as multi-engine vessels. This offers significant benefits when manoeuvring or docking by combining VETUS thrusters with joystick piloting solutions.

Key partnerships are already in place with Mercury Marine®, for its Mercury Joystick Piloting for Outboards (JPO), and Yamaha, connecting the BOW PRO thruster range to the Helm Master® EX control system.

This year, VETUS added a collaboration with Honda Marine and Ultraflex to introduce a cutting-edge solution to transform the boating experience by connecting engine, steering and a VETUS BOW PRO thruster system with a simple control through a joystick.

To offer a superior manoeuvring and docking solution for single and twin inboard engine installations, VETUS works with YANMAR. The integration pairs the YANMAR JC20A Inboard Joystick Control System with the VETUS BOW PRO bow and stern thrusters for easy and intuitive joystick control, even in challenging conditions.

VETUS also continues to work with a growing number of high-profile global sailing influencers to reach new and existing customers with inspirational and informative footage and content about essential onboard systems and products.

In 2024, YouTube stars SV Delos joined forces with VETUS to showcase the installation and use of an array of equipment to their huge worldwide fan base during the build of a new aluminum expeditionary catamaran, Delos 2.0. VETUS also continues to collaborate with MJ Sailing, Odd Life Crafting and Sailing Zatarra to raise awareness about the leading functionality, reliability and aesthetics of the different VETUS onboard solutions, highlighting the exceptional performance of the products in real-life situations.

In one of the most unique projects in the company's history, VETUS technology took center stage at the Louis Vuitton 37th America's Cup in

Barcelona in October after the company's branch in Spain worked with CUPRA to create a unique sailing version of the CUPRA Terramar car.

VETUS is attending METSTRADE from 19th to 21st November where it will showcase its latest systems and products, including the BOW PRO thruster range and its electric propulsion solutions. For more information about VETUS and its extensive range of marine solutions, visit www.vetus.com

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About VETUS – Creator of Boat Systems

Founded in 1964, VETUS sets the global standard in the design and manufacturing of complete onboard boat systems—including engines, bow thrusters and anchoring solutions—for recreational and small commercial vessels. VETUS prides itself on innovation and engineers the majority of its 4,000+ product lineup in-house. The company's commitment to quality, reliability, and delivering superior customer experience has earned the trust of boaters, yacht builders, and marine training establishments all over the world.

VETUS has its headquarters in the Netherlands, with representation in 17 other countries and an unparalleled worldwide distribution and service network.

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