

N e w s R e l e a s e
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Seldén Mast strengthens UK aftermarket support through TMS

To strengthen its aftermarket support, Seldén Mast Ltd has consolidated its UK aftermarket distribution through Technical Marine Supplies (TMS).

An exceptionally busy start to 2021 has seen Gosport based Seldén with an increased demand for its extensive range of mast, rigging and deck hardware products, with aftermarket sales being serviced directly through to its UK aftermarket dealer network of riggers and chandleries.

“It’s certainly been a busy start to the year for us,” says Steve Norbury, managing director at Seldén Mast. “The increase in demand we’ve seen has not been without its challenges across our global supply chains and manufacturing processes.

“We’re first and foremost a factory, and we’re aware that our distribution model in the UK can sometimes create delays to the end user. We’ve therefore decided that now is the time to make a positive change, in order to support our aftermarket dealer network with better product availability and improved levels of customer service.”

Working with Seldén over the last year to increase its stock holding, TMS now has the largest stock of Seldén aftermarket products in the UK. This, coupled with its online ordering and next day delivery option as standard, will help to greatly reduce leadtimes. Equipped with a strong knowledge base across the Seldén range, TMS also has a dedicated five-person sales team offering greater support to trade customers and end users.

“Technical Marine Supplies is delighted that our hard work in aiming to be the best in our field has been recognised by Seldén Mast UK, and it is great news that our close working relationship, which has been building over the past few years, has culminated into a new chapter in UK distribution,” says Nick Cook, senior sales manager at TMS.

“TMS has expanded both warehouse space and stock holding of all key Seldén products, allowing us to offer next day delivery on thousands of their products, coupled with extensive technical knowledge.”

Seldén will no longer sell direct to its UK aftermarket dealer network, all trade enquires will now be directed through to TMS.

“We remain a strong player in the UK aftermarket, directing end user enquires through to the appropriate dealers in our network,” explains Steve. “We’ll also continue to provide our network with information updates, tech talks and marketing materials as well as developing aftermarket focused technologies.

“Through working with TMS now and going forward, we believe we’re ensuring the end user will receive the best possible level of Seldén product support by making it more readily available in the UK.”

For more information on Seldén Mast and its products visit: <https://www.seldenmast.com>

For more information on Technical Marine Supplies visit: <https://www.technicalmarinesupplies.co.uk>

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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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