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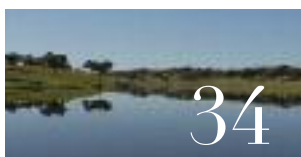
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Foreword

Dear ISSA Members and Maritime Colleagues

First of all, I would like to say that planning is well underway for the 58th annual ISSA Convention to be held in London next May.

The website is now live for people to get all the information they need along with details on how to book, as early booking is recommended.

Next year there will be a real buzz within the shipping industry in London and the UK in general as a new event, London Shipping Week (dates to be confirmed), will aim to highlight what the capital city can offer as a maritime centre.

It is bound to be a big draw for the maritime industry as a whole and we believe Convention will also be a great success being held in the same year as this exciting new event.

When we are talking to managers and owners they appreciate the benchmark that comes with quality of the supplies they receive, so I think the ISSA Quality Standard has been accepted in the industry. In particular, we have also received indication from our own members that the cruise liners are now very much accepting the benchmark – in fact, it is now equalling the ISO (International Organization for Standardization). So, that is very good news.

The number of applications we see coming in for the Quality Standard is very high compared to previous years because members are often being asked if they have it. The question out there is ‘Can your company afford not to have the ISSA Quality Standard?’

Talking to the big players in the industry, there doesn’t seem to be any improvement to the economic downturn in the near future and we have seen a number of high-profile liquidations and bankruptcies that signify that.

We, of course, are hoping there will be a rise in freight rates, as they are historically low at the moment, and we are looking for some brightness at the end of the tunnel.

Everyone needs to be careful to make sure they are getting paid – it is becoming harder to get the money in – and we are forging ahead with the Watchdog initiative, as requested by members at the Open Forum in Cádiz. I have arranged meetings for the latter part of September when we will try to formalise and structuralise the project. It is hoped the Watchdog will help to address the problems globally, to fulfil the long-term health of the ship supply market.

Finally, I would like to make an appeal for more ISSA members and associates to contact *The Ship Supplier* with any news and interesting stories they may have.

Whether it is a report of your company’s AGM, a new product or a long-service award for an employee, we want to hear about it.

It is YOUR magazine, so please do share your experiences and interesting news with us and other members.

Jens Olsen
ISSA President

You can keep up to date with the latest news on the ISSA website at www.shipsupply.org and send in your comments and views to the ISSA Secretariat either by phone on +44 (0)20 7626 6236; Fax +44 (0)20 7626 6234 or alternatively email secretariat@shipsupply.org



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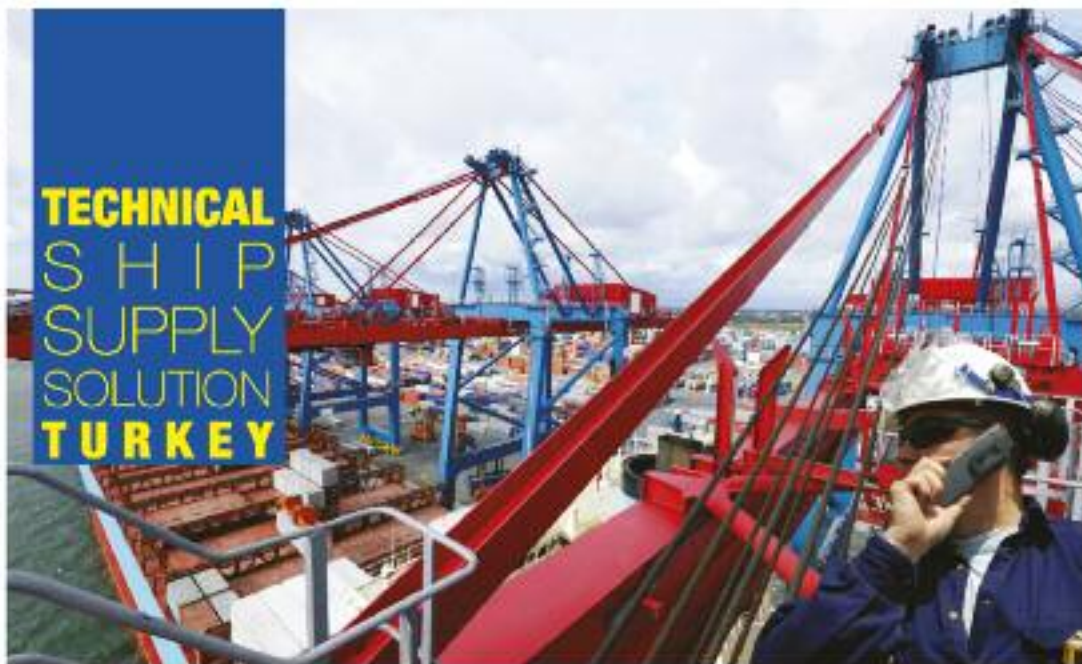
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Reaping the harvest of good infrastructure



All the shipping gurus will tell you that in the short term, there remains a trade imbalance with too many ships chasing too many cargoes. Freight rates barely cover operating costs and the entry of newbuild ships further worsen the situation particularly in the dry bulk carriers sector.

While this is a true macro statement, those of us who are fortunate to live and earn a living in the United Arab Emirates are reaping the harvest of good infrastructure investment by the commercially and business savvy Leadership and Government.

Khalifa Port, the new state of the art gateway to Abu Dhabi, opened on 1st September, initially for container ships. Ports in Jebel Ali (Dubai), Ras Al Khaiman, Khor Fakkan (Sharjah) and Fujairah add to the number of berths available to deep sea vessels. Other ports such as Moussafah, Hamriyah, Dubai Creek and other waterways in the Emirates of Sharjah, Ajman and Umm Al Qwain are home to a diverse range of vessels and trade including offshore oil rigs and platforms; fishing boats; seismic and survey vessels; salvage, offshore and supply tugs, small boats and leisure craft; not forgetting the traditional dhows. This is further complemented by repair

facilities including Dubai Dry Docks, Abu Dhabi Ship Yard, Dubai Maritime City and AHL, to name but a few. Naval military ships complete the tally.

It is accurate to say UAE ports are busy and bustling and we ship handlers and suppliers are grateful for the business this brings our way. The very safe anchorage off Fujairah and Khor Fakkan ports is attractive where ships await their next cargo and charter. It is a convenient location to top up on stores, fresh water and bunkers; carry out repairs, maintenance and survey upgrades as well as crew changes.

Nearby Qatar is host for the FIFA World Cup in 2022 and it is building and constructing massive infrastructure both in preparation for the games as well as updating and modernising the country as a whole. This goes much beyond a facelift and the ports, as well as ashore industry, are busy and opening doors for more business and commercial opportunity.

Bahrain, Kuwait and Saudi Arabia have also updated their sea ports and airports as the Gulf Cooperation Council (GCC) as a whole remains an attractive buyer and spender of goods and services.

Ports in the GCC compete quite favourably with the Far East, European and US marine hub ports – local availability and quality is good and logistics and supply chain services are on a par with the best in the world.

With regard to ship owners and managers – most companies use a

combination of purchasers based in the office complemented by a local procurement by shipboard management teams. With freight rates and earnings low, buyers are looking for bargains. ‘Reasonable’ quality and ‘Made in China’ are not bad words any more. There is continuous pressure on the buyer which results in order reduction to stay within the reduced expenditure budget, buy only what is immediately necessary and cherry picking among ports on trade routes when this is possible.

Signs of challenging times but I dare say a good challenge for us suppliers to meet these demands and objectives. We have coped with these challenges by staying true to the adage ‘the customer is always right’ and our company motto: ‘Committed to service’.

By Peter Machado, Chief Operating Officer of Eitzen Maritime Services and Managing Director, Seven Seas Group, based in Dubai.





Saeed Malik, President, United Arab Emirates National Ship Suppliers Association

United Arab Emirates

Some market recovery by end of year

While ship operators are still cost-conscious and looking to reduce operational spending, ship suppliers in the UAE say they are seeing some light at the end of the tunnel.

Operational budgets and the volume of business have been a major concern for members of the United Arab Emirates National Ship Suppliers Association, along with late payments, but President Saeed Malik said there were signs of improvement.

"Market rumours are that the economy in the GCC (Gulf Cooperation

Council) countries will show positive signs and the stock and real estate market will recover to some extent by December."

Another issue which has been causing concern is the increase of piracy attacks in the region which impacts on the ship supply market.

Dubai recently hosted its second UAE Counter-Piracy Conference with representatives of both the public and private sectors calling for support for Somalia to help it address the immediate danger to shipping.

Co-convened by the UAE Ministry of Foreign Affairs and global marine terminal operator DP World under the theme 'A Regional Response to Maritime Piracy: Enhancing Public-Private Partnerships and Strengthening Global Engagement', the two-day

event was opened by His Highness Sheikh Abdullah Bin Sayed Al Nahyan, UAE Minister of Foreign Affairs and His Excellency Sultan Ahmed Bin Sulayem, Chairman of DP World.

The conference Declaration expressed backing for a UAE proposal to make the UN Trust Fund to Support Initiatives of States to Counter Piracy off the Coast of Somalia, affiliated to the Contact Group on Piracy off the Coast of Somalia (CGPCS), a central manager for new funds donated towards the development of Somalia's maritime security capacity.

Participants welcomed the UAE's initial pledge of \$1million towards this new initiative within the Trust Fund, to be developed at its November Board Meeting. ■

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Egypt

Recovering from the revolution

The January 25th Revolution in Egypt last year had a huge impact on the ship supply market for vessels calling at the country's ports or passing through the Suez Canal, with many companies reporting a steady decline in business.

However, according to Gamal Morsi Hussein, ISSA member and owner of Suez-headquartered Sea Princess Marine Services, there are signs of improvement: "Business is on a slow, but steady increase. I think this is due to the stabilisation of affairs in Egypt, increased political focus from the new government on the Suez Canal and its importance to the Egyptian economy. Furthermore, the number of vessels passing the Suez

Canal, being one of the most important factors in our business here, has risen unexpectedly, again I believe due to the stabilisation of affairs."

Mr Hussein said cruise ship companies had also announced schedules for the winter peak season of 2012/2013 calling at Egyptian ports again, to levels seen before the revolution.

He said challenges facing Egyptian suppliers included the price increase of vegetables, fruit and dairy products due to a lack of export regulations: "Since our business relies on daily deliveries and a short time to market, it is becoming increasingly more difficult to have a transparent and homogenous pricing policy. We simply have to go by the market price of the day."

He said another, more serious issue was the rise of non-licensed companies

that underbid the market and deliver poor quality products and services. There also reports of black business operations.

Sea Princess Marine Services, which boasts the ISSA Quality Standard, was established eight years ago by Gamal Morsi Hussein, who has 35 years' experience as former Managing Director at International Shipping Enterprise.

The company covers all Egyptian ports and its main source of revenue is fresh provisions, selling to catering companies handling large cruise ships. Environmental care is also becoming one of its top services, offering sludge and slops disposal, and there is also much demand for anti-piracy items.

Mr Hussein expects business to continue to grow over the next year due to more stability being restored to the country. ■

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Ivory Coast

Increase in membership applications



The number of people applying to become members of ISSA has increased quite significantly this year, according to Kouame Aduo Luc, ISSA Executive Vice President and President of the Ivory Coast Ship Suppliers' Association.

"By the middle of this year, the Africa membership segment has witnessed a tremendous amount of applications to register as an ISSA Associate Member or as an individual," he said.

He also said some applications were ongoing for the ISSA Quality Standard with the usual verification procedures taking place with the help of the African representatives to check the authenticity of applicants.

It is believed the rise in membership applications is a result of the first ever African ISSA Regional Meeting which was held in Ghana last September. The event was designed



Kouame Aduo Luc, ISSA Executive Vice President and President, Ivory Coast Ship Suppliers' Association

to boost membership in African countries and prospective and existing members were also able to learn more about a variety of topics including taxation, as well as boosting relationships with customs and port authorities in a bid to gain more respect.

On the downside, Mr Aduo Luc said the global recession was still affecting many sectors of the economy in Africa: "It is difficult to make any positive comments about it. In North Africa and parts of West Africa - Guinea Bissau and the hinterland country like Mali - the interruption of governance does not depict an encouraging picture of the market situation."

However, apart these troubled areas, gradual improvements are being seen elsewhere in the area of offshore activities and food and technical supplies with some of the countries witnessing this including Ivory Coast, Ghana, Nigeria, Togo, Liberia, Sierra Leone and Senegal.

"This is despite unabated recession in Western and European countries dictating the pace for imported products which vessels require," said Mr Aduo Luc.

He also said that on a recent visit to South Africa he saw ship suppliers there were doing very well in the ports.

"I witnessed a high patronage of chandling services in the ports of this country and can be assured that fully certified ISSA Members stand to achieve a maximum portion of the chandling market in the coming years." ■



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South Africa

Port improvements boost business

Improvements in the ports around South Africa are having a knock-on effect for the country's ship suppliers, according to Julian Munsamy, owner of SAI Duty Free, based in Durban.

The Port of Durban has seen major expansion work carried out with the widening and deepening of the port entrance which means it can now allow super tankers to enter without problems.

"There are currently plenty of vessels arriving," said Mr Munsamy. "South African port operations and authorities are equipped with a proper infrastructure and modern technology to get the job done.

"All ship suppliers should be kept busy with plenty of work in the months to follow - things can only get better from here on," he said.

However, he said the market, although busy, had become very competitive among suppliers: "Competition is getting very tough because it is a price-driven market.

"Personally, just like I am not prepared to compromise my excellent services and reliability for anyone, neither am I prepared to run the risk of compromising my business ethics or be like some suppliers who are prepared to lower their reputation just like their pricing, by selling items at cost just to do the turnover or boost their ego for doing the sale."

