

N e w s R e l e a s e
For immediate release
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Seldén Mast launching new block range at the virtual RYA Dinghy Show

Seldén Mast will be introducing a new range of soft attachment blocks at the 2021 virtual RYA Dinghy Show 27-28 February.

Renowned for its extensive dinghy deck hardware range, designed by sailors for sailors, Seldén now supplies many of the leading dinghy manufacturers with kits for a complete deck fit out.

With a strong focus on supplying reliable high-performance deck hardware, Seldén's latest product development concentrates on the soft attachment block.

Many sailors are now opting for a soft attachment block, with a view to reducing weight and increasing breaking load. Soft attachment blocks also offer greater articulation than a conventional shackle or strap block can.

Seldén's new soft attachment block range provides these benefits in a modern, light weight, and durable block.

Specific attention has been given in the design to create the most compact block possible, minimising play in the sheave. A ball bearing cage within the sheave spreads the loads more evenly, maximising performance and improving longevity of the block.

Ideal for upgrading and refining dinghy cascade systems, kickers and mainsheet and jib control systems, the Seldén soft attachment block is also perfect for those looking to reduce weight and improve style.

Available this spring, the Seldén soft attachment block comes in three sizes for both single and double sheave variants, with varying Safe Working Loads (SWL) and line sizes:

- S20 (20mm) with a SWL of 100kg and a max. line size of 6mm. The soft shackle max. size is 4mm. RRP £12.22
- S30 (30mm) with a SWL of 200kg and a max. line size of 8mm. The soft shackle max. size is 5mm. RRP £17.46
- S40 (40mm) with a SWL of 250kg and a max. line size of 10mm. The soft shackle max. size is 6mm. RRP £24.45

In addition to the new soft attachment block, Seldén has refined its manual ratchet block. Also available this spring, the new R60, featuring improved ratchet technology, will have a SWL of 250kg and a max. line size of 10mm

To visit Seldén's booth at the RYA Dinghy Show to find out more about the new Seldén blocks, register to attend the event via www.dinghyshow.org.uk

To find your nearest seldén dealer visit: <https://www.seldenmast.com/dealer-list/>

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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