

N e w s R e l e a s e
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Seldén Mast launches Seldén Pro app for riggers, sailmakers, boat builders and designers

Swedish spar manufacturer Seldén Mast has launched Seldén Pro, an innovative new app designed to ensure all riggers, sailmakers, boat builders and designers have the most up to date technical information about its products and systems.

“As a manufacturer, communicating with the hands-on riggers, OEM commissioning teams, sailmakers and individuals who specify and install our extensive range of sail handling systems and deck hardware is challenging,” says Steve Norbury, Managing Director of Seldén Mast in the UK.

“Seldén Pro has been developed to improve communications, making them more inclusive using technology everyone is familiar with.”

Once Seldén’s new app has been downloaded and a user registered, it functions as a news feed with the option to receive push notifications for all product news and updates, or a selection of product groups as chosen by the individual user.

“Designed to get right to the point and give people a heads up that there’s a change, the updates will consist of a brief text explanation, an illustration and, where appropriate, a link to our website where further information or relevant product guides can be found.

“We hope that our new app will streamline the flow of information to those who need it most and make it easier for the professional on the ground to offer their customers the best service possible when specifying and installing Seldén equipment.”

Via a unique link, Seldén Pro is a free app from the Apple App store or from Google Play for Android devices.

To download Seldén Pro app visit: <https://www.seldenmast.com/newspost/new-selden-pro-app/>

To find out more about Seldén Mast and its full range of spars, deck hardware and sail handling and furling systems 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.
- For more information on Seldén Mast visit <http://www.seldenmast.com>

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