Mr Munsamy said suppliers were also facing other market challenges including late payments.

"Ship suppliers are enjoying the benefits of the vessels that pay cash but are running a great risk for the

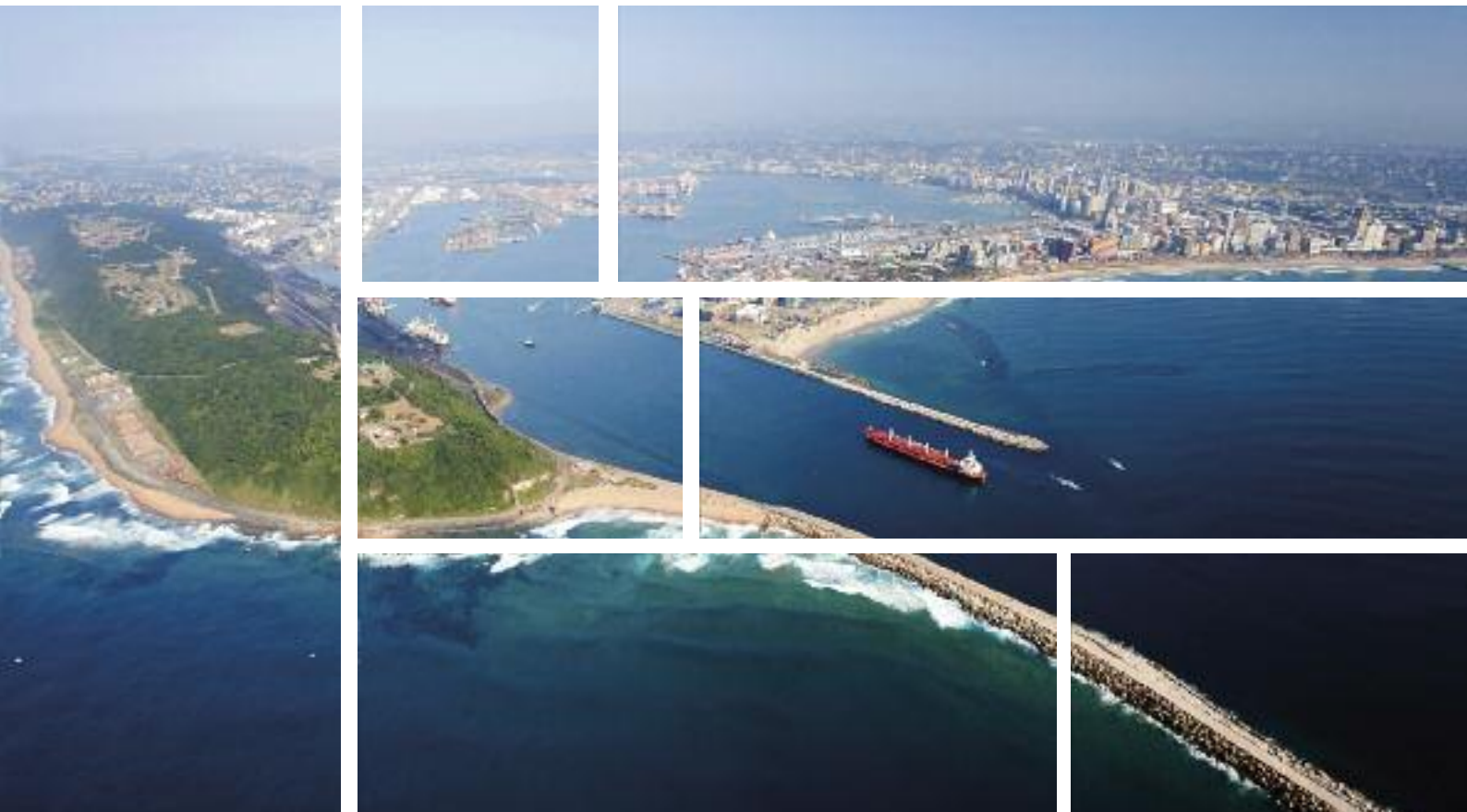
shipping lines who want extended or long-term payments in this uncertain economic climate. Customer loyalty is definitely a thing of the past.

"I am in a position to carry my major customers with a credit facility but at the same time, to be in business to make a fair profit to keep my doors open and the business alive."

SAI Duty Free was established five years ago and its core business is distributing to the major ship suppliers of South Africa.

He said his biggest challenge at the moment was not being able to buy premium cigarettes directly from the premium tobacco brand owners because they have given exclusivity to a single agent in the country.

He hoped the issue of legislation on plain packaging on cigarettes





UAE, Middle East & Africa Regional Focus

How does Mr Munsamy see business developing over the next 12 to 18 months?

“With the cruise liner season starting in South Africa soon, things will definitely become much busier. It is also going to be a bumper season for containerised cargo for the citrus terminals and vessels because most fruit is now being exported in reefer containers. There are also plenty of fishing trawlers arriving into South Africa.”

The value of the South African Rand, being much weaker than the US Dollar, was also helping, he said, with incoming and outgoing vessels stocking up with stores in South Africa to get more value for money. ■



which was unsuccessfully contested in Australia recently would help with this problem as branding and packaging would become a thing of the past.

“Currently, lots of crew members are purchasing cheaper, value for money cigarettes because they are affordable. If this legislation comes to countries like South Africa, I think the cheaper cigarettes are definitely going to enjoy the benefits of plain packaging against the premium brands.”



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Image courtesy of Jallie

In a world of diverse cultures and societies, safety signs can be interpreted in contrasting ways but manufacturers and suppliers of these essential products are embracing efforts to bring signage in-line with one common standard.

Whether you consider colours, symbols or text, it's easy to see how differences in these important elements which make up signage could be misinterpreted in an emergency situation, particularly if the viewer is from a region where quite different signage is used. Colours are a simple example as in much of Europe, white symbols or text on a green background is representative of some kind of safe refuge or help point, such as an emergency exit or first aid box, whereas in the US, emergency exits are recognised through red text on a white background.

Over a number of years, the International Organization for Standardisation (ISO) has been developing its International Standard ISO 3864, which refers to the design of safety signage, and has also compiled a catalogue of safety signs (ISO 7010:2011), which is a growing list of graphical symbols for safety signage which gives manufacturers an internationally agreed standard from which to refer when producing safety signage.

Stephan Lambrecht, General Manager Project Services at Marahrens, a Maritime Sign Solutions company based in Germany, emphasised that although changes to signage will require investment from owners, the industry and indeed, society in general, is moving towards a "language-free" system for signage: "Signage may seem like a simple issue but in fact it can be quite complex. In the maritime industry there was no worldwide standard but now we have the new ISO 7010 standard for safety signs in the maritime industry. The most important element is the second part of the new Standard, where new symbols for signage have been

agreed and this will completely extinguish the use of many other symbols."

Though Mr Lambrecht said that changes to signage will mean a lot of work for the industry and for signage production companies, he said that a priority for industry is to get these new signs onboard new ships, whereas it is likely older vessels will retain older signs until these ships fall out of use.

He also noted the importance of understanding that currently, colour use on signage can alter, depending on the country you're in and so, this can lead to difficulties and misunderstandings. "This is a big problem. For example, when you are traveling by plane, the exit sign is not green [which is what the new standard will stipulate] it is red because airplane standards come from the US. It has been difficult to create the new standards – we have been working on it for around 10 years so the Americans have to agree to have green signs. Likewise, the Japanese often have orange signs for exits. It's a big problem but it's good that things are changing towards one international standard."

British safety signage manufacturer Maritime Progress has also emphasised that considerable effort is taking place worldwide, to ensure graphical symbols used within safety signage are internationally recognised. Capt Andy Goldsmith, Marine Technical Manager, said although the ISO standard is just that, a standard, rather than a regulation per se, the guidance involved within this will lead ship owners to make further risk assessments concerning signage onboard and to establish if signage is understandable.

"The ISO Standard is an international guideline which provides recommendations for companies like us to produce our signage," Capt Goldsmith said, explaining that American signs are often especially different to those used elsewhere in the world. "That said, we have American distributors who do order from us and we provide international standards rather than the American ones. When you see movies produced in the US, you may recall their "Danger" signs

are red and black, whereas ours are yellow and black and we associate red and black with prohibition, such as "No Smoking" signs. But shipping is international so even American ships need international signage."

Jim Creak, Managing Director, of UK-headquartered sign manufacturer JALITE, said there is an intuitive element within human nature which helps us to associate certain signs with certain colours and so, it makes sense to bring such signage in-line with a common criteria: "We are already attuned to yellow and black and have an in-built reaction to it because of danger in nature, from wasps to snakes. The whole aspect of colours – red for fire, blue for authority, green for a safe condition – it's no secret that human beings react to green as the most comfortable colour and we relax under green as it has an association with comforting things in nature. The intuitive nature of this vocabulary is already there."

However, language can also play a significant role in confusing people in an emergency situation. Citing an interesting example from his home country, Mr Lambrecht explained that in German, the term for "Emergency Exit" is "Notausgang" ("not" is a translation of "notfall", the German word for "Emergency") but for an English speaker, their understanding of this sign in an emergency could be incorrect, as the first three letters read "not" – perhaps suggesting an instruction of "Do not Enter". "This is a good example where text signs do not work. The new Standard says signs should not require text, although additional text information is allowed, it is not requested," he said.

He also noted the issue of media descriptions for what is found within a fire extinguisher (powder, foam, water etc), as this is often found on the side of such equipment and explained that this media description must be text free with colours and symbols depicting the contents, but he added that it is permissible to put a letter such as "F" for foam, but thankfully, seafarers are thoroughly trained in such safety equipment.

Tiago Pedrosa, Export Sales Manager at Portugal-headquartered signage company Everlux, also stated the need to ensure a “global language” is used within signage: “We completely agree that having an unambiguous language which is understood globally is of the utmost importance. Signs that contain pictorial graphics should be widely used internationally and this has been tried to be implemented by ISO standards and IMO Resolutions, namely ISO 17631 and IMO Resolution A.952 (23).

“We agree there should be an international standard that specifies safety signs containing pictorial graphics only, to be used onboard every vessel. If such a standard is followed by crew in training, they will be on a fast track to understand the meanings of safety signs used onboard and this will allow them to follow the signs in the most appropriate manner in order to prevent accidents, to

effectively tackle a fire or evacuate in case of an emergency.”

“You can’t have effective safety management onboard if people don’t understand the safety signage”

Jim Creak, Managing Director, JALITE

Mr Pedrosa also emphasised the importance of photoluminescent low location signage, which can prove to be life-saving in an emergency, particularly if electricity fails: “Photoluminescent safety signs ensure that life-saving and fire fighting equipment, as well as evacuation routes, are identified under all circumstances, such as in the event of a complete blackout. Photoluminescent low location lighting is

the most important component of a complete safety signage system.

“In the event of a fire, smoke will accumulate at ceiling level and will eventually block high location level signs. Therefore, only a photoluminescent low location lighting system will grant that crew and passengers will have effective safety and evacuation information if dealing with a fire onboard. Photoluminescent safety signs at high location level and photoluminescent low location lighting systems complement each other and have been regulated by IMO Resolutions for a long time and its implementation has been reinforced by the various classification societies,” Mr Pedrosa said.

Mr Creak agreed that photoluminescent signs and low location lighting are vitally important onboard vessels and oil rigs. “Lifesaving equipment needs to be located at a low location as well as at regular height.



As supply chains grow more complex, regulation around seafarer welfare tightens and efficiency is at a premium in a challenging market, making purchasing decisions that combine quality with effective budget control is a challenge.

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is continually driving progressive ship supply services by creating transparency and efficiency at every step of the procurement process.

Part of Denmark-based Wrist Group, Wrist Ship Supply most recently acquired UK-based Strachans Ltd in May 2011, further strengthening Wrist’s global reach and pushing new boundaries in ship supply for the offshore sector, including investing in innovative transportation technology specifically for offshore customers and its latest procurement software, Xena.

Wrist managing director Robert Steen Kleidal, said: “Investments in operations and technology have generated efficiencies within the business that we can then pass on to our customers, who are faced with more complex supply chains and ongoing food inflation. Efficiency is crucial in the challenging commercial climate.”



You're required to have the location so that if you are below the smoke line, you're only going to come above this to grab your lifesaving appliance.

Agreeing on the need for photoluminescent signs onboard, Capt Goldsmith drew on his experiences during his career at sea: "I've been on ships where we've lost all power so therefore, you can't see in an emergency situation. If you wake at night and it's an emergency situation, you may be confused when you open your door and just see darkness. Of course, in reality onboard it's not a problem if you have photoluminescent signage and if the signage is universal, so people from around the world recognise the meaning of the signage." Capt Goldsmith noted that safety signage should not require interpretation.

Adding to the discussion on photoluminescent signs, Mr Pedrosa said Everlux is concerned with the current

minimum luminance requirements for photoluminescent safety signs that are to be used onboard: "The latest maritime regulations specific to safety signs are SOLAS Convention 2004 Chapter II-2 Regulation 13.2.2.5 and 13.7.2.2; ISO 15370: 2001 and ISO 17631:2002, which reinforce and complement the minimum requirements for high location and Low Location level safety signage systems set by earlier IMO Resolutions A. 654 (16) (1989); A. 752 (18) (1993); A. 760 (18) (1993); and A. 952 (23). In our opinion all of these standards gave a very high quality contribution for increased safety onboard.

