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## **PRESS RELEASE**

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### **Offshore Systems appoints new Netherlands distributor**

Leading UK manufacturer of NMEA2000® digital boat management products Offshore Systems has appointed a distributor in the Netherlands, ASA Boot Electro B.V. ASA will distribute Offshore Systems' range of tank senders, gauges, sensors and display units.