

PROFILE



The new distribution arrangement between All Marine Spares and Solas represents a major shift for both companies in the Australian market. *Simon Enticknap* reports.



MAIN: Darren Cutrie and Jason Mitchell from All Marine Spares meet with Dr Solas and his team in Sydney.

ABOVE: Larry Diamond has been appointed as the new general manager for propulsion at AMS responsible for the Solas product range.

AMS and Solas: a new partnership in propulsion

As reported recently in the *Marine Business* newsletter, local marine parts distributor All Marine Spares (AMS) is expanding its product portfolio with the addition of the Solas range of propellers from Taiwan, one of the best-known and most highly-regarded propeller manufacturers in the global marine industry. AMS will distribute the entire range of Solas stainless steel and aluminium propellers in Australia except in Western Australia where Michael Constantine from Just Propellers will continue as the distributor for Solas in that state.

For AMS, the addition of Solas represents a significant expansion of its product offering and opens up new opportunities in a market which traditionally demands a high level of technical expertise and customer support. Jason Mitchell, AMS director, said the new agreement marks an important new development for the company as it seeks to grow its reputation as a complete marine parts supplier.

"AMS is very excited to be a part of the Solas team, recognised across Australia and around the world as the highest quality performance-driven propeller," he said.

"For the past 30 years AMS has focused on supporting the highest end of OEM and after-market products so the relationship between our two companies couldn't be a better fit. We will continue to focus on the technical aspects of Solas and what makes them the number 1 choice in propellers."

Choosing the right prop

Every propeller is obviously a critical part of any boat's design and performance, a vital element in the process of translating motor power into forward propulsion. Choosing the right propeller for any particular hull and engine combination is something of a "black art" which must take into account a host of variables – the type of engine and size, the boat design, where it will be used and for what purpose, what sort of loads will be carried and how they are distributed etc.

Engine manufacturers invest much time and effort in finding the best propeller match for their motors but even then there is an element of trial and error in getting it right for every single boat.

There is also a bewildering array of different propellers on the market from which to choose spanning different materials, types and designs. While this choice helps to ensure there is a propeller for pretty much every boating situation, it can also make the selection process that much harder.

Not surprisingly then, many boaters come to rely on the expertise of experienced marine professionals when it comes to picking the right prop for their boat.

In the world of propeller design and manufacturing, Solas is regarded as one of the leading brands for all types of engines and boats. The company was founded in 1985 by Dr. Solas Y.J. Lin in Taiwan and has built its reputation over the years on

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the basis of its rigorous testing, innovative designs and quality controlled manufacturing processes.

The company's R&D team combine propeller theory, quantitative data analysis, and realistic field testing to develop the most effective, high performing propellers. This is backed by a comprehensive QA process, certified to ISO9001, which ensures the highest manufacturing standards are maintained. Over the past three decades, propellers designed and manufactured by Dr Solas and his team have out-performed other brands and earned the company many accolades for its research, design and production processes.

Jason Mitchell, who knows a thing or two about marine parts manufacturing, is full of admiration for what Solas has achieved in this field.

"I have had the pleasure to work with and get to know Dr Solas and his team over the past couple years and have never seen a company so dedicated to the perfection and performance of their products," he commented.

Local support for props

Having the right prop is one thing but knowing which one to use in each specific installation calls for a different level of expertise.

Jason Mitchell is the first to admit that up until now AMS has lacked the in-depth knowledge needed to support the propeller market. The company is known for the high level of technical support it provides to its customers, daily fielding dozens of calls from marine mechanics and tradespeople wanting to find the right product and how to use it. Propellers though are different again. For the company to take on a major brand such as Solas, it was obvious it had to back it with the right local support.

To that end, AMS has appointed Larry Diamond as its new general manager of propulsion. Diamond is well-known in the industry for his expertise in propulsion and the Solas product range in particular. Based in Queensland, he will be responsible for the entire range of Solas propellers as well as for the business development of the Dock Edge range of docking and marina products which will be released at the upcoming Sanctuary Cove International Boat Show.

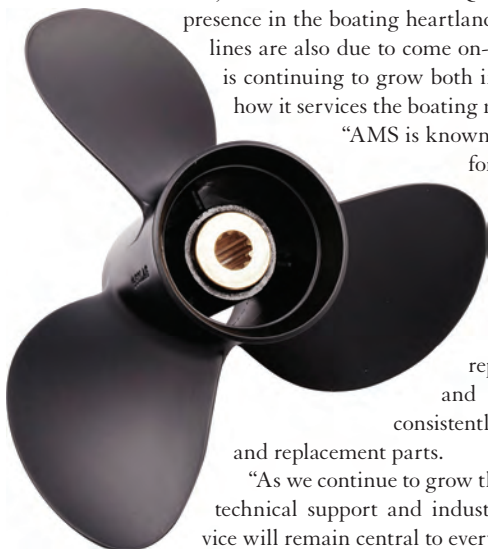
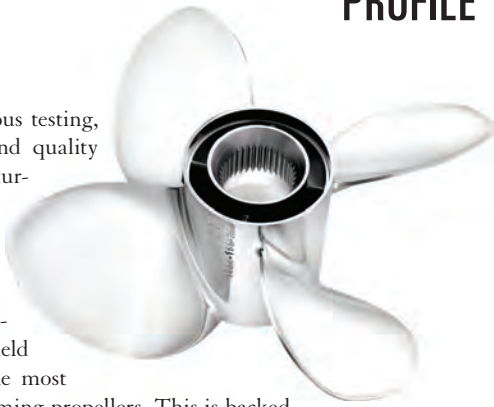
"Larry is one of the most-respected people in the industry when it comes to propulsion and being able to specify the correct prop for maximum performance," said Mitchell. "His appointment as general manager for propulsion continues our focus on providing the best advice coupled with the highest quality technical products."

While the partnership with Solas signals a new phase for AMS in terms of broadening what it can bring to market, it is by no means the only initiative in the pipeline. The company recently established a foothold in Western Australia which is continuing to grow and now, with Solas on board, it will look to establish a Queensland base to build its presence in the boating heartland. Other exciting product lines are also due to come on-stream and the company is continuing to grow both internally and in terms of how it services the boating market.

"AMS is known throughout the industry for both the quality of the after-market and OEM parts we supply and the level of service we deliver to our customers. That is what the company has built its reputation on over the years and why marine mechanics consistently turn to us for their new

and replacement parts.

"As we continue to grow the company, this focus on technical support and industry-leading customer service will remain central to everything we do." ■



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