

News Release**For Immediate Release****19 November 2024****Typhoon International unveils new brand at METSTRADE 2024**

Typhoon International, a leading name in marine apparel and water sports equipment, is proud to announce the unveiling of its new brand identity at this year's METSTRADE.

This bold rebranding initiative reflects Typhoon International's commitment to innovation, quality and customer-centricity. The new brand identity, featuring a modernised logo, vibrant solar colour and refreshed corporate ethos, symbolises the company's evolution and vision for the future.

Emphasising sustainability, advanced technology and superior performance, the new brand ethos is also aligned with the evolving needs of the marine community and environmental stewardship.

Typhoon at METSTRADE 2024

Representing over seven decades of manufacturing experience in technical marine clothing and design, Typhoon will also be showcasing its comprehensive range of high performance, specialist watersports apparel and personal protective clothing, suitable for all.

Incorporating the latest in fabric technologies, innovations and features, the collection comprises a selection of products to ensure comfort and protection while out on the water, without compromising on range of movement no matter what the elements.

“We're thrilled to be unveiling Typhoon's new look with the industry,” says Typhoon's Managing Director, Kevin Coulthard. “And METSTRADE is the perfect platform to introduce this exciting new chapter to our global partners and customers.

“The eye-catching new logo will gradually be rolled out across our continually evolving range of innovative and technical marine clothing and accessories in our leisure, commercial and military sectors.”

Typhoon's extensive range will be available to view throughout the show on stand 05.141 in Hall 5, and Typhoon's dedicated team will also be on hand to offer expert product advice.

For more information on Typhoon International and its quality marine products and apparel visit www.typhoon-int.co.uk.

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Notes for editors:

About Typhoon

- Founded over 70 years ago, Typhoon manufactures and supplies high quality marine products and is one of the world's largest drysuit manufacturers.
- Typhoon's products are designed specifically for its key leisure markets of sailing, diving, paddlesports, surfing and general watersports.
- Typhoon also supplies major defence markets and commercial customers around the globe, including water and environment organisations, coastguards, fire brigades, police services, wind farms, local authorities, major oil companies and search and rescue organisations.
- Typhoon's head office in Redcar provides a full after sales service which also includes repairs and servicing.
- Typhoon is part of the Alliance Marine Group
- For more information visit www.typhoon-int.co.uk

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