"Nonetheless, we believe the current luminance requirements should be reviewed in order to meet the existing luminance requirements on safety signs regulations for fire protection and evacuation in buildings which take in to account the fire risk of each building and are much higher. Keeping in mind that

the minimum luminance requirements for Low Location Lighting systems that were set by IMO Resolution A. 752 (18) from 1993 at 15mcd/sqm after 10 minutes in the dark and 2mcd/sqm after 60 minutes in the dark, we can easily understand the benefits of higher minimum luminance requirements already defined by several international standards for fire protection in buildings, for example, 215mcd/sqm after 10 minutes in the dark and 29mcd/sqm after 60 minutes in the dark as defined by UNE 23035: 2003."

According to Mr Pedrosa, it is also important that signs and their manufacturers should hold accreditations, such as from the IMO or from class societies, as this helps customers make informed decisions about sign quality: "Holding product third party certification is highly important because it is the only way to guarantee that the signs will perform to



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their specifications and to IMO Resolutions minimum requirements when they are most needed - during an emergency. Everlux signs hold several certifications such as MED certification and Lloyd's type approval.

"Manufacturer certification is also very important as it assures the market that the signs they are purchasing have been manufactured using the latest available technology following a quality management system process which respects the relevant applicable standards, namely environmental sustainability. Everlux is an ISO 9001 certified company and is also a DNV Approved Service Supplier for photoluminescent low location lighting systems luminance onboard measurement service.

"This is a very important factor for our clients as most inquiries we receive require the supply of certified signs and an increasing number of maritime players require company certification proof in their tenders and vendor registration processes."

But are most ship owners following the advice and guidance of the ISO to the letter when it comes to safety signage? Jim Creak again: "What I would like to say is that most systems I see onboard are suitable and sufficient. They may not meet every dot and comma which you see in the resolution but I don't think the resolution was ever drafted that way as well, as there are a lot of things that are extra. I believe that the people fitting these systems are using a lot of common sense and where it's appropriate they are ensuring all the key elements for evacuation are being done correctly.

"I think ship owners will take the new considerations of the ISO onboard - they will come to a risk assessment, make a proposal about updating the fleet and their manuals and they will incorporate it because they'll see it as such a good idea. The signs are about understanding and you can't have effective safety management onboard, either for crew or passengers, if people don't understand the messages." ■



This is not an exit: Creating a global language for safety signs

Until today the international community was not able to create a homogenous standard in safety signs. Guests on cruise ships are expected to understand a sign at the check-in which looks totally different onboard, although it has the same meaning.

On land the next day, the guest is confronted with a third version of that sign. In the worst case it even has a different colour. Escape routes, which are marked in green, look red in the USA and orange in Asia.

The need to work with symbols and to escape from text is becoming accepted more and more. In international use, signs with text can cause misunderstandings or even worse scenarios. Due to the lack of standardised symbols in international shipping, one reverts inevitably to already implemented symbols from other fields of action. The symbols on alarm plans have accomplished a kind of standard, which is handled differently from flag state to flag state.

This is supposed to change. For several years, the first and only worldwide standardisation of safety signage for the maritime industry has been in progress. Several difficult agreements between diverse cultural groups seemed insuperable. However, a final version is expected to be published in the next few years. Simultaneously, the international standard for safety signage in buildings (ISO 7010) has been developed further and is now seen as the "mother of safety signs" where official advice is concerned. Everyone hopes that not only the national legislative body, but also the international implementation into SOLAS will not be too long in coming, to ensure the necessary legal security for ship operators and inspectors.

Only a homogenous, worldwide standardised, text-free, clear safety signage is absolutely reliable.

By Stephan Lambrecht, General Manager Project Services, Marahrens - a specialist producer of safety signage, active on national and international standardisation committees.



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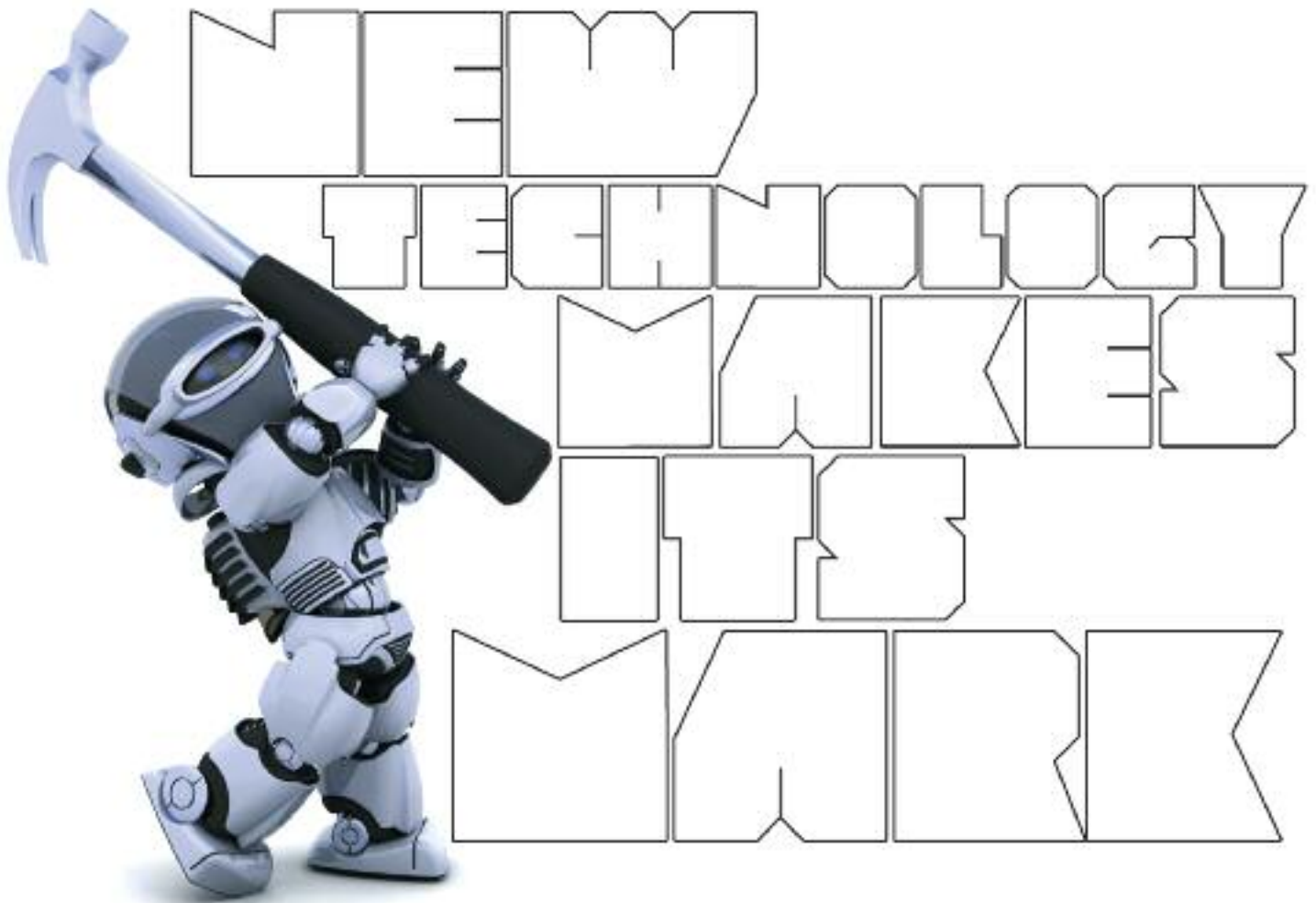
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As shipping operators move to make their vessels smarter, a wave of innovative new products is coming onto the tools and equipment market, giving a huge boost to many companies and suppliers.

“What’s exciting is watching the newer technology make its mark in the marine industry,” said David Shamoun Jr, Sales Manager at marine electrical suppliers Technico Marine, headquartered in Brooklyn, New York.

“Because of it we have increased inventory for newer items. We stock more automation controls, LED lighting and fixtures.”

Mr Shamoun continued: “Fuses have given way to circuit breakers; incandescent lamps evolved to fluorescent and sodium lamps. Watertight equipment and hazardous area products have changed to keep up with International Standards so the movement is constant.

“We must keep stock in our product line while also being aware that customers require newer technological

equipment and controls. Every day we research newer items and many become regulars on our shelves.

“Now customers are looking for more disposable items, lower cost items to keep the bottom line respectable”

David Shamoun Jr, Sales Manager, Technico Marine

Technico Marine, which is owned by his father and company President, David Shamoun Snr, supplies tools and equipment mainly for ship suppliers and ship owners through ship management companies and covers all US ports as well as shipping internationally.

Products currently in demand are electronics and automation controls. “We pride ourselves in this area of marine electrical sales because these items are, in many cases, difficult to find,” said Mr Shamoun. “These items

require cross-referencing and true knowledge of their ability and use. My father, owner and President of Technico, has made this his life work, utilising the knowledge he has acquired with over 40 years in the industry.”

So, has the industry changed much over the years?

The issue of quality is where some of the biggest changes have been seen, particularly with the mounting pressure on keeping down costs.

“Quality in the 1960s to 1990s reigned supreme,” said Mr Shamoun. “Chandlers, owners, operators and electricians wanted the right part, the heavy duty supply to ensure smooth sailing. Now customers are looking for more disposable items, lower cost items to keep the bottom line respectable.”

He added that the market had changed in many ways, particularly with ship owners handing management of the vessel over to management companies, and sales at the New York office were forecast for a slow and steady growth in the next 12 to 18 months.

The company had, said Mr Shamoun, built up long-term alliances with ship suppliers in the '70s and '80s - "that consistency keeps things balanced here."

Its other office in Houston, Texas was seeing better sales of late: "The Gulf ports are running with the zeal and fervor that New York ports ran with 40 years ago."

Another company embracing new technology is Germany-based SIKA, a specialist in temperature, pressure and flow measurement technology, which unveiled several new gadgets at the recent SMM trade show in Hamburg.

Reliable checking of equipment onboard is often vital to help prevent costly engine damage falling outside the scope of insurance cover and the company says it is constantly looking at new ways to assist with this.

The new products include a suspended cable temperature sensor for

deep holds - the CargoTempRoller, which makes it easy to record the temperature at various levels in holds - and a stand-alone recalibration kit which enables the simple checking of pressure and temperature calibrators directly onboard without requiring the instruments to leave the ship.

The company also showcased its handy new gas detectors with integrated pump - rugged, user-friendly devices which are said to be able to detect and indicate up to four gases at the same time and generate acoustic, visual or vibration alarms.

A P-HP high-pressure calibration kit enabling simple and reliable onboard verification particularly in checking the tightening torque of hydraulic tools was also unveiled by SIKA. It can also be used to verify injection nozzle testers.

"SIKA is known worldwide for its highly accurate maritime pressure and

temperature calibrators, and we constantly strive to maintain this position," said Sebastian Siebert, Managing Director of SIKA's electronic products area.

"With innovative products such as our digital exhaust gas thermometer and our recalibration kit, we have shown that SIKA is able to combine new, fresh ideas perfectly with its heritage extending over more than 100 years."

He continued: "In the future as well, we will continue to develop and produce precision technology for the entire world from our base in the middle of Germany." ■



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The maintenance jigsaw

Kieran Neale, Marketing Manager for CRC Industries UK, asks why, when it comes to maintenance and maintenance chemicals, lubricants are the only chemical talked about?

It's probably an historical preoccupation with lubricants keeping the wheels of industry turning that has been reinforced in the media over the years, but to talk of "maintenance chemical" and "lubrication" as interchangeable and inevitably linked terms does not show the complete maintenance chemical situation.

The maintenance schedule involves many components, each as important as each other to deliver reliable, productive and efficient production. Whether it is 'invisibles' such as training, timely schedules, and back-room activities like the engineering workshop; or physical ones such as tools, components, and chemicals; each combines with the others to deliver a service greater than the sum of its parts. Should one piece be missing, sub-standard, or overlooked, then it is

often the case that the trinity of 'reliability, efficiency, productivity' is compromised resulting in increased maintenance frequency or breakdown.

To say that lubrication is the primary focus of the chemical constituent of a maintenance process is not incorrect as often a squirt of grease or top-up of oil is all that is required to complete the works order. But should more extensive servicing be called for, requiring a component of machinery to be taken apart, inspected, and replaced in order to identify if it is the cause of (or likely to cause) problems; then this is where the maintenance chemical options open up revealing the true extent of the choice: cleaners/degreasers, lubricants, anti-corrosion, metal cutting, welding, wipes and more.

Cleaners and degreasers are designed as a critical first stage of the servicing process, ensuring that all lubricant, grime and dirt contamination is removed allowing the clean surfaces to be inspected without the risk of dirt obscuring faults, getting into close-

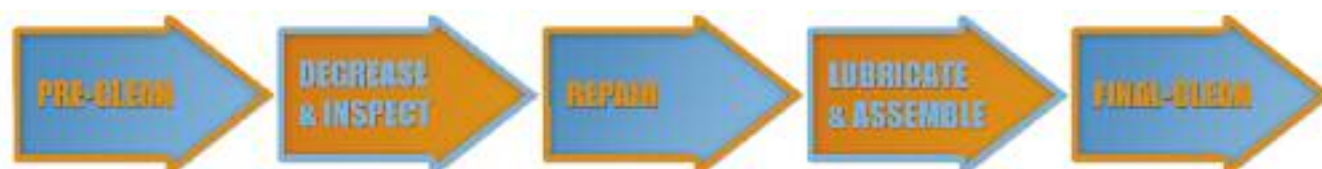


tolerance gaps and preventing recontamination during re-lubrication and assembly. So, a maintenance schedule needs to start and finish with cleaning to ensure a thorough job.

The technology behind cleaning chemicals is complex: through the manipulation of chemical formulations specific cleaning properties can be displayed: fast evaporation, foaming action, grease removal, dry deposit removal, material compatibility, and so on. Typically, solvent and citrus-based cleaners are better at removing greases and heavy/light oils with water-based products able to remove drier or staining materials. Material compatibility must also be taken into account.

