Navico appoints Bainbridge International as UK Wholesalers for Simrad and B&G brands in addition to Lowrance

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Leading marine electronics company Navico has appointed Bainbridge International LTD as an official wholesaler for their Lowrance, Simrad and B&G brands of award-winning marine electronics in the UK.

The Lowrance, Simrad and B&G brands have an enviable heritage, with over 60 years each of serving boaters and sailors. Lowrance has been at the forefront of marine electronics from the fishing market since 1957, Simrad leisure products are recognised globally for their quality, functionality and ease of use, adorning the largest super yachts, luxury motor cruisers and fastest powerboats. While B&G sits as comfortably on the helm of Vendee Globe winners and Fastnet participants, as it does day sailors and bluewater cruisers, championing sailing for all.

Christian Olsson, Managing Director for Navico UK said: “The Bainbridge Marine team have successfully supported the Lowrance brand for two years, over this time we have seen increased market exposure and growth within the brand. Now with the addition of the Simrad and B&G brands, we are looking forward to seeing continued success with Bainbridge Marine and their customers.”

Founded in 1917, owner of Bainbridge Marine, Bainbridge International, has almost a century's experience in developing and supplying the highest quality, highest performance materials to the marine industry. Bainbridge Marine is one of the leading UK marine wholesalers, supplying over 8000 products to chandlers, boat builders, riggers and marine engineers.

Bainbridge Marine Head of Sales and Marketing, Gordon Coventry said: "Our association with Navico in promoting the Lowrance Brand over the past two seasons has proved to be extremely successful and we now look forward to building upon that success with the addition of Simrad and B&G. Completing the range allows customers access to a more comprehensive range of marine electronics backed up by our sales and technical support.”