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**Actisense buoyed by higher than expected sales**

Bucking industry sales trends, marine electronics specialist, Actisense, have seen a rise in Q1 2020 sales revenues of over 6% up on 2019’s figures. 2019 delivered the company’s strongest performance financially in their 23-year history.

With particularly strong sales of their NGW-1 NMEA 0183 to NMEA 2000 converter as well as regular repeat orders for their A2K range of NMEA 2000 cables and connectors, Actisense has been able to ride the pandemic storm more easily than they had initially expected.

Phil Whitehurst, CEO of Actisense, explained:

“*In truth, we had targeted a much higher rise in sales this year, but the industry – much like most others – has taken a knock. Having said that, we’re naturally buoyed by our Q1 sales results, as well as how things are progressing into Q2. While we may not achieve the upper target we’d originally set, as a company we are in a good position to leverage that small growth as we head into the second half of the year*.”

Mr Whitehurst continued:

“*We owe much of our success to our committed and dedicated distribution partners around the globe. It’s through their sense of optimism and hard work that our customers have been able to source the products that they have needed from us, which in turn has kept our production teams busy in replenishing that stock. Keeping our customers safe by having the products they’ve needed from us has been a top priority during this crisis.*”

To inspire and stay connected to their customers, Actisense also ran a supportive campaign during the height of the pandemic, entitled *#NoStormLastsForever*, [featuring positive mindset quotes](https://www.actisense.com/no-storm-lasts-forever/).

In the past 12 months, Actisense has delivered industry-first innovations, including their SBN-2 Self-contained boat network, their W2K-1 NMEA 2000 to Wi-Fi gateway, and the TER-U Smart Universal micro-Terminator. The company has also invested heavily in R&D by extending its engineering team and has won lucrative OEM contracts with industry big-hitters.

For more information about Actisense and their award-winning NMEA products, visit: [www.actisense.com](http://www.actisense.com).

* **Ends –**

To interview Phil Whitehurst or to find out more please contact [justin.cohen@actisense.com](mailto:justin.cohen@actisense.com).

**Editors Notes:**

Actisense, based in Poole, United Kingdom, was formed by Phil Whitehurst, a Chartered Electronics Engineer and established in 1997. Actisense has been creating intelligent marine electronic products that have seen them become recognised for their reliability both nationally and internationally. They are now exported to over 80 distributors in 45 countries worldwide.