A poor quality cleaner or the wrong cleaner is sometimes selected, whether it is due to perceived cost savings or simply using the same cleaner as always; in either case more product will be used as cleaning efficiency is reduced. However, the real cost is more easily seen in lost time: waiting for the chemicals to remove the grime.

CRC Industries offers a number of products through its Ambersil and CRC ranges of industrial cleaners and degreasers, backed up by lubricants, anti-corrosion, metal cutting, welding, paints and more, which are all available through key distribution partners. ■





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Deciding on the best solution

Over recent years, new legislation has forced owners and managers to focus on reducing the amount of sulphur emitted to the atmosphere.

Swathes of red tape are going up across the globe in the form of Emission Control Areas (ECAs) with the Baltic Sea and North Sea both operating controls and more recently, from August, North America.

Currently vessels operating within these areas must keep within a fuel sulphur (SOx) content limit of 1% m/m but from 1st January 2015 any ship entering an ECA must not exceed the limit of 0.10% m/m.

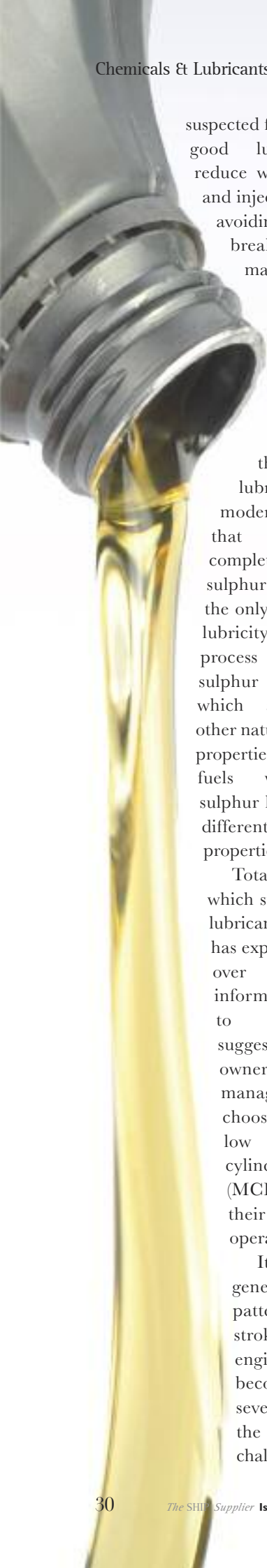
This is causing a major headache for shipping companies as they seek to find ways of reducing emissions and deal with the technical difficulties that often arise from a drastic reduction in fuel sulphur levels.

It has also put pressure on the low sulphur fuels on the market and highlighted possible problems related to lubricity of the fuel, sparking controversy as lubricant companies debate the topic of whether to use a single solution or a high or low BN (base number) lubricant, depending on operating patterns.

“Lubricity of fuels is poorly understood in the marine industry in general, the main reason for this lack of understanding is that lubricity has never been considered in marine fuels until now,” said Jonas Östlund, Product Marketing Manager Fuel at Norway-based Wilhelmsen Ships Service which offers a Diesel Fuel Lubricity Improver in its stable of marine chemicals.

He added: “The sulphur of marine fuels is driven towards lower levels through international and regional legislation. This push will continue over the coming years and it is possible that lubricity will play an even greater role in the years to come.

“A lubricity improver is a good investment if lubricity problems are



suspected from the fuel, a good lubricant will reduce wear of pumps and injector equipment avoiding unnecessary breakdown and maintenance.”

Wilhelmsen Ships Service believes the reduction of sulphur is often blamed for the problems of lubricity with modern fuels and that it is not completely true as the sulphur content is not the only cause of poor lubricity – the refining process is where the sulphur is removed which also removes other natural lubrication properties, which means fuels with similar sulphur levels can have different lubrication properties.

Total Lubmarine, which supplies marine lubricants and greases, has expressed concern over recent information released to the market suggesting that ship owners and managers must choose a high or a low BN marine cylinder lubricant (MCL) based upon their predominant operating patterns.

It agrees that general operating patterns for 2-stroke diesel engines are becoming more severe, increasing the technical challenges required

for deposit control, cleanliness and wear protection but says the BN argument is now an outdated one.

Technical Director Jean-Philippe Roman explained: “It is important to note that it is not the level of basicity that is dangerous, but the underlying chemistry with which products are formulated. For anyone relying upon the conventional MCL chemistry – which the majority of lubricant suppliers now recognise as outdated – it is understandable that the only option is to increase the BN. However, this presents a high-risk strategy; too low a BN for the sulphur content can lead to acid corrosion of the liners, while too high a BN can lead to hard calcium deposits and an increased risk of bore polishing and liner scuffing.”

Lubmarine believes suggestions that ships choosing a high or low BN lubricant based on predominant operating patterns will only have to carry one cylinder oil is not only restrictive but also potentially dangerous as without a back-up giving the option to switch between high and low sulphur fuels and corresponding MCLs, certain route changes would prove impossible and operational safety could be compromised.

Lubmarine says ‘single solution’ lubricants are the way forward, though they must be rigorously tested in all extremes and not just in conditions that suit the product.

The company took more than 2,000 samples from slow steaming vessels and said they proved that the iron measured in the drain oil, which shows engine wear, was lower with its latest multipurpose MCL than with a conventional mid or high BN lubricant. Its Talusia Universal product is also said to have been approved by two-stroke engine manufacturers MAN Diesel & Turbo, Wärtsilä and Mitsubishi HI.

Mr Roman concluded: “New industry realities require new thinking from MCL suppliers. Single oil solutions may represent a paradigm shift for the industry but they are also a break-through in product applicability for ship owners and

operators facing unprecedented economic and environmental challenges.

“Universal lubricants are conclusively proven to meet vessel needs in all operating conditions, so whether slow steaming or transiting ECAs, all of our customers can operate in the knowledge they are not risking damage to their engine.”

The ‘one fits all’ strategy is a dangerous one to follow, according to UK-based Castrol Marine.

It says with more vessels now slow steaming, it is vital the appropriate cylinder oil lubricant is used under such conditions as engines operating on sub-optimal loads may face corrosion to piston rings and cylinder liners.

“People have always been used to a ‘one product fits all’ approach,” said Paul Harrold, Technology Manager, Marine & Energy Lubricants at Castrol.

“Conditions have changed and unfortunately customers have to work through the fact that their shipping experience is changing and therefore the lubricant solution is changing as well.

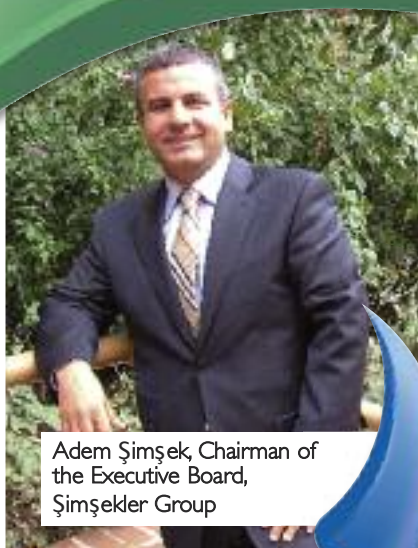
“The new dimension that is affecting shipping companies now is slow steaming. The one that is looming that will have just as big an impact in 2015 is the 0.1% sulphur limit in ECAs and what that means for lubrication.”

He explained that Castrol customers prefer to have a choice and to make informed decisions following detailed discussion, rather than being told they need just one solution. Others were also looking at their engines in more detail and finding out there were problems.

Paul Lowther, Global Marketing Offers Manager for Castrol Marine, added: “We are not recommending that our customers carry all the products. We are carrying the complexity for them. That’s why we have a range – so they can choose the right product for their engines, for their operations, for their fuel – what is most appropriate for them.” ■



Turkish delight



Adem Şimşek, Chairman of the Executive Board, Şimşekler Group



The Şimşekler team

Since it was founded in 1976, the Şimşekler Group has retained its reputation as a business built on strong family bonds within the Şimşek family, who reside in Nemrut Bay in the district of Aliaga, Turkey.

Specialising in a wide range of items, including provisions, bonded stores and frozen goods, deck and engine goods, safety equipment and fresh water by barge or truck, Şimşekler General Ship Chandlers & Ship Repair serves vessels calling at all Turkish ports and straits and holds a strong emphasis on customer satisfaction.

Adem Şimşek, Chairman of the Executive Board, said being a family-run firm has many benefits and makes the Şimşekler Group of Companies stronger, but as he explained, time and investment must be made to ensure quality training of staff: "Most family

members have worked at the company in different departments for many years. There are no academies or schools which educate people to work in the ship supply sector.

"It was very difficult to find experienced staff to employ – people would work at our company and after many years, once they had built up enough experience and knowledge of the sector, they would leave our company and establish their own company, becoming our competitors. For instance, there are currently eight ship supply companies which have been established by ex-staff members who used to work at our company.

"So for that reason, we decided to invest in our own family members to continue our business and improve our services. Most of our family members have studied and graduated from maritime academies and from English language courses in the UK, in addition to foreign trade and finance departments at well-known universities in Turkey and abroad."

Investment may be important but has the recession made this a challenging time for Turkish ship suppliers and how has the Şimşekler Group worked to overcome the recession? According to Mr Şimşek, services provided by other companies within the Şimşekler Group have helped with ensuring no slowdown in business for the group as a whole: "The recession hasn't impacted the Şimşek family's business in a negative way. During the recession our ship supply department's volume of sale, profitability and cash flow was slightly

decreased for a while. However, our ship breaking department's income increased due to this recession and fallen sea freight rates.

"We bought many vessels for demolition to overcome this. The companies under the Şimşekler Group umbrella have financed and supported each other. We have communicated well to extend payment terms for as long as possible, reflecting the same terms to our customers while supporting them to manage their payments to us to keep cash flowing. In spite of the recession, we have been able to expand and develop our business and turn it to our advantage by investing in our group of companies and ship supply department."

But what other issues does Mr Şimşek believe are important to Turkish ship suppliers at this time and why? "Some ship owners, ship managers and masters choose local ship chandlers that are not members of ISSA to supply their vessels because they are offered attractive and cheaper prices. After each delivery by such non-members, local ship chandlers suffer disappointment and develop very bad impressions of Turkish Ship Suppliers. The purchasers who use such companies lose time and money and cause a shortage of stores and food onboard. We suggest they should use ship suppliers which are members of the Turkey Ship Suppliers Association (TURSSA) whenever their vessels are in Turkey." ■



COMPASS

meeting points to success

COMPASS, a joint venture of the US and Canadian ship supply associations, NAMS and CSSA, set up to market ship supply in North America, was hosted by the Canadian Shipyards and Services Association this year in its beautiful and historic capital city of Ottawa. The Fairmont Chateau Laurier (pictured), located next to the famous locks of the Rideau Canal on the bluffs overlooking the Ottawa River, was the venue for a very productive and enjoyable meeting.

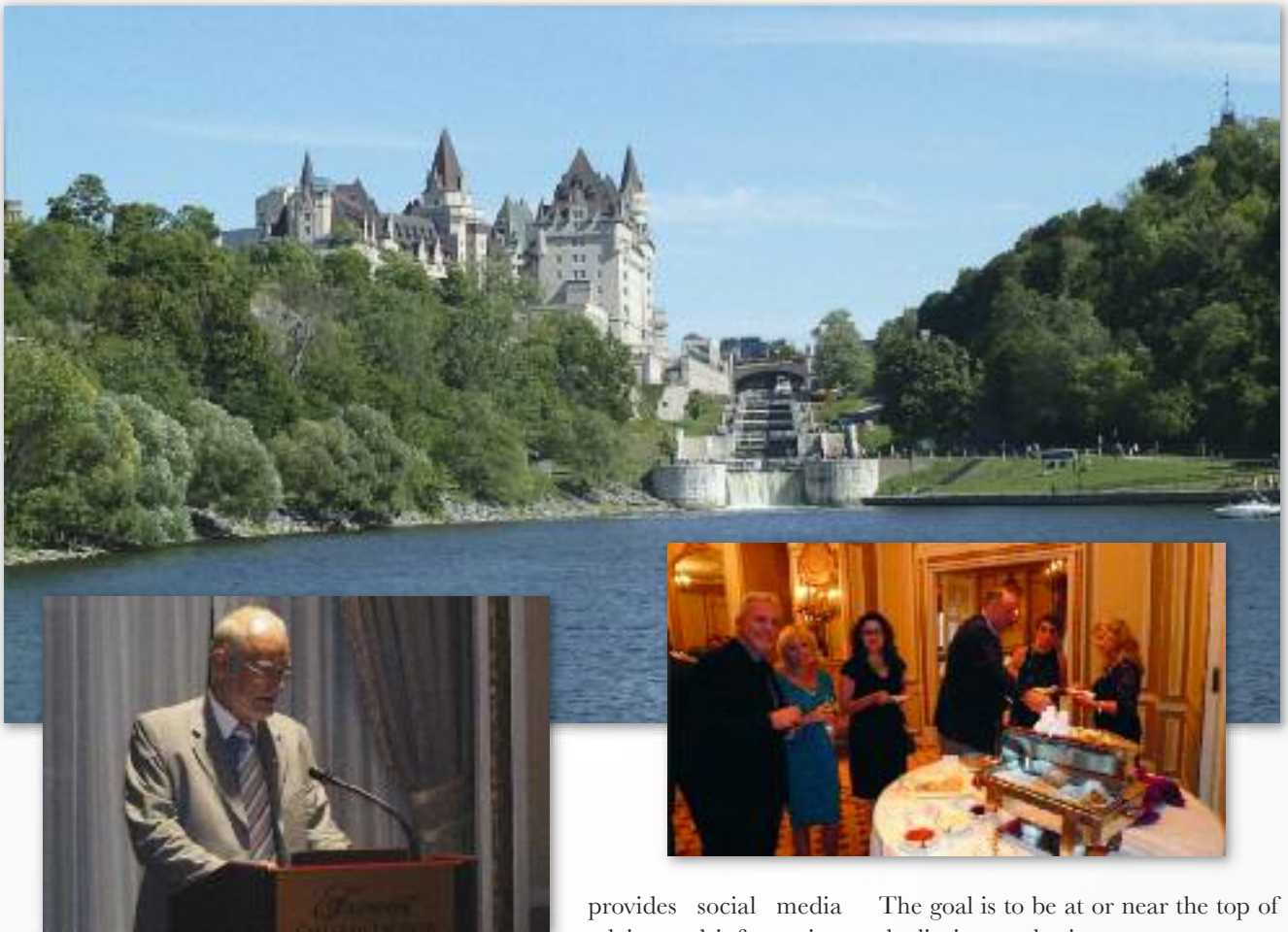
Ottawa has numerous days' worth of sightseeing and events, from a cruise on the Ottawa River to the Light Show on the Parliament building called Mosaika every night – one not to be missed if you visit Ottawa.

