

N e w s R e l e a s e
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Deck hardware focus for Seldén Mast at the virtual RYA Dinghy Show

Seldén Mast will be exhibiting at the 2021 virtual RYA Dinghy Show 27-28 February.

Focusing on its extensive range of deck hardware, the Seldén team will be highlighting how to completely fit out a dinghy from the deck up with innovative, reliable equipment – designed by sailors for sailors.

‘We’re delighted to be taking part in the first virtual RYA Dinghy Show. Our range of deck hardware and other dinghy products has expanded immensely over the last couple of years,’ says Sam Vaughan, Head of Sales at Seldén Mast.

“We can now supply and refit the majority of dinghy classes with everything they need from the smallest 16mm block to high load purchase systems and carbon masts.”

From Seldén’s virtual booth, in addition to its full range of dinghy deck hardware including its brand-new manual ratchet and high-performance ball bearing tie-on blocks, on ‘display’ will be Seldén’s carbon dinghy mast range.

Throughout the exciting and accessible event, Sam, alongside sales managers Louise Service, Michael Calvert and Ben Hazeldine, will be available to live chat with visitors from 10am – 5pm,

“We’re looking forward to showcasing our winning equipment at the show as well as chatting to members of the dinghy sailing community, offering technical advice on anything dinghy from race tuning to deck hardware options, upgrades and solutions,” continues Sam.

Visitors can reserve a time to chat or simply text the team at any point in the chat box. Audio and video calls will also be available, when arranged in advance. Product specification sheets and videos will also be available to save in individual sailor’s ‘swag’ bags.

To visit Seldén’s booth at the RYA Dinghy Show and meet the team, register to attend the event via www.dinghyshow.org.uk

To find out more about Seldén Mast's deck hardware you can view the full range of products in the [online Seldén Catalogue](#).

Ends

Notes to editors

High res images are available online at <https://maa.agency/media-centre>

About Seldén Mast Ltd

- Seldén Mast Ltd is the UK subsidiary of the Seldén Group, with facilities for manufacturing carbon, dinghy and custom yacht spars.
- The company is the world leader in dinghy spars, with more races won with Seldén spars than any other brand.
- Working in partnership with large OEM dinghy builders, Seldén Mast Ltd designs and manufactures complete kits of parts for boats.
- Seldén Mast Ltd manufactures custom yacht spars for some of the world's most prestigious brands. The design department combined with the state-of-the-art fabrication facilities (for both carbon and aluminium masts) allows Seldén Mast Ltd to customise the standard yacht product to the higher levels of quality and functionality required by the world's most exclusive yacht builders.
- For more information on Seldén Mast visit <http://www.seldenmast.com>

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