

**N e w s   R e l e a s e**

**For immediate release**

**2 October 2025**

**Seldén Mast (UK) launches exclusive end of season discounts**

Seldén Mast (UK) is delighted to announce a special end of season promotion, offering 15% off selected products for a limited time only.

From 1 October to 31 October 2025, customers can take advantage of these exclusive savings across a range of popular products, including:

- All current Furlex models (manual, electric and hydraulic)
- CX/CXe furlers
- GX furlers
- Aluminium & carbon spinnaker poles
- Rodkicker 05, 10, 20, 30 and gas springs

Speaking on the promotion, Richard Thoroughgood, Sales Manager at Seldén Mast, comments: “The end of season is the perfect opportunity to reward our customers with something special. By offering discounts across our most in-demand products, including the ever-popular Furlex range and our Rodkicker systems, we’re giving sailors and trade partners the chance to upgrade their equipment at an unbeatable value. We encourage everyone to take advantage of this limited time offer before it’s gone.”

Customers can place their orders by contacting their nearest Seldén stockist. For more product information, visit [www.seldenmast.com](http://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 [www.seldenmast.com](http://www.seldenmast.com)

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