Presiding over the meeting were new CSSA President Rocky Rocksborough-Smith (pictured right-hand page) and NAMS President Max Goldberg. Their mandate for each meeting is to find meaningful and valuable topics for the business program. Feedback from the attendees

said that our programme this year was well worth the cost of attending. The two subjects – Marine Collections and Social Media Marketing were very timely due to the current global economic climate and the explosion of communication through social media networks.

Bruce Hailey, ISSA's General Counsel, was first on the agenda and gave a lengthy and informative presentation on the necessities and navigation of the ins and outs of marine collection today. He covered a series of areas that included the basics, such as due diligence, contractual terms and documents and timely action; ship arrest – cost, counter security documentary requirements, speed and risks; cost factors, lawyers' fees, court fees, maintenance costs etc. Also discussed were the issues of counter security and its implications; documentary requirements; POAs/COIs; translations certified; speed/efficiency and its effect on the collection process; risks, such as





wrongful arrest; maintenance costs; security problems; change in ownership; the what and why of where best to arrest. Current issues such as bank foreclosures, privacy, laid up vessels, sanctions, catering companies, danger in delay and alternatives to ship arrest were also on the agenda.

Bruce announced ISSA's "Project Watchdog" an initiative of ISSA President Jens Olsen to aid in Credit Control through harnessing the collective knowledge and information of ISSA members to assist decision making of the ship supplier members.

As you can see, there were a myriad of subjects covered and obviously to get a true value out of the discussions of both presentations, attending the meeting is all-important. An expanded report on both presentations in the COMPASS post meeting newsletter will flesh out the subjects discussed.

The second subject, using Social Media to Market Your Business was a detailed presentation by Nathalie Carrier, owner of the Kismet Agency that represents other speakers and

to business owners.

Her presentation included examining the online profile of your website and what it says about you; Search Engine Optimization, tracking your traffic and success, understand the platforms and reviewing best practices. Her definition of social media – it includes web-based and mobile based technologies which are used to turn communications into interactive dialogues among organisations, and commercial businesses.

She profiled two websites connected to our business and analysed one that needed some adjustments and another that was effective in its construction. It was interesting to note the question of whether social networks are a threat to the ISSA Register. The answer is no – the Register is vetted and gives credibility to the listed companies.

Regarding search engines – the key is to create meaningful and lasting content, use keywords in the content – update the website frequently and think about what the customer might type when looking for businesses like yours.

provides social media advice and information

The goal is to be at or near the top of the list in your business category.

Ms Carrier covered Facebook and LinkedIn and how to utilise these for business. But using these is not free. The cost is time and people to monitor, answer and adjust. Google alerts are valuable if you want to know what people are saying about your business – Google Analytics – monitor and track your efforts and who and how users are finding you. Best practices – select your platform to create your business profile, stick with that platform, simplify the layout – less is more – easy to navigate and use analytics.

Just as ship supply will never go away – the last mile – meetings will always be important. Nothing is more valuable than face to face conversation or hearing the live presentation, with all the Q & A and the nuances of the information given whether in presentations or private conversations. Often this value of attending is overlooked.

We had a great meeting in a very beautiful hotel with our usual enjoyable social events. We thank our CSSA hosts for an outstanding meeting. ■

A taste for g



Those with a taste for great wine will be in for a treat at the 58th annual ISSA Convention – which takes place in London on 31st May and 1st June 2013 – as specialist Portuguese wine producer, Herdade da Madeira Velha, will provide a wine tasting event where delegates will be invited to enjoy fantastic wines created in the beautiful civil parish of Évoramonte, in the Alentejo region of Portugal (pictured).

Herdade da Madeira Velha was set up by a number of members, each with their own separate core business activities, with the desire to bring new sensations and experiences to wine lovers from across the world.

With the aim of producing 470,000 bottles of wine per year, Herdade da

Madeira Velha wines are derived from grapes which are monitored through the complete growth cycle – harvested by hand in the morning, before being carried swiftly to the winery for production to avoiding oxidation or heating of the grapes.

Though the company started with small-scale ambitions, Rui Pedro Pinheiro, Manager at Herdade da Madeira Velha, confirmed his delight that his wines are now recognised internationally: “Little by little, the passion to do more and do better was taking over the founders and our wines are now nationally recognised by the best critics and specialty magazines. The challenges have increased, in line with our willingness to face these challenges.

“The international market has also forced us to strive for excellence within our products, with wines awarded in Decanter of London and at other international events with silver medals, bronze and as ‘recommended’ products. This year we will be present also at China awards, where we also expect a good rating. During the creation of our wines, we always keep very tight control over production and raw materials, with the practice of weeding, and we only produce wine from carefully selected grapes.”

Mr Pinheiro confirmed the tasting event at ISSA 58 will serve as a great introduction to Portuguese wines: “I hope people will enjoy the Herdade da Madeira Velha portfolio, which

greatness

By Helen Jauregui



includes everything from pleasant young fruity wines to very well structured and full bodied wines. Our wines will surprise and delight – there’s something for everyone and each glass is a new taste experience.”

He added that the opportunity to try this varied wine portfolio will be especially enjoyed by those who are new to Portuguese wines: “It’s a great experience for those who do not know our wines. The wine tasting journey, from entry level to high end wines, is special and we look forward to helping people to grow in their desire to enhance this experience to its highest level.

“We are not afraid to say the quality of Portuguese wines is at an extremely

high level, equal to the best producers, including countries such as France. So, there is nothing better than to come and experience our wines to confirm this for yourself – we are sure that will happen at the 58th ISSA Convention.”

But what is it that makes Herdade da Madeira Velha wines so special? According to Mr Pinheiro, the secret to high quality wine is to ensure only an excellent range of raw materials go into the production process. “It’s to do with the varieties of grapes used and the edaphoclimatic conditions which make our grapes unique,” he said.

The company also produces a range of olive oil products, as he explained: “Our company is based in Alentejo, an agricultural environment with excellent

products, and a number of our company partners also own olive groves. This became part of the project, owing to the success achieved with our wines – we wanted to produce olives for olive oil with a level of quality of the same excellence as our wines. Olive oil which is an important part of the Mediterranean diet, has been tested and widely reported by the World Health Organization (WHO) as the best natural oil for health.”

Explaining why ISSA 58 will be an important opportunity for Portuguese wine, Mr Pinheiro added: “To be present at ISSA 58 is a unique opportunity for Herdade da Madeira Velha and Portuguese wines, because we have the opportunity to show an



Évoramonte, in the Alentejo region of Portugal, home to Herdade da Madeira Velha, wine producer

entire range of products where the main concern has been the quality, but also the design, labelling and innovation (such as red wine at 0.5% alcohol) and specific formats, in order to meet different needs. We will also be able to show merchandise which supports their promotion, including gift boxes. Finally but most importantly, physical taste is the vehicle for a consumer or customer decision.” Please see pages 56-57 for further information on the ISSA 58 Convention.

On the wagon

In other news from the world of beers, wines and spirits within ship supply, companies specialising in the provision of such products are working hard to promote their products, while ensuring a sensible approach to alcohol consumption is communicated to their customers.

Andrew Hunter, General Manager, C.G. Hibbert, a Dover-based company

established in 1767, which specialises in bonded wines, beer, spirits, tobacco and other tax free goods, said: “The health authorities continue to apply pressure, in terms of potential misuse of alcohol and levels of alcohol consumption, globally. For the ship supply industry, it’s clear we are extremely well-placed to manage and restrict sales of alcohol – we only work within approved channels of trade and within an extremely well audited and controlled environment. For instance, the supply of products we would put onboard vessels is more tightly controlled than in any domestic market and we are very clear about the way we manage and restrict that. We are extremely well managed and are able to control and contain our usage.”

So, when considering the importance of safety onboard, alcohol suppliers and wholesalers have an important part to play? “Undoubtedly, no doubt about it. It’s clear from the

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Herdade da Madeira Velha

way processes are managed onboard, in terms of how we work closely with HM Revenue and Customs, and customs authorities globally, it's a very tightly controlled and extremely well-managed trade sector."

Though Mr Hunter said global pressures to reduce alcohol consumption are increasing, he noted that this will bring new challenges and opportunities for alcohol wholesalers: "The challenge for ourselves is to ensure we get a positive message across in terms of what are considered to be sensible levels of alcohol consumption. As a business we must get that positive message out into the environment and we'll continue to demonstrate what we're doing in terms of how we manage our own processes.

"It's about working closely with our customers and with customs, to ensure we work within our agreed guidelines, in terms of how much storing we can



supply for one particular vessel – we will always work within those specific guidelines, in terms of how much alcohol a vessel can take onboard. It's also important we get the message across when it comes to labelling. For example, consider the label which shows an image of a pregnant lady – that label is now applied to spirits, wines and beers – the industry is working to ensure the correct messages are put across."

But does Mr Hunter believe seafarers and the population at large, take heed of such advice? "People have their own choices to make, however, I still believe it's important for people to understand the limits and parameters – what we've tried to do is encourage a more premium experience in terms of consumption – its more to do with premium products – people should enjoy the moment, enjoy their drinking experience in a positive environment.





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We believe the cruise industry fits that model for brands. In addition to the very good relationships we have with cruise companies, we also act as brand distributors for a number of ship chandlery companies.”

Considering this side of C.G. Hibbert’s business, does Mr Hunter believe wholesalers have suffered in recent times owing to price pressures in the supply chain? “What we’ve tended to find is that cash flow is clearly significant in terms of how our customers can maintain adequate levels of stock to meet demand. The challenge there is that cash is obviously important to the success of any business but we need to ensure we can react rapidly, to meet our customers’ demands.”

He added that the availability of stock is also an important concern, as during a recession availability may become restricted. But he noted that the challenge is to improve how he forecasts, how he anticipates trends and to make sure stocks are positioned in the right location and at the right time. He added that these issues are a problem for the majority of wholesalers and so, ensuring availability of brands will be vital in counteracting this “pressure across the industry”.

C.G. Hibbert is an importer of brands such as Guinness and Heineken and Mr Hunter added that his firm’s

position as a provider of well-known, quality products will stand the company in good stead for ensuring the retention of its customer base. However, he added that C.G. Hibbert has broadened its product range to include seasonal goods, non-alcoholic alternatives and more. “We see opportunities to broaden our range of products and provide more choice, which can only be described as a positive development, giving people more opportunity and more choice.”

Danny Nossent, Director Ship Supply at Pentrade, a family-owned duty free wholesaler based in the port of Rotterdam, said that despite the recession, his company’s focus on a range of sectors – including cargo vessels and cruise liners (via ship suppliers), and directly to airlines, border shops, military camps, embassies and UN organisations –

has made good business sense in challenging times.

Within the ship supply sector, Mr Nossent noted he has seen some changes in duty free orders, perhaps owing to the fact that some seafarers have seen a decrease in their daily spending allowances [a phenomenon which other chandlers have also confirmed to *The Ship Supplier*]. Though he said this may not apply to all seafarers, he added: “It’s no secret that the shipping industry has been dealing with its crisis, but perhaps things are a little better now.”

Mr Nossent also commented on the fact that within modern shipping, a drive towards preventing the consumption of alcohol onboard, means demand for some duty free products has decreased in this sector. He added that there has also been a drive towards ships purchasing cheaper brands in order to save money.

But is there an opportunity for suppliers to sell more quantities of the cheaper brands in order to make up the difference? “We are doing that right now but every year you see a slight decrease in sales for beer and liquor as well. They are buying more soft drinks. Here at Pentrade, we have widened our assortment, with more food items so we have to keep up – to maintain the turnover we have, we need to have other products as well.”

“When I started working with Pentrade, an order for several cases of liquor, perhaps 10, 20 or 30 cases was normal, plus sometimes hundreds of



Port of Rotterdam, home to Pentrade Duty Free Wholesaler



Dover, home to C.G. Hibbert



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Danny Nossent, Director
Ship Supply, Pentrade

bottles of rum instead of the full cases we used to sell, but then, that was during the 1990s and since, there has been a drop in the amount of alcohol they take onboard.”

Pentrade has also been stepping up its range of provisions in order to offer a broader range of products to its customers: “We look at the items which we know from experience, almost every vessel orders. This includes noodles and tins of fruit and vegetables, sauces such as ketchup and mayonnaise – not fresh products, but those with a long shelf life. This helps to see an increase in turnover overall so in that way, we are doing quite well.”

