WASSP appoints Imtech Marine as distributor in key markets

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WASSP Ltd, part of the ENL Group, has signed a distribution agreement that will see its full range of multibeam sonar systems distributed by Imtech Marine of the Netherlands.

The agreement allows Imtech Marine to distribute the entire WASSP portfolio of Commercial Fishing and Commercial multibeam sonar systems through the Netherlands, Belgium and China.

ENL Group CEO Gareth Hodson says the agreement is a strategic partnership designed to increase WASSP sales in these key markets.

“This is a positive step for WASSP in the continual growth of our multibeam sonar systems in the global market. Appointing Imtech Marine as a distributor will further enhance our current global sales network, particularly in the European and China regions,” says Mr Hodson.

“Imtech Marine has a significant presence in the marine electronics market and it will prove a great way to expose WASSP to their customers.”

Imtech Marine - headquartered in Rotterdam is a leading company in the global maritime market, operating as a full-service provider and system integrator of tailor-made, innovative and sustainable technology solutions covering the whole ship.

Employing more than 2,600 employees in 97 offices in 26 countries the company’s network is based along shipping routes and close to shipbuilding centres. The company specialises in automation (platform and bridge), navigation & communication including connectivity, energy and drive solutions, HVAC (heating, ventilation and air
conditioning) solutions and fire protection technology, entertainment, lighting and maritime services.

Already in a short time, Imtech Marine has sold three WASSP systems to existing Imtech Marine customers involved in commercial trawling.

John Rijlaarsdam, of the Imtech Marine Service Department says the benefits of a WASSP multibeam system to users were numerous.

“WASSP is a combination of technologies packaged into a uniquely versatile, powerful and cost-effective electronic fishing, marine surveying and scientific research tool.”

“We’re already seeing that the WASSP system is a real asset for skippers, giving them much more information about what is happening with fish under the vessel, so it is easier to get the maximum catch. This will result in more efficient fishing and costs are reduced through considerable savings in fuel and crewing.”

“The WASSP sonar is very versatile and also offers many interface possibilities with other equipment.”

As well as having systems for the commercial fisheries sector, WASSP has recently developed and released systems for the survey, dredging and super yacht markets.

“Technically and commercially it has huge potential. There is a strong demand for multibeam products in this market sector.”

“Currently most super yachts use forward-looking sonar’s when considering where to drop anchor but the multibeam sonar provides a great alternative, giving much more detailed information.”

WASSP Ltd will be exhibiting at the upcoming Ocean Business 13 exhibition, April 9-13 in Southampton UK. During the exhibition WASSP carry out live on water demonstrations of its multibeam sonar system.