

BRAZIL

Success at São Paulo show

THE 12TH SÃO Paulo boat show in Brazil attracted 150 exhibitors and filled 30,000m² of the Transamerica Expo indoor exhibition centre during its October run. The organisers claim it generated sales of RS185m (US\$108m), a 12 per cent year-on-year increase.

"The 2008 event suffered as a result of the international financial crisis," says show president Ernani Paciornik. "The Brazilian boating industry started to recover at the beginning of 2009 and we are definitely now seeing clear signs of increased business activity."

One of the key factors

affecting market growth was the reduction in state value-added sales tax from 25 to 7 per cent in the states of Rio de Janeiro, São Paulo and Santa Catarina.

highlights of the show, displaying amongst several other models the Intermarine 760 flagship.

Schaefer Yachts had higher than expected sales at the show.

"Those consumers who did not buy last year are now coming back as market conditions are more stable"

The six-day show attracted 42,000 visitors, 240 boats on display and a large variety of boating equipment exhibited by importers and retailers.

The Brazilian company Intermarine was one of the

Schaefer's president, Marcio Schaefer, commented: "We did good business at the show.

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Bill Gress, president of Brunswick Latin America, said: "This has been a very strong show for all the Brunswick brands that participated."

Brunswick's Sea Ray line was represented by Yachts Brazil and its Bayliner sportsboats were exhibited by Gold Imports.

The boatbuilders with smaller boats in the RS30,000 (US\$16,800) range also reportedly did well at the show. Lenilson Bezerra, the ACOBAR marine industry association's executive director, commented: "Everyone was positive as the growth trends will continue into 2010 and beyond."

USA

Nine products given IBEX innovation awards

THE NATIONAL MARINE

Manufacturers Association (NMMA) recently announced the winners of its annual Innovation Awards. The awards, judged by Boating Writers International (BWI), were presented at the International BoatBuilders' Exhibition & Conference (IBEX) in Miami Beach. Forty-three new products were entered in the competition.

In the Boatbuilding Methods and Materials category, the winner was Structural Composites/Compsys Inc for its Prisma 'TA' System. The system is comprised of structural building blocks for boat repair, restoration and new construction with a wide footprint for easy installation, hull stress reduction, and fiberglass cap for easy infusion. "The Prisma 'TA' structural composite system allows a time-saving consistency

and easier work environment for infusion molding builders," said Marilyn Mower, a BWI judge. Maretron's N2K Builder was given an honourable mention in that category.

Mastervolt wins again

In Electrical Systems, Mastervolt's Lithium Ion Battery won the award. The Mastervolt Lithium Ion Battery is the first high-capacity battery designed for marine applications, with three times the lifespan of a conventional battery. Honourable mention went to Blue Sea Systems for its Safety Hub250, which increases the safety and reliability of the boat's electrical system while saving money and reducing needed space.

Taco Metals' Intelli-Hinge won the Hardware Fittings category. It offers design flexibility with an integrated ball-and-socket pivot

point that pivots on concave, convex and multiple plane surfaces, allowing it to hinge from any two sides. "This is a problem-solving hinge of innovative design," said BWI judge Glenn Justice. Honourable mention went to Armstrong Nautical Products' RIB Ladder, which maintains an outward angle when loaded to prevent falling backwards off the ladder.

Inboard engines

In the Inboard Engines category, the winner was Volvo Penta for its OceanX — a new sterndrive with a titanium-ceramic coating that greatly improves corrosion resistance and seals the technology. It has never before been incorporated in a sterndrive package.

Groco won the Mechanical Systems category with its SSA Series Raw Water Systems

Monitor. It provides visual and audible alarms within seven seconds of a dangerous raw water flow reduction to as many as seven engines, generators, air conditioners or pumps. It is faster than gauges and traditional sensors. "This is a further trend toward advanced system monitoring that can tell you if your filter is clogged before any damage can occur on the engine," said Justice.

Morbern's Boreal won the Environmental Award. Free of heavy metals, Boreal uses Repreve recycled polyester yarn, agri-based plasticisers and a water-based topcoat system for vinyl performance in marine environments. "This product continues the trend toward social responsibility," said BWI judge Alan Wendt. "The panel would like to see more companies headed in this direction."