

**News Release  
For Immediate Release  
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### **Ocean Safety unveils new brand identity at METSTRADE 2023**

Marine safety specialist, Ocean Safety has unveiled its striking new brand identity at METSTRADE 2023.

The brand refresh represents Ocean Safety's commitment to ensuring its brand identity reflects the high quality of its extensive portfolio of innovative lifesaving equipment.

"As the experts in marine safety, we want our brand to visually reinforce our mission to provide the highest quality, most effective and innovative solutions to protecting lives at sea, as well as reflecting the durability and functionality of our products," says Alistair Hackett, Managing Director at Ocean Safety.

"Our striking new logo will bring our portfolio together under one strong visual identity, giving our products a mark of distinction, letting people know at a glance that they're protected by the most advanced safety equipment on the market, developed using our years of experience and expert knowledge."

The eye-catching new logo will be rolled out across Ocean Safety's market leading range of safety equipment, joining all its lifesaving essentials together under this one unifying identity.

A new website will also be unveiled to underpin the launch of Ocean Safety's new brand identity and to reinforce the brand's values and messaging as the company enters a new chapter in its 30-year history.

For more information on Ocean Safety and its marine safety equipment and services visit <https://www.oceansafety.com>

**Ends**

## Notes for editors:

### About Ocean Safety

- Ocean Safety specialises in the worldwide supply, distribution, service and hire of marine safety equipment and products including liferafts, lifejackets, man overboard equipment and EPIRBs.
- Current customers include ship and superyacht builders, round the world racing, cruising yachts and the MOD.
- Ocean Safety offers its own manufactured products including the Jon Buoy man overboard recovery range, and leisure and SOLAS liferafts and lifejackets.
- Other manufacturers represented by Ocean Safety include Aquaspec, Ocean Signal, Ikaros, Daniamant, Dacon, Fibrelight, Jason's Cradle, ICOM and Hammar.
- Ocean Safety offers marine safety equipment servicing by qualified and experienced servicing professional at all branches throughout the year.
- Ocean Safety is part of the Alliance Marine Group.
- For more information visit <https://www.oceansafety.com>

### MAA

- MAA provides simple, no-nonsense solutions to companies' advertising, PR, media buying and marketing communications needs.
- From brand development to website design, digital marketing to PR, MAA offers a straightforward, knowledgeable and service-orientated approach.
- MAA is able to offer unrivalled value to help clients reach their target markets.
- For more information visit [www.maa.agency](http://www.maa.agency)

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