

N e w s R e l e a s e

For immediate release

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Seldén Mast launches new product and celebrates three DAME Design nominations ahead of Metstrade 2025

Seldén Mast will introduce a series of new products at Metstrade 2025 next week (18–20 November), including the world launch of its StB Rigging Screws and the first public showing of several innovations recently nominated for the DAME Design Awards.

The launch of the StB range marks a significant update to Seldén’s hardware portfolio, offering a modern, durable alternative to traditional turnbuckles and expanding the company’s options for rigging upgrades and new builds.

New StB Rigging Screws – stainless & bronze

Available from ¼” to 1¼” for wire diameters 3–19 mm, the new StB Rigging Screws combine an AISI 316 stainless steel body with a bronze thread insert to reduce friction and ensure smooth, reliable adjustment.

Designed with a round body featuring a secure wrench grip and a measurement slot for easy repeat set-ups, the system is completed by polished, rounded locknuts that minimise chafe and provide a clean finish.

The StB range is available from stock, with prices from £64 to £2,400 inc. VAT.

“We’re proud to bring the StB Rigging Screws to Metstrade,” says Steve Norbury, Managing Director, Seldén Mast. “They’re a robust, well-engineered evolution of a core piece of deck hardware, and they sit perfectly alongside the other new products we’re introducing this year. Together, they underline our ongoing commitment to developing smart, practical equipment that makes sailing easier and more reliable.”

Three DAME Award nominations

Seldén has also secured no less than three nominations in this year’s DAME Awards, recognising the company’s focus on smart, functional engineering across multiple areas of sail handling:

- Nail Terminal – a machine-anodized aluminium terminal designed for quick, secure assembly of anti-torsion cables using stainless nails instead of screws, maintaining cable strength and reducing installation time.
- Ratchet for Seldén's CXr Code Furler – a dual-direction ratchet that prevents accidental unfurling during hoisting, allowing sailors to pause mid-furl from either side without losing control.
- Clew Block for furling mainsails – a compact stainless-steel clew block offering safe working loads from 1 to 4 tons, with a design that reduces sailcloth waste and improves webbing lay.

The winners will be announced during the show's official opening ceremony on Tuesday 18 November, 8:00–9:30 CET.

World premiere of the CXr Code Furler series

Metstrade 2025 will also host the world premiere of Seldén's CXr series – the company's next-generation code furlers, developed to offer stronger furling torque, cleaner integration and improved handling. Deliveries are scheduled to begin spring 2026.

Alongside the furlers, Seldén will display several new accessories, including:

- Tack Swivel Adaptors for top-down furling
- Clew-boards and head-boards for cableless code sails
- New terminal options for anti-torsion cables

All new products will be showcased on the Seldén Mast stand: 01.775. To find out more about Seldén and its product range visit: www.seldenmast.com

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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

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