Mr Nossent added that the biggest ship chandlers are able to buy direct from the industry but if the requested number of units of alcohol decreases, ship suppliers can no longer do this and so, must purchase from wholesalers. This has resulted in wholesalers

growing their business despite a decreasing market, so to speak – profiting and growing, as larger ship suppliers must switch to using wholesalers rather than ordering products directly. Mr Nossent also said he has not seen any competitors going out of business in the Port of Rotterdam recently, which is a good sign that demand for wholesale goods is positive at this time.

Though some shipping professionals have argued that strict anti-alcohol rules onboard should be balanced with a seafarer’s perceived right to relax and have a beer when they are not on duty, Mr Nossent said he believes safety is an important consideration: “If something happens and they have to go back on duty, well they can’t if they have drunk something.” He added that ultimately, this is an issue of responsibility onboard. ■

cases of beer for just a single vessel. But nowadays, if you have 50 cases on a vessel, that’s seen as a lot of beer. They may order six bottles of vodka or three



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Know the ropes

Technology is a vital component of any success story in the world of maritime supplies and where rope products are concerned, manufacturers must ensure high levels of functionality and durability in order to build on their customer base and succeed long-term.

One company which demonstrates how technology can assist in creating top products to aid the use of rope is FJORD, a family business based in Graham, North Carolina which was formed in 1967 by Gail and Ed Ratigan.

A main focus for FJORD is Chafe-Pro – an anti-chafe protection device which serves as a line protection product and shields ropes from chafe abrasion. Chafe abrasion can occur over a cap rail, cleat or where lines can cross at the anchor roller. Chafe-Pro, which was originally developed in 1991, has a patented design consisting of a wrap-around-closing feature (hook and loop) and can extend the lifespan of rope products quite significantly. It can be used with many kinds of rope and related products, including mooring

lines, eye splices, ship tow and ship assist lines, hydraulic hoses and shore service lines.

Michael Ratigan, Vice President of Operations, explained that despite the tough economic climate, sales figures are growing for FJORD products: “Although this is a time of recession, we continue to see an increase in the demand for our products. This is largely due to shipping companies switching from the steel wire ropes to the synthetic ropes. The synthetic ropes are just as strong as the wire and weigh significantly less; many of them even float.” As Mr Ratigan added, although these ropes have great tensile strength they do not fare well against abrasion and therefore need to be protected, providing the perfect opportunity for Chafe-Pro as a solution to this common problem.

“Synthetic lines can be expensive and if they aren’t protected from the effects of chafing they will need to be replaced frequently, sometimes less than a year. With proper chafe protection these same lines can last anywhere from five to 10 years

depending on how they are being used,” Mr Ratigan said. “In essence, shipping companies are protecting their budgets and saving money by spending money on quality chafe guards. We have also seen an increase in demand for our products in the inland waterways as more push boats and tow boats change from wires to synthetics.”

Since founding their company as a partnership in 1967 under the title Fjord Nautical Instruments, Gail and Ed Ratigan have used their nautical expertise to create interesting and useful products. This included a compact nautical range-finding analogue calculator, mainly used for navigating the coasts and rivers of Southeast Asia; a region where visual navigational aids were rather limited back in the 1960s.

Gail is a veteran of many small boat ocean crossings while Ed served as a Master in the Merchant Marine and is a former Navy signalman and reserve line officer. As the son of this nautical couple, Michael Ratigan, who first experienced the ocean through

sailing with his parents at the age of seven, now plays a pivotal role in the running of the

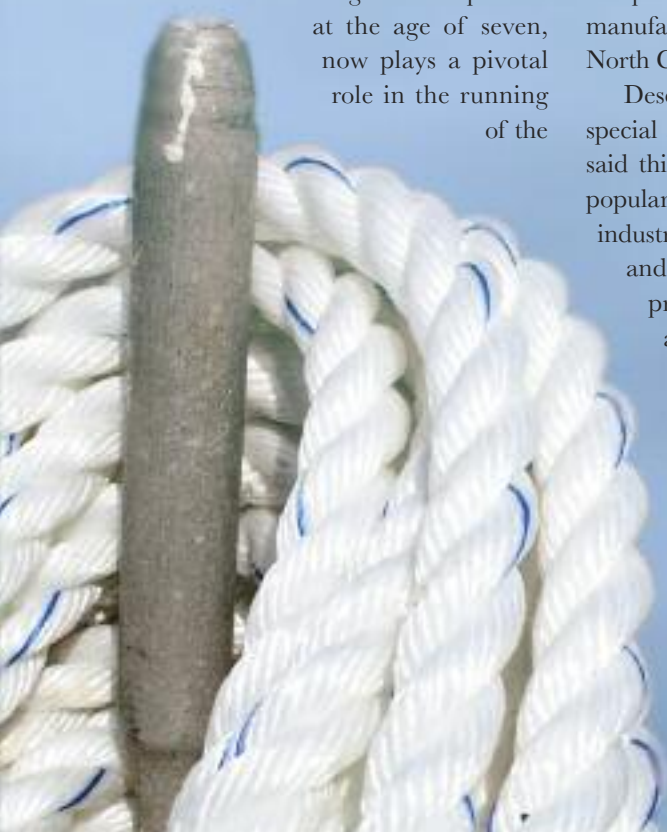
company and all Chafe-Pro units are manufactured locally, in the state of North Carolina.

Describing what makes Chafe-Pro special as a product, Michael Ratigan said this range is his company's most popular product within the maritime industry as it is a particularly durable and economical solution for protecting lines from chafe abrasion. "Additionally the Commercial Series offer numerous standard and custom options for line diameters that range from 25mm-102mm (1"-4")," he added. "FJORD's proprietary nylon weave sets Chafe-Pro apart from other types of chafing gear and is what lends the durability to our products.

"Another unique factor to all Chafe-Pro products is

that they are all removable with a hook & loop closure system, enabling the user to apply the chafe guard in their desired place in a matter of seconds. This makes it very field-friendly and also allows the user to inspect the lines on a regular basis. For clients who require additional abrasion resistance (for extreme abrasive surfaces) we offer our proprietary Viking Armor coating which can be applied to all Chafe-Pro products."

FJORD has been manufacturing Chafe-Pro products for 21 years and has been contracted to supply the US Coast Guard and US Navy with Chafe-Pro for 20 years – a definite mark of product quality. As innovators within the chafe gear market, FJORD has also just finished field tests for its most recent innovation, Thor Guard, which is a removable single piece chafe guard which protects both the eye of the line as well as the body of the line. Watch this space!" ■



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Xceed-78 meets demand for mega yacht rigging



Samson, the specialist rope performance company based in Washington, US, has introduced a new line to its portfolio of high tech sail rigging; Xceed-78, which was developed with input and testing of high end riggers and competitive racers.

Xceed-78 is specifically designed for use on mega yachts where large diameter lines are required to handle the extreme loads placed on halyards and sheets. Made with a 100% Dyneema SK78 fibre core, Xceed-78 combines high strength, low weight, and improved creep performance for better stability under static loads.


The all-polyester cover is designed to protect the core from abrasion and provide grip for winches where necessary. The core incorporates Samson's proprietary Samthane coating, allowing the cover to be stripped to reduce weight.

Samson's newest recreational marine products continue to set the standard for high performance and can be trusted as a safe and secure application around the boat.

For over 130 years, Samson has been involved in the development and manufacture of high-performance ropes. Among its many innovations,

Samson invented the double braid and pioneered the first high modulus polyethylene fibre ropes. Today, Samson engineers continue to pioneer the use of new fibre technology and the development of innovative coatings and constructions to produce ropes with unprecedented performance characteristics.

Samson's research and development team is meeting an ever expanding market need for products with exceptional performance in critical applications. Samson is part of the Wind River Holdings portfolio of operating companies. ■



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THE GARBAGE TINNE BOMB

The exponential increase in the world's population and the tendency for that population to become concentrated in cities has led to the expression "Population Time Bomb" – an alarming phrase which highlights the seriousness of the environmental threat to the planet caused by overcrowding and the ever increasing industrialisation of regions previously devoted to agriculture. The resulting increase of waste material and the management and disposal of it is an ever growing problem for national and international environmental organisations alike.

In the world's oceans there are five regions of circulating ocean currents known as gyres in which floating debris tend to accumulate. In the Pacific Ocean, two vast regions of marine litter exist which have been caused by the dumping, either collectively or individually, of mainly plastic material. Known as the Great Pacific Garbage Patches, they are characterised by exceptionally high concentrations of plastics, chemical sludge and other debris trapped by the currents of the North and South Pacific Gyres.

The scale of the problem is horrifying. The great Pacific rubbish gyre, for example, is approximately the size of Texas and contains roughly 3.5 million tonnes of rubbish consisting of old fishing nets, plastic bottles, crisp packets, plastic containers, plastic components of all descriptions, ice cream tubs and lumps of polystyrene.

Blame for a significant increase in garbage levels at sea should not be placed on maritime quarters alone, but the Marine Environment Protection Committee (MEPC) has acknowledged the important part shipping has to play in improving the situation. Significant changes regarding the disposal of garbage generated onboard come into effect on 1st January 2013, owing to the International Maritime Organization's (IMO) Resolution MEPC.219 (63), where the MEPC has enhanced its efforts to prevent and control marine pollution from vessels.

The changes must be observed by all vessels over 12m in length and by all ports but ship suppliers will also be approached by the IMO to reduce the amount of packaging found within products they supply, leading to a reduction in overall levels of ship-generated garbage.

For many years and certainly up until the late 1970s, it was generally believed that the oceans could absorb anything that was thrown into them. Following departure from port and once out of sight of land, crew felt free to dispose of all manner of garbage over the stern rail. It is true that in those days the amount of packaging was far less than it is now and plastics were not so prominent.

Research has shown that a small piece of paper will only take two to four weeks to dissolve at sea but a piece of painted wood will take 13 years, a tin can 100 years and a plastic bottle 450 years. Therefore, much of the litter disposed of into the seas during the last century is still affecting the marine environment today.

Ships are not the only source of garbage which is taking its toll on the marine environment; the increase in tourism and land-based industrial activity has contributed over the years. However in some areas of the world most of the rubbish found in the ocean and on the beaches comes from passing ships which throw rubbish overboard rather than dispose of it in port.

In previous decades and in some areas of the world still today, the lack of garbage reception facilities in port has left the mariner with very little choice but to dispose of garbage overboard. I recall some port authorities being aghast to find a vessel wanting to land rubbish and the ship's agent not understanding why it wasn't disposed of prior to arrival. These situations and attitudes have changed and many ports now allow for both general and recyclable garbage.

Persuading people on land and at sea not to use the oceans as a rubbish

tip is a matter of education. For the Marine industry, 1988 saw the introduction of MARPOL Annex V, which sought to eliminate and reduce

GREEN ISSA: PROMOTING RESPONSIBILITY

Speaking at the launch of Green ISSA, President Jens Olsen said suppliers needed to be fully aware of the complexities of international as well as regional and national legislation governing the disposal of hazardous and noxious substances. 'Green ISSA' is designed to emphasise the ship supply industry's acknowledgement of the importance the environment plays in the global shipping industry.

Mr Olsen said: "Suppliers can find themselves caught up in a legal and legislative nightmare if they are pressurised to dispose of what they believe is harmless shipboard waste. In some instances, such waste can contain more than the suppliers bargained for. By agreeing to handle the waste they are then responsible for it and can face hefty fines or legal action. By that time the ship will have gone.

"We want to make all our members and the industry in general, aware of the importance of the environment and we encourage them all to start thinking green in everything they do. Whether it is the type and amount of packaging they use or the extent of their own carbon footprint. But it is the issue of garbage disposal that throws up the most complications, especially when suppliers are put under pressure to assist by their owning and management principals."

the amount of garbage being dumped into the sea from ships. The Annex disallowed the dumping of plastics anywhere at sea and severely restricted the disposal of other forms of garbage depending on geographical area, type of garbage and distance from the coast. It also obliged governments to provide garbage reception facilities for visiting ships. Since introduction there has been a reduction in the amount of garbage; however recent surveys have produced up to 10 tons of garbage per mile of coastline and it is clear more needs to be done.

A review of MARPOL Annex V commenced in October 2006 and the IMO consulted with relevant organisations and bodies from around the world. The MEPC approved amendments to the Annex in the autumn of 2010 and adopted them at the 62nd session of MEPC in July 2011.

Amendments which have fundamentally changed the Annex, are highlighted here:

- * Discharge of all garbage into the sea is prohibited, except as expressly provided otherwise.
- * The number of categories of garbage has been increased including a definition for cargo residues.
- * Some cargo residues and cleaning agents can be discharged as long as they are not harmful to the marine environment.
- * It is incumbent on the owner/master to prove that discharged material is not harmful to the environment.
- * The requirements covering placards, garbage record books and Garbage Management Plans have changed.
- * Waste minimisation is the key to putting a stop to garbage pollution. The following maxim sums it up: "Avoidance before reduction before recycling before disposal".

Perspective of the problems has certainly improved in recent times but the old idea that the sea can cope with anything still prevails to some extent and it is therefore important to ensure vigorous enforcement of regulations such as Annex V. Port control officers are empowered to inspect ships for compliance and where there is clear evidence that the master and crew are not familiar with procedures, relating to the prevention of pollution by garbage, the ship can be detained until this is rectified. It is therefore essential to not only follow the regulations but also provide evidence that this is the case onboard.

The combination of increased garbage categories, clearer definition and the declaration that the discharge of all garbage is prohibited unless expressly allowed has burdened the ship with additional responsibility. Garbage that fits into a specified category can

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only be disposed of under certain circumstances; conversely, garbage that does not fit a categorisation cannot possibly be discharged into the ocean. The burden of proof has shifted so that the master must now be able to prove that any discharge from his vessel will not cause harm to the marine environment.

