Offshore Systems reports bumper 2011

Leading UK manufacturer of NMEA 2000® digital vessel monitoring and control products Offshore Systems is facing 2012 in robust shape following a period of unprecedented expansion during the last twelve months.

The company, which introduced some half a dozen new products to its NMEA 2000® range during 2011, saw sales rise by 45% during the year compared to 2010, and net profit rise by 51%.

To meet the increased design and manufacturing output Offshore Systems has hired three new engineers, and increased its West Hampshire office space to provide a facility for the bigger engineering department.

Offshore Systems added a key new American distributor, Gemeco, to its worldwide network in September, and the strengthening of trade in the US has contributed significantly to the company’s giant strides forward. Sales have also increased steadily and substantially in Europe.

A combination of the increased product range and expanded distribution networks has contributed to the rise in business. “We designed some key new products during 2011 in response to specific customer demand which then went on to be a success amongst other boat builders around the world,” explains Offshore Systems’ Managing Director Bruce Coward. “In particular, our new high resolution sunlight readable BlackGlass™ frameless colour touchscreen displays in 10.4” and 15” sizes and our new NMEA 2000® Display Computers have been in great demand, along with our custom monitoring and control software.”

He adds “All our new products are developed in line with the need for clear and simple-to-operate information provision and displays, and which are easy for boat builders to install and set up.”

“As well as appointing a number of new distributors in 2011, we signed up to some significant contracts during the year with leading boat builders in both the commercial and leisure market sectors,” said Bruce. “We exhibited again at METS and at IBEX for the first time, and both shows brought us into contact with a strong customer demand.”

Offshore Systems will be consolidating on its success during the coming year with the introduction of more new products.