

Actisense Announces New Swedish Distributor

Poole UK, 8th June 2010 - Actisense, the market leading marine electronics brand from Active Research, based in Poole Dorset are pleased to announce that Marinplus AB has been appointed to distribute the full range of Actisense products across Sweden from their headquarters in Solna.

Established in 2005, Marinplus AB are a leading distributor for marine electronics brands. With a strong focus on marketing activity and first class technical support, Marinplus AB offer a high quality service.

The partnership will see the entire Actisense range of products including NMEA interfaces, OPTO cables, depth sounders and NMEA gateways represented within the Marinplus AB range of specialist electronic equipment.

Christer Ullskog, Sales Director at Marinplus AB commented "The agreement with Active Research Ltd to distribute the Actisense range of products in Sweden is a welcome addition to Marinplus' product portfolio and another step in Marinplus' process to become a key player in the marine electronics industry in Sweden."

Lesley Keets, Marketing and Sales Manager at Active Research added "We look forward to building a strong relationship with the Marinplus team to serve the Swedish market through their network of dealers. Our new partnership will be enhanced by the excellent reputation and expertise that Marinplus offer. This agreement comes at a very important time in the development of our business. The Actisense product range is growing quickly and securing quality, trusted representation is vital to supporting our growth".

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Words: 240



Notes to Editor

Actisense, the brand from Active Research, is dedicated to supplying the leisure and commercial marine markets with intelligent sensors and interfaces that are unrivalled for their quality, features and reliability.

The “Actisense” brand name was created in 2001 to help promote the company’s growing range of marine interconnection devices and smart sensors.

Based in Poole, Dorset on the south coast of England, Active Research Limited has established an enviable world-wide reputation within the specialist field of marine electronics.

Active Research was started in 1997 by Phil Whitehurst, who as a Chartered Electronics Engineer recognised there was a need within the market place for innovative and reliable marine electronic equipment, both in the UK and worldwide. Active Research has now shipped over 120,000 products, and has quickly become a well known high quality brand of marine interfacing equipment. Active Research is a member of both the BMF and the NMEA.

Marinplus AB are specialists in the distribution of innovative and leading edge marine electronics equipment. With a strong emphasis on creative marketing and branding activities, Marinplus offer customers easy access to the products and technical staff to help make informed choices.

For more details please visit www.marinplus.se or email info@marinplus.se

For more information about the Actisense range and Active Research, please contact Katie Mason at AMB Marketing on 02380 613255 or alternatively email katie@ambmarketing.co.uk.

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