



PROUDLY AUSTRALIAN OWNED

In January 2012 Scott Smiles, Rick Matthews and their two 11 year old sons were stranded at sea after their boat sank suddenly and without warning 10km off the coast of Sydney. With only seconds to grab essential safety equipment they quickly found themselves clinging to an esky in the open sea and in a catastrophic situation. Luckily they survived, and this near death experience inspired them to create a device that redefines how safety equipment is stored and used on boats.

Life Cell™ is now fully endorsed by the very people that saved their lives, the Westpac Lifesaver Rescue Helicopter. The Life Cell™ will reduce the number of people that tragically lose their life in boating incidents.

**DON'T RISK YOUR FAMILY
AND FRIEND'S LIVES
GET A LIFE CELL™ ONBOARD.**

VISION

To reduce the number of people that tragically lose their life in boating incidents.

MISSION

To create a new standard in boating safety that redefines how safety equipment is stored and used on boats to improve survival rates, reduce the cost of maritime rescue operations & routine inspections and get maritime safety back on the public agenda.



Registered & Pending AU, US & EU Designs



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DISTRIBUTORS

AUSTRALIA



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Brisbane QLD 4172
p. 1300 252 725
e. sales@bla.com.au
www.bla.com.au

NORTH AMERICA

Land N Sea
www.landnsea.com

UNITED KINGDOM

Pinpoint
www.pinpointelectronics.com
Seago
www.seagoyachting.co.uk

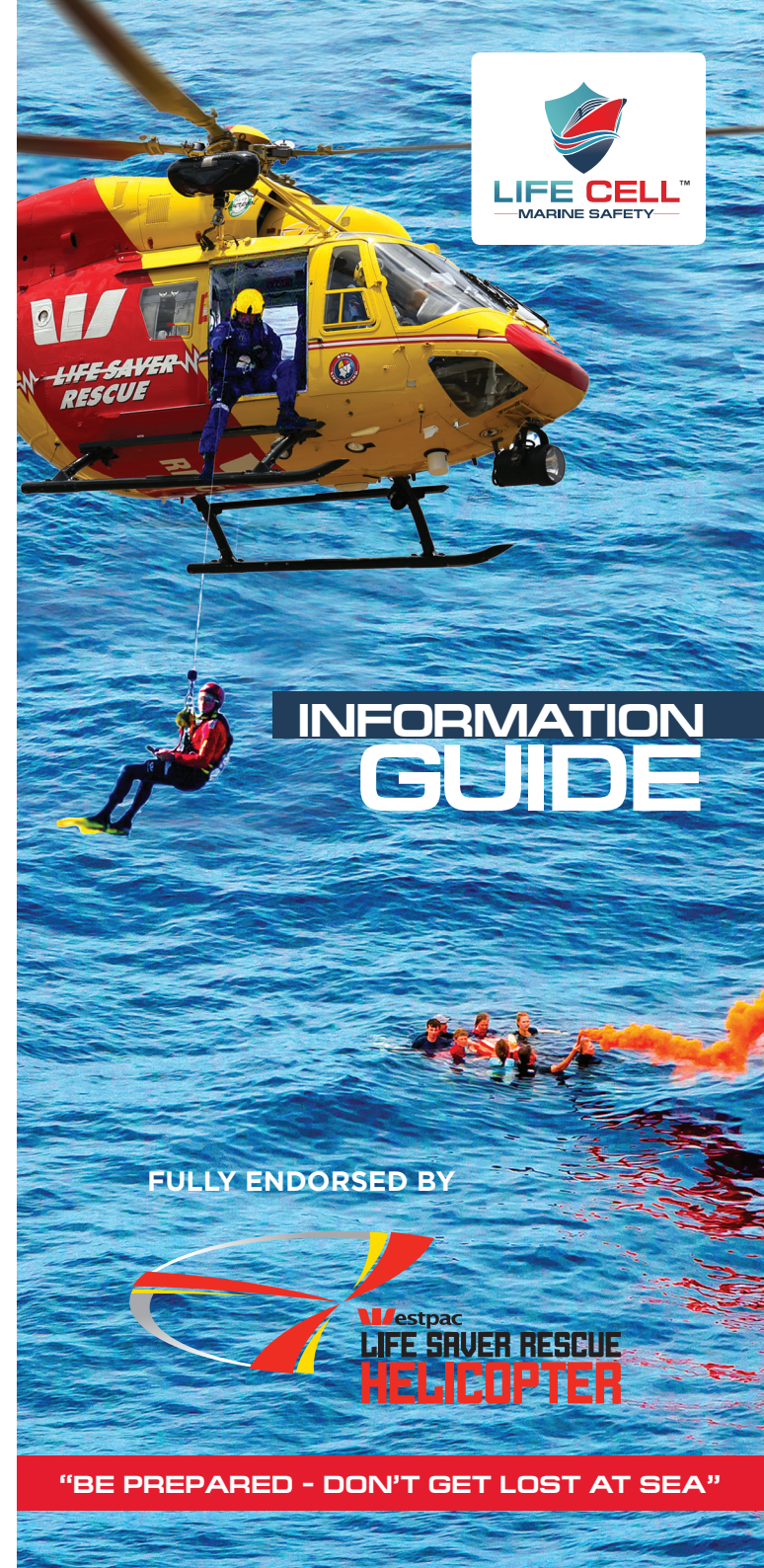
THE NETHERLANDS

Belship BV
www.belship.com

RETAILER



PROUD SPONSORS OF



INFORMATION GUIDE

FULLY ENDORSED BY



"BE PREPARED - DON'T GET LOST AT SEA"



THE CREWMAN ASSISTS 8 PEOPLE

DIMENSIONS

External
700mm x 580mm x 220mm

Internal
295mm x 235mm x 160mm

Glove box
140mm x 200mm x 130mm



THE TRAWLERMAN ASSISTS 6 PEOPLE

DIMENSIONS

External
535mm x 560mm x 220mm

Internal
295mm x 235mm x 160mm



THE YACHTSMAN ASSISTS 4 PEOPLE

DIMENSIONS

External
590mm x 420mm x 170mm

Internal
285mm x 260mm x 105mm



THE TRAILER BOAT ASSISTS 2-4 PEOPLE

DIMENSIONS

External
400mm x 420mm x 170mm

Internal
200mm x 270mm x 100mm



A FLOTATION DEVICE THAT STORES ALL YOUR ESSENTIAL SAFETY GEAR

(Contents not included)

EPIRB
FLARES
V-SHEET
WHISTLE

AIR HORN
TORCH
HELIOGRAPH
VHF RADIO

AMSA
APPROVED
GES
(2015/09)



Lanyards included



Bracket included



FEATURES INCLUDE

- › Light weight flotation device
- › High visibility
- › Fire, impact, and UV resistant
- › Easy grip handles
- › 4 Sizes available
- › Easily detaches from bracket
- › Floats off bracket if submerged
- › No expensive servicing required
- › Two year warranty

BENEFITS

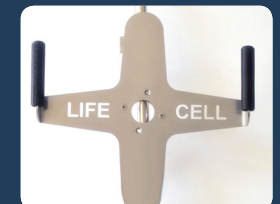
- › Keeps safety equipment together
- › Easy to access in time of emergency
- › Simple to use, even for the novice boater
- › Keeps people together in the water
- › Ensures compliance with Maritime inspections

OPTIONAL 316 STAINLESS STEEL BRACKETS



Flat Bracket

For mounting on flat surfaces as an alternative to the standard bracket.



Rail Bracket

For mounting on vertical or horizontal boat rails. Available in 19mm & 25-30mm.