

N e w s R e l e a s e
For immediate release
12 July 2021

New Seldén products to make show debut at SIBS

Two new Seldén products will be making their show debut at this year's Southampton International Boat Show, both designed to make sailing easier.

Launched during the pandemic, Seldén's E40i electric winch and its Synchronised Main Furling (SMF) system will be showcased for the first time at a UK boat show on the new look Seldén stand (J217) in the Ocean Hall.

E40i electric winch

Ideal for single or short-handed sailing, the three-speed E40i electric winch can be operated by the helm with two fingers, one to start the winch and one to switch speeds.

Available with a black anodized aluminium or a stainless-steel drum, this labour-saving winch is built around an electric motor which is totally integrated into the drum, leaving just three thin cables protruding.

With no external motor or gearbox, the E40i's innovative design means the large cut-out in the deck or coach roof, usually associated with electric winch installation, is no longer required. E40i is ideal for operating halyards, furling lines and sheets led to the coach roof.

Synchronised Main Furling

Making sail handling easier and more controlled, Seldén's SMF system facilitates communication between the Swedish manufacturer's E40i electric winch and its electric in-mast furling system. Using intelligent systems, the SMF software allows the main to be unfurled whilst using the E40i winch to tension the outhaul without overloading – all at the push of a button.

The SMF system converts 12 or 24V to 42V ensuring the system doesn't drain any power, which is particularly important for larger yachts which may spend longer away from shore power during extended cruising or an ocean crossing. The system moves into sleep mode when not in use, further minimising any excess power drainage.

Now available on yachts up to 50ft, the SMF system isn't just for new boats. Easy to install, it can be retrofitted to RB and RC furling masts.

“We’re delighted to be able to finally display the E40i and SMF system at a boat show,” says Sam Vaughan, head of sales at Seldén Mast. “From the deck up, we strive to make sailing easier and safer so that more people can enjoy it for longer and these two new products are specifically designed to do just that, working in conjunction with each other.

“We’re also looking forward to introducing the Seldén brand to all the new aftermarket boat owners which have resulted from the pandemic period when people sought alternative activities to foreign travel.”

In addition to these exciting new products, the full range of Seldén products will be available to view on the stand, including the new keelboat soft attachment and R60 blocks, the Furlex and Electric Furlex ranges, CX and GX top-down furlers and a selection of deck hardware.

For 2021, Seldén Mast has a new stand and new position in the Ocean Hall – stand number J217.

To find out more about the Seldén and its product range visit: <https://www.seldenmast.com>

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.

Media enquiries via MAA: Susannah Hart – susannah@maa.agency, tel: 023 9252 2044