

## PROFILE



Clint Jones, OceanMax director (left) finalises the distribution deal with Jason Mitchell of All Marine Spares.

# Full PropSpeed ahead with AMS

The new distribution deal between All Marine Spares and Oceanmax opens up new opportunities in the local market for the PropSpeed marine coating system.

Marine parts distributor, All Marine Spares (AMS), recently announced a new distribution arrangement with New Zealand company, Oceanmax, which manufactures the well-known PropSpeed marine coating system. Under the new arrangement, AMS will distribute the PropSpeed product in Australia as well as another upcoming coating product, Lightspeed, designed for use on underwater lights.

*Marine Business* spoke with Jason Mitchell, AMS director, and Clint Jones, Oceanmax managing director, about what this means for both companies.

"We're very proud to be working with Oceanmax and continuing the trend at AMS of distributing leading brands and providing solutions to boat owners. Our goal is to provide solutions to clients using the best brands – and PropSpeed is that," said Jason Mitchell.

"As AMS continues with our focus on a growing selection of technical products, the t between

our two companies couldn't have been any stronger. We are now able to offer not only consolidation of PropSpeed with all other marine products but also a growing outside and inside sales team with industry-leading knowledge of the brand dedicated to the education and training of skilled applicators in Australia."

Clint Jones said the decision to team up with AMS is all about growing the market for PropSpeed in Australia, already the company's second largest market, after the US, and its oldest export market. With the addition of AMS, the company is now moving to using a dual distributor model in Australia, as it does in the US.

"What appeals to us about the relationship with AMS is their focus and connection with the marine industry in Australia, and the opportunity this represents to open up new and exciting markets for us," he said.

"In particular, because of their strong marine industry connections, the opportunities for PropSpeed to go into the light commercial market is an exciting prospect for Australia, as we're seeing in other markets around the world."

PropSpeed has a wide range of applications in a number of marine industry sectors, from recreational boat owners to charter operators, commercial vessels and ferries. Oceanmax has been operating for about 15 years and, over the past four years, has seen rapid sales growth of over 300%. It was recently nominated as a finalist in the 2018 Air New Zealand Cargo ExportNZ Awards.

## Stopping growth underwater

Although PropSpeed is designed to prevent underwater marine growth on propellers and running gear, it is not technically an anti-foul system but rather a foul release coating system specially formulated to prevent marine growth from bonding to metal surfaces below the water line. As such it doesn't harm the marine organisms or kill them but simply creates an ultra-slick surface on which they cannot get a foothold. The silicon top coat contains no copper, tin or other toxic substances harmful to marine life.

During application, PropSpeed creates a strong chemical and physical bond between the metal substrate, the primer and the top coat which is designed to ensure the coating stays on the running gear for longer. Depending on the marine environment in which the boat is being used, PropSpeed will last at least a year, although many customers report up to another two years of service life. It can be used in both fresh and salt water.

Oceanmax has primarily focused on putting the product into boatyards via their distributors and has developed a worldwide network of trained applicators. In the US, the company has teamed up with leading retailers and wholesalers West Marine and Land 'N' Sea to roll out an applicator support package backed by an online testing program. This is designed to enable boatyards to become registered applicators of PropSpeed which means they can be found by boat owners looking for an approved applicator through the PropSpeed website. A similar program is due to be rolled out in Australia.

Jason Mitchell said one of the key areas for AMS in the future will be working with marine

