



MAY 2016 AUSTRALIAN SUPERYACHT & MARINE EXPORT INDUSTRY CONFERENCE

Life Cell Marine Safety has been awarded the Most Innovative Marine Industry Exporter Award for 2016. The accolade was presented as part of the Australian Superyacht & Marine Export Industry Conference in Sanctuary Cove over May 17th-18th.

After only launching the business in May 2015, Life Cell Marine Safety entered into distribution with retailer BLA for exportation within Australia and New Zealand. We have also signed distribution agreements in the United Kingdom and in The Netherlands. As Life Cell Marine Safety is based on a distribution model, this allows the company to concentrate on the manufacture and supply of quality products that meet a variety of consumer needs and regulatory standards, rather than being involved in storage, inventory of product, freight and point of sale

Life Cell Marine Safety is a small family owned business that is agile and committed to marine safety after their dramatic boat sinking and subsequent rescue in 2012. Life Cell Marine Safety has been able to build their business around what is important, what is right and what made sense. Their desire to succeed has been driven by saving lives and a desire to make a difference.

Being awarded the Most Innovative Marine Industry Exporter is a huge commendation for Life Cell Marine Safety and reflects all of their hard work in the previous 12 months.

"We have worked very hard to get to this point and are extremely grateful to receive this award," Scott Smiles, Director of Life Cell Marine Safety said on receiving the award.

Life Cell Marine Safety will be at the Sanctuary Cove Boat Show at the Boating & RV stand and also at the Gold Coast Marine Expo on the BLA stand.



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