The revised annex has also made changes with regard to the size and type of vessel required to comply with certain regulations contained within it. Ship owners and operators are advised to prepare for this change of emphasis with regard to marine garbage disposal by reviewing the current onboard placards, log books and manuals.

Managers of ships and port authorities need to act swiftly as these amendments enter into force on 1st January 2013. New posters, garbage management plans and record books relating to these changes will be

available during the second half of 2012 from some marine publishers. Further advice can be obtained from the IMO, Flag state and specialist marine publishers such as Maritime Progress. ■

By Capt Andy Goldsmith, Marine Technical Manager at Maritime Progress; manufacturer of marine signage and specialised publisher of marine books and posters.

SUPPLIERS FACE WASTE WORRIES

IMO Resolution MEPC.219 (63), section 2.1.2 specifically refers to suppliers in its recommendations for dealing with waste minimisation and states: "When making supply and provisioning arrangements, ship owners and operators, where possible, with the ships suppliers should consider the products being procured in terms of the garbage they will generate."

The resolution also notes some options for decreasing garbage levels,

including the supply of products in bulk packaging; the taking into account of factors such as shelf life once a product has been opened and the use of supplies which come in reusable or recyclable packaging; avoiding disposable products such as cups, utensils, towels etc. Avoiding supplies packaged in plastic (unless reusable/recyclable options are used) is another factor expected to play an important role in countering an excess of ship waste.

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Best of British

After the excitement of Convention in the beautiful Spanish city of Cádiz, ISSA members are looking forward to 2013 when London will host this prestigious event, providing suppliers from around the world with a uniquely British flavour.

At present, London is dominating the world stage, with the Queen's Diamond Jubilee and the Olympics playing an important role in this renewed spotlight on the English capital, but ship suppliers and their accompanying persons can enjoy their own British experience in 2013, as Convention comes to London on 31st May and 1st June.

With the focus on London as a dynamic centre for world shipping, ISSA 58 will take place at the Park Plaza Hotel, Westminster Bridge on the South Bank.

From here, a large number of this historic city's attractions can easily be reached on foot, including Big Ben, the Houses of Parliament, the

London Aquarium, National Theatre and the London Eye.

ISSA 58 will provide the unrivalled networking opportunities which ISSA has become so renowned for. In addition, a series of special conference speakers will appear, including Jeremy Penn, Chief Executive of the Baltic Exchange.

The British Association of Ship Suppliers (BASS) will play an important role in Convention and has revealed plans to include an English Country Garden theme within the exhibition space, complete with candy striped canopies, AstroTurf, Welsh daffodils and a variety of other flowers to complete the illusion. Traditional British foods, such as Scottish shortbread are also due to make an appearance and famous English summer tippie Pimm's, served with slices of fresh fruit will also

be available for delegates to enjoy.

As

expected, Convention will bear a distinctly British feel, but traditional thinking has been put aside and for the exhibition space, exhibitors are welcome to consider concepts which move away from the traditional and expected shell stands. In response to the significant number of Filipino nationals working at sea, The Philippines Government food stand is also expected to be an important centrepiece to the event, allowing delegates to sample contemporary Filipino cuisine – this talking point will hopefully inspire delegates and encourage discussion and debate concerning the diet of Filipino seafarers and food supplies.

A themed Gala Dinner is also planned, which is certain to bring creative thinking to the table! With the theme of a 1930s Art Deco themed Ocean Liner, affectionately nicknamed the RMS ISSA, Delegates and Accompanying Persons are requested to get into the spirit of this and to attend the Gala Dinner dressed in clothing which reflects this era, so ladies should remember to pack their feather boas and sequin dresses, while gentlemen are advised to bring classic suits and battered fedora hats for a fun and themed Gala Dinner experience.

New Associate Members

1st August 2012

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1st September 2012

**Bocadillos Ship Chanding and
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Entertainment will be provided by the Piccadilly Dance Orchestra, celebrating the best music of the Charleston and jazz era, giving a luscious, vintage soundscape for dancing into the late evening.

A reception is also planned, to take place in the splendour of Guildhall, the medieval Grade I listed building which stands as home to the City of London Corporation and for 800 years has impressed locals and tourists alike with its imposing yet striking architecture.

With its ultra-modern, contemporary design, the Park Plaza hotel will offer Delegates and Accompanying Persons a range of spacious guest rooms, including 65 impressive suites and penthouses and over 500 studio rooms. A number of on-site restaurants also feature, including the much acclaimed French Restaurant Brasserie Joël. From the hotel coffee shop, fantastic views of the Houses of Parliament and Big Ben prove what an unrivalled location this venue truly is.

Delegates will enjoy meeting friends and maritime colleagues in the comfort of this remarkable hotel, where a 1,200sqm ballroom and 450sqm exhibition space (both of which are, thankfully, void of pillars!) will form the setting for Convention. Additional luxury meeting rooms, free wi-fi and an executive lounge will also serve to enhance the business experience, while the hotel's Mandara Spa and Fitness

Centre, which features a 15-metre swimming pool and offers a range of spa therapies, will no doubt offer some much sought after relaxation time for delegates and accompanying persons.

An Invitation Golf Day, to take place at Royal Black Heath, the oldest golf club in the world, is also booked to take place on Tuesday 28th May, where groups of four will traverse the course together, making for a properly staged, professionally managed golf tournament. Tickets are selling fast for this event, which includes a picnic lunch halfway round the golf course and a traditional English high tea at the end of the day, to be followed with a tour of the club's fascinating museum.

Though 300 delegates are expected to attend Convention, BASS has confirmed plans to be able to seat a total of 500 people down for the Gala Dinner and *The Ship Supplier* will be keeping a close watch as plans unfold for Convention and will continue to bring suppliers news on this unique event so watch this space! ■

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Bringing the shipping world to London



This has been a big year for London with all the excitement of the Jubilee and the Olympic Games but in addition to ISSA 58 (see Convention preview on p56), 2013 will bring additional excitement to the English capital with London Shipping Week – a four day industry extravaganza which will see the world's ship owners, managers, charterers, brokers and suppliers converge on London to meet, network, socialise and cogitate on the role London can play in helping shipping emerge from the worst recession in living memory.

And proud London should be of its maritime credentials because for many decades it has boasted predominance when it comes to the supplying of those crucial financial and legal services the shipping industry so depends on. Not only are the industry's top 30 or so international trade associations based in London but the capital is the home to Lloyd's of London – the world's main shipping insurance market (and everything else that goes alongside it) – as well as the Baltic Exchange and over 200 shipbroking firms.

London Shipping Week (event dates to be confirmed) is not only being supported by many of the world's trade

associations, but the event is being backed by the British Government and also London bodies such as the Corporation of London and City Hall – the office of Boris Johnson, Mayor of London. CityUK, which brings together UK Trade and Investment, the governmental organisation promoting international trade and the Mayor's Office has put its weight behind London Shipping Week and will ensure that its 250 plus members – all the leading banks, insurers, lawyers and financial institutions in London – all support London Shipping Week as well.

The week-long extravaganza is being coordinated by Shipping Innovation – a shipping conferences and events business set up by Elaborate Communications (publishers of *The Ship Supplier*) and Oxford-based Petrosport (publishers and organisers of conferences and events in the bunker industry). Si, as it is known, will ensure that all visitors to London Shipping Week get the most out of the week's events. It will hold its own one-day shipping conference during the week plus host a glittering shipping awards dinner.

For more information about London Shipping Week please visit the website at www.londonshippingweek.com ■

New Associate Members

1st September 2012

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The Ship Supplier Editorial Team would like to encourage ISSA members to get in touch and share their news and views with us.

The Ship Supplier is the only official magazine for ISSA members and we are always searching for fresh stories and news from the world of ship supply.

Perhaps your company is expanding, or you have a comment about shipping which you would like to share with our readers and your fellow suppliers?

We are also happy to receive information and images connected to special events or celebrations within your company – whether serious or light hearted, we want to hear from you!

Please send all contributions to *The Ship Supplier* Editorial Team at: editorial@elabor8.co.uk

Supplier launches software to help seafarer nutrition



A new software programme has been launched by Wrist Ship Supply to help improve the health of seafarers.

The Danish-based company explained that the Xena software is a menu-planning tool and electronic cookbook that gives ship owners inventory control, reducing waste and enabling transparency to ensure they stay within nutritional guidelines. The

recipes also provide cost per meal information and reconcile this against existing food stock.

Xena enables ordering, stock and menu planning that takes into account regulations around seafarer catering stipulated in the Maritime Labour Convention (MLC) 2006, which is expected to enter into force next August.

While the regulation will benefit ship owners by giving them a regulatory point of reference for the first time, this will bring additional complexities for ship supply.

Wrist said that managing these complexities through an intelligent software system would deliver genuine value to ship owners and operators, enabling them to concentrate on core operations, reducing the risk of fines and providing a resource that delivers transparency and budget control.

Robert Steen Kledal, Managing Director of Wrist Ship Supply, said for

many seafarers, away from their families for lengthy periods and facing threats of piracy, mealtimes were a key social part of the day so catering for a crew's nutritional needs was therefore a priority. The quality of food also has to be balanced with religious dietary requirements, allergies and healthy eating standards.

He said: "Transparency and budget control are key priorities for our customers and, in the current market, ensuring optimum efficiency is a challenge. Add to this the reality of regulation such as the Maritime Labour Convention 2006, and we see a real need for a software programme that can deliver a solution for both of these issues.

"Xena has been developed to provide an intuitive and interactive procurement process and we are pleased to launch this software at a time when efficiency is at a premium." ■

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Forever young

Proving age is nothing but a number, players aged 60 plus from across the globe took part in the Grand Masters Hockey World Cup in Oxford, UK, this August, with ISSA Executive Vice President Wim van Noortwijk representing his home country of The Netherlands.

According to Mr van Noortwijk (pictured), the tournament, in which the world's oldest hockey players compete in sets according to age (60 plus, 65 plus

and 70 plus), is the perfect opportunity to create an international network of friends, while proving that despite the stresses, strains and seriousness of business, sport and exercise can help ship suppliers to keep fit and well at any age.

Australia were the victors in Mr van Noortwijk's set, with The Netherlands coming third, but other participating countries included Singapore, Germany, New Zealand and England. ■

Katrina takes the reins at TSS



Gaylin opens Kuala Lumpur office



Gaylin International has opened a new Kuala Lumpur office which will act as a marketing and sales arm for the company.

"Being located in the heart of Kuala Lumpur, the office will support us in our expansion into the Malaysia market, and allow us to be in close proximity to our customers there," said Managing Director Desmond Teo (pictured). He noted how this new office has come at a great time for the company, as Gaylin Malaysia – the

company's facility in Tanjong Langsat, Johor Bahru, will be in operation from October.

Gaylin, which specialises in steel wire rope, rigging gears and ship supply, has employed around 10 to 15 people in the new office, working in a 100,000sq ft space. "Gaylin International has built a strong foundation through our 38 years of experience in this industry. We have had a strong foothold in our current offices in Singapore and Vietnam, and are prepared for expansion into other key locations. Besides Malaysia, Gaylin International is also looking into expansion into new markets like Korea, China, Middle East and Brazil. With our IPO set for October, Gaylin International is going through an exciting period, and we are prepared and ready to meet new challenges and propel Gaylin International to greater heights." ■

After three years looking after *The Ship Supplier* magazine advertisers, Samantha Turgis (above left) is moving to a new position within Elaborate making way for a new colleague, Katrina Bruni (above right).

Katrina will be taking over the advertising sales role early October and will be your new contact for all your advertising and marketing needs within the new look magazine. With an excellent sales and customer service background Katrina is keen to ensure the magazine and its associated products remain market leaders and promote ISSA's role in global ship supply.

Commenting on the growing Elaborate sales team, Jean Winfield, Sales Director, said: "We'd like to thank Sam for all her hard work and dedication to the magazine and look forward to Katrina joining the team and taking *The Ship Supplier* from strength to strength"

Katrina's email for advertising enquiries is issa@elabor8.co.uk
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95 countries – and still growing!

AVS Global Ship Supply has created a strong worldwide network from its headquarters in Istanbul

AVS Global Ship Supply recently celebrated the addition of its 95th service point in its ever-strong global supply network and now has its eyes on taking this to 100 countries within the next six to 12 months.

“In the beginning, we were only servicing the major ports such as Singapore, Rotterdam, Barcelona, Cape Town etc., but as the demand for our services increased, so did our need for more supply points” said Aykut Coşkun, Manager of Marketing and Business Development.

“We initially started with owners whom we had served from our local ship supply business since 1976.

“This gave us an opportunity to become known to the ship supply community and also to establish our systems. I can say we are now truly global.”

AVS Global Ship Supply is a ship supply service provider and currently serves close to 200 ship managers in 95 countries around the world.

“As most ship owners would agree, finding ship suppliers is easy, finding the



Aykut Coşkun (fourth from right) pictured with AVS President Vahit Şimşek (fifth from left), the AVS team and supply partners

right one is difficult and time consuming,” Mr Coşkun added.

“We have heard all sorts of supply disaster stories from masters and purchasers, but by working with AVS they basically eliminate the risk of these as we are working with proven, accredited and reliable suppliers from all around the world.”

AVS is looking at taking the number of countries to 100 and with the safety net it provides to the ship supply network, Mr Coşkun said this shouldn't be too challenging: “The main reason for our success is that our suppliers

know that we do their marketing for them and we pay them – it doesn't get better than that.”

“For our ship managers it's much the same, they have access to the whole world through one contact and they get the same payment terms all around the world.”

