



VETUS Maxwell has been awarded IBBI Certified Supplier status for its range of windlass and anchoring solutions

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## **VETUS Maxwell awarded Certified Supplier for IBBI**

*Relationship serves to highlight innovative design approach*

Anchoring solutions specialist VETUS Maxwell is pleased to announce it has been awarded Independent Boat Builder's Inc (IBBI) Certified Supplier status for its range of windlass and other innovative anchoring solutions.

The Certified Supplier status is also expected to grow beyond windlass products to additional product categories, including VETUS's industry-leading

bow thruster technology.

"As a peer-acknowledged industry leader, VETUS Maxwell's innovative approach to design resulted in the introduction of automatic rope/chain windlasses to the global marine market during the mid-1990's. These were a radical departure from all other windlasses, revolutionary in design and technical features.

"Today, the revolutionary, and patented, new Wave Design chainwheel is the industry standard-bearer in anchoring innovation. Unique design elements aimed at simplifying installation include a 'quick install' feature that allows our deck units to be installed separately from the gearbox and motor," said Chris DeBoy, President, VETUS Maxwell.

The patented VETUS BOW PRO series of thrusters offer connectivity with Mercury and Yamaha outboard control systems as well as other foremost engine manufacturers in the marine industry. The VETUS BOW PRO is a unique thruster, which is fully proportional controlled. The thruster is equipped with brushless induction motors making it maintenance-free with much longer runtimes compared to conventional DC thrusters.

The recognition will make available VETUS Maxwell's product knowledge and industry experience to the production platforms of IBBI organizations. In addition, the partnership provides IBBI members with the reassurance of the availability of these industry leading solutions.

IBBI is a purchasing cooperative founded by some of the industry's most respected boatbuilders to negotiate the best sources and arrangements for high-quality marine products.

"IBBI is an exceptional organization with some of the best boat builders in our industry as members," said Chris DeBoy, President, VETUS Maxwell. "We are very excited to offer our products, backed by an organization whose standards are exacting and highly regarded in the marine industry. IBBI members take pride in their customer service, before and after the sale of a boat, principles that fully align with VETUS Maxwell. We currently have relationships with several IBBI members and this agreement serves to highlight our capabilities and strengthen our reputation. We look forward to working with all the IBBI members in the near future."

Maxwell Marine engineers and manufactures a complete range of anchoring systems for vessels ranging from 20ft to over 300ft. Maxwell's international reputation for anchoring excellence has evolved through continuous and rigorous R & D since its founding in 1969. The organisation has an uncompromising focus

on customer service and a commitment to style and quality that is unparalleled in the industry and the announcement confirms Maxwell as the go-to brand for boatbuilders. Maxwell was acquired by the VETUS

group of companies in 2008, forming a successful strategic alliance which precipitated the company's ongoing expansion, increase in capabilities and access to a worldwide network with strong synergies in each company's product portfolios.

VETUS Maxwell, Inc. based in Hanover, Maryland, has been in operation in the US since 1973.

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## **About VETUS Maxwell**

VETUS Maxwell provides sales, distribution, service, and support for its

brands VETUS and Maxwell. VETUS, headquartered in the Netherlands, sets the global standard in the design and manufacturing of complete onboard boat systems 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 a superior customer experience has earned the trust of boaters, yacht builders, and marine training establishments all over the world.

With an extensive range of windlasses, capstans, and accessories for vessels from 6 metres (20 feet) to over 90 metres (300 feet), Maxwell has been providing the highest quality anchoring solutions for pleasure boats, superyachts, and commercial vessels for over 50 years. Headquartered in New Zealand, 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.

VETUS Maxwell services the APAC region from locations in Auckland, New Zealand, and Queensland, Australia; the Americas and Caribbean from Hanover, Maryland; and Africa from Cape Town, South Africa. Additional VETUS Maxwell offices are located in France and Italy.

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