Mr Coşkun concluded that AVS truly does offer a “one stop shop” to its clients.

AVS is currently seeking supplier applications for the Caribbean – please email applications to aykut.coskun@avsglobalsupply.com ■



German ship suppliers publish their 2013 Register

Hamburg-headquartered German Shipsuppliers Association has published the 40th edition of its annual German Shipsuppliers Register containing information on 148 ship store merchants in 28 ports in Germany and Austria and some specialised maritime lawyers.

In addition to company names, addresses, telephone, telex and facsimile numbers, email addresses, web sites and lines of business, the Register lists the names of proprietors, branch offices, ports of delivery, departments, managing directors, managers, clerks, agencies and information on the distribution of specific items.

More than 4,000 copies of the 120-page A5 size English language Register will be distributed worldwide to ship owners, shipbrokers, ship

suppliers, companies allied to the shipping industry and to shipyards.

The Register includes data on Association member companies considered as bona-fide ship store merchants and it enables a ship owner to select his supplier from a large number of companies. It provides extensive information on the ship store trade in Germany and Austria for the wholesaler trade and others connected with the shipping industry.

An online version of the German Shipsuppliers Register 2012/2013 can be downloaded from the Association's website www.shipsuppliers.de under "Publication", "By our Association".

Companies interested in the print version of the Register can be included in the distribution list for next year's delivery. Please send company details to the German Association office by email to vds@shipsuppliers.de. ■

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Anna Steinberg



It is with great sadness that we report the death of Ana Steinberg who has died aged 56 after a battle with cancer.

Upon the untimely death of her husband Giddy Umbrasas four years ago, also due to cancer, Anna stepped up to the plate and with daughter Ashley took on the running of European lamp and fittings supplier Cambridge Agencies of Montreal.

Together, over the years, Anna and Giddy attended numerous ISSA Conventions and were often the only Canadians not directly involved in the running of ISSA to do so.

Just after the COMPASS Meeting in 2010, her breast cancer returned after a 10 year hiatus. She fought it as best she could over the ensuing two years but passed away on 15th August.

Daughter Ashley has confirmed she will carry on the business aided by her younger sibling, Danielle. ■

Jørgen Bøjen

It is with great sadness, the Danish Shippers Association has announced the death of well-known member Jørgen Bøjen on 26th July.

Jørgen, who was 75, had a long history within the Danish Association. After being a Board member for a number of years, he became Association Secretary in 1995. In 2007 he was elected as an Honorary Member in gratitude for his many years of devoted work for the Association.

Jørgen was very active during his career and attended many ISSA conferences together with his wife, Karen.

He will be greatly missed by the members of the Danish Shippers Association. ■



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Breathe easy – exhaust treatment for marine diesels

Marine power generation and propulsion specialist Northern Lights has come up with a solution for the removal of soot and particulate matter often associated with diesel powered equipment.

DECS, or Diesel Exhaust Cleaning System, is based on DCL International's MARINE-X™ system. DECS removes particulates as they are emitted from the engine. Air and water quality in and around the vessel are vastly improved, offering a clean, enjoyable environment for everyone onboard and in nearby waters.

When equipped with DECS, exhaust gas is routed through a catalytically coated ceramic filter. Soot is trapped and the filter is kept free of restrictions. DECS uses a passive regeneration process. With DECS, the Northern Lights generator set functions as normal while particulate matter is continually burned off using the heat emitted by the engine's own exhaust.

At a conservatively rated exhaust gas temperature of 300° C, the soot burns away and transforms into harmless CO₂. DECS' modular steel housing and removable elements are

designed to thrive in the unforgiving marine environment. The polished exterior of 304-stainless steel maintains a low-service temperature with a high polish to complement the engine room.

DECS is CARB Level 3 verified and NO₂ compliant, and is custom engineered to be application specific to best fit the engine room configuration and individual filtration needs. The fully featured monitoring system records critical engine information while meeting or exceeding classification society requirements.

H2OLiteSpeed reaches 200 milestone

The team behind superfast Maritime VSAT system H2OLiteSpeed has reached a new milestone with the 200th installation of the system completed.

H2OLiteSpeed is a high speed broadband VSAT solution developed specifically for the maritime market by a consortium consisting of Europe's leading satellite provider SES Broadband Services, leading maritime satellite communications partner H2OSatellite and antennae manufacturer KNS.

Welcoming the news Robert Kenworthy, MD of H2OSatellite said: "I have said from the beginning that this is a great maritime package and reaching this milestone of 200 vessels proves this. The Litespeed package will continue to go from strength to strength and I look forward to seeing the results of the next year with further developments to the product range within the package"

He added: "H2OLiteSpeed turns the ship into a remote office complete



with VPN links, file transfer/sharing, video conferencing as well as email, data transfer and remote support."

New Lilaas lever takes centre stage at SMM

Lilaas, global manufacturer of control levers and joysticks for the maritime and offshore industries, is launching its new electronically-controlled LO1 lever range at SMM in Hamburg.

The LO1 range marks a major technological step forward for the company and for the industry itself. The range incorporates advanced software solutions and a digital display screen and brings together the functionality of multiple joysticks or levers in a single unit.

In addition, a wide range of different functions including tension and force feedback can be programmed to meet individual customer requirements.

Lilaas has paid particular attention to the design of the new lever and is emphasising its unique aesthetic appearance in an industry where

conventional levers have all looked the same until now. Optional colour and engraved switch text in the event of backlight failure are particular features of the new design.

The built-in TFT LCD display shows the position of the lever and feeds back information from the ship's systems that are being controlled. It is a key feature of the design. The display screen also allows settings to be easily configured by the user to suit individual preferences much more easily than in the past.

According to Lilaas, the fact that the display is an integral part of the lever's structure makes the LO1 class levers easier to use, as all the information required by the operator is available in one place. The levers have also been designed to ensure a high degree of redundancy in the event of technical



problems, and feature capacity touch switches, with up to four for azimuth or single controllers and up to eight covering a double controller.

The switch text has been engraved on the lever as an added precaution against electrical failure. Other features of the LO1 range include an isolated analogue and emulated potentiometer output, an isolated back-up system and an analogue dimming input.

Lilaas is marketing a core design platform for the LO1 series, with different models available for azimuth, thruster or propulsion control, and a range of options to facilitate customisation.

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Fire, Rescue and Safety

service expansion in China reports WSS

Wilhelmsen Ships Service (WSS) is expanding and upgrading its service stations in Shanghai and Guangzhou in direct response to market demand for Fire, Rescue and Safety (FRS) services, according to Jason Chew, General Manager China.

"As demand for professional Fire, Safety and Rescue services in China continues to grow at a fast pace, we are recruiting and training a team of qualified technicians to service our customers. In addition, we are expanding our capabilities across China to provide our solutions to local customers, as well as continuing to support international vessels," he said.

As part of the expansion programme, WSS's Guangzhou workshop has been relocated and its

capacity increased to 850sqm, now including storage and space to enable the servicing of 120 life rafts every month. In addition, six highly trained in-house service technicians and three service vehicles manage service jobs throughout Southern China.

Mr Chew added: "Investing in manpower, more advanced equipment and tools allows for better efficiency and improved customer service. We currently deliver about three dozen orders per month which includes offshore projects. By utilising the upgraded service station and our extended network, we are confident that we can increase the amount of servicing we carry out with 35-40% by the end of the year".

WSS's service station in Shanghai is located on the outskirts of the city and houses both safety and life raft servicing

facilities for the Central China region. The station has eight service technicians and handles over 100 orders per month. Following its recent upgrade, the workshop has increased to 986 sqm in size, to include a 90 sqm training area and five sets of training skids including CO₂, Dry Powder, Foam, LAFF and MO₂. In addition, the training facility can accommodate up to 21 people.

Currently, WSS China has three approved FRS service stations and four life raft service stations located in Shanghai, Dalian, Qingdao and Guangzhou which between them cover the entire Chinese coastline. Mr Chew concluded: "By carrying out installations and other technical services in these locations, the travel time and cost of technicians can be significantly reduced, minimising disturbance to the crew."

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New world record for highest freefall lifeboat

Veglo, CEO of Umoe Schat-Harding Equipment AS. "The FF1200 entered the water cleanly and made excellent headway."

The boat was loaded with seven tonnes to simulate the full capacity of 70 x 100kg people. As part of the test, the engine was started immediately and was left running for four hours along with different manoeuvring tests.

The FF1200 is the only lifeboat that has completed the full-scale tests set by the new requirements for freefall lifeboats on the Norwegian Continental Shelf, DNV-OS-E406 standard. After the freefall test this week, the FF1200 is now the highest certified freefall lifeboat.

The ability to drop safely from greater heights is required as offshore installations get larger. The FF1200 was

designed for that purpose and to meet stringent new standards for performance in heavy seas which will facilitate the evacuation of rigs and installations in the Norwegian North Sea.

"This lifeboat has been well received in the market. Schat-Harding has already secured orders for 47 systems and is now receiving more requests for new projects. We have exciting times ahead as the Norwegian and global offshore markets develop," said Veglo.

The FF1200 boat can carry 70 persons secured in special seats with 5 point harnesses. After dropping into the water the boat momentum carries it clear of the rig, after which a high power 280 hp engine speeds the boat clear of the rig.

The world's leading lifeboat and davit manufacturer Schat-Harding has set a new freefall lifeboat record with its new generation FF1200 boat. The boat was successfully dropped from a freefall height of 60 metres. The world record drop was conducted as part of the certification tests of the boat.

"The FF1200 managed this height in an excellent way," said Geir Arne



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PLAY



Muse

Muse began their career as a rock act, albeit with dreamy piano elements, but with album number six, the trio has forayed into niche genres including symphonic rock and even dubstep. Epic lead single 'Survival' served as the official song for the London 2012 Olympics but is this rock opera perfection or mere pretention? You decide.

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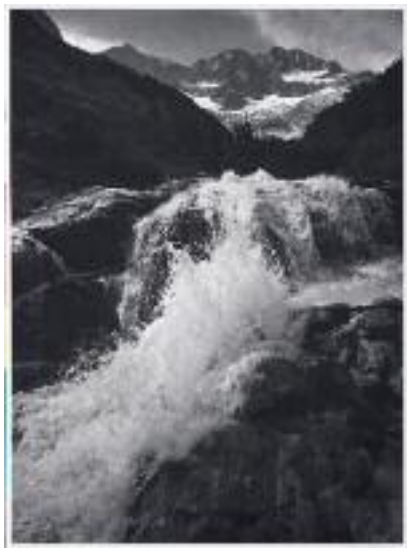
The XX



Having gained an extensive fan base after winning the 2010 Mercury Music Prize for their debut album, ambient indie band The XX is back with *Coexist* – a collection of tranquil tunes with bite. First single 'Angels' is a delicate love song which flaunts bittersweet female vocals, marking a poignant, yet irresistible comeback.

Coexist
Young Turks

After- hours



Picture perfect

Best known for his monumental photographs of mountains and parklands, Ansel Adams had a fascination with water and this display combines famous photographs from the 20th Century with equally stunning but lesser known works. There are crashing waterfalls, raging rivers and beautiful icescapes, as well as Adams's largest known works – a series of three murals produced for the American Trust Bank. The exhibition traces the photographer's development from a young boy taking holiday snaps and includes the very first photograph Adams ever made, aged 14, featuring a watery pool at the Panama Pacific Exhibition of the 1915 World's Fair.

Ansel Adams: Photography from the
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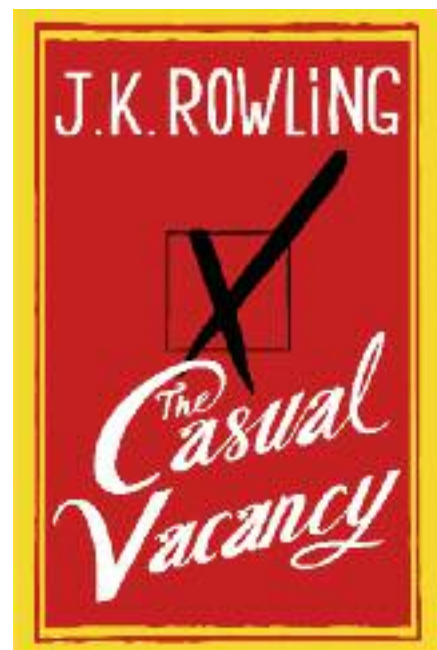
Room with a view

Quay offers diners not only some of the best Australian cuisine but also one of the best views to enjoy it in, being situated in the dress circle of Sydney harbour.

The restaurant, which was voted No. 29 in this year's S. Pellegrino's World 50 Best Restaurants list, has gained wide critical acclaim since chef Peter Gilmore took over at the helm last year. His aim – to create original, beautifully-crafted food with a big emphasis on texture, harmony of flavours and a sense of overall balance. In his test garden he grows heirloom and rare plants to experiment with and then has them grown on a larger scale, so on the menu you might find such creations as a starter of sashimi of blue mackerel, smoked eel flowers, sea scallop, pickled apple and nasturtiums.

Quay's menu can be enjoyed in two ways – the four-course menu (five choices per course) for A\$165 or the tasting menu for A\$220 consisting of eight tasting plates with the option of a classic wine match for a further A\$95 per person.

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New venture

This novel by world famous Harry Potter author J.K. Rowling is causing a stir in the book world as it is her first aimed at an adult readership. When Barry Fairbrother dies unexpectedly, his small town community is left in shock, but what lies behind the facade of such a pretty and tranquil place is a town at war. The rich at war with the poor, teenagers at war with their parents, wives at war with their husbands and teachers at war with pupils.

Rowling made her fame and fortune from her much celebrated series about a young wizard and his chums. Now readers can decide whether she can cut it with grown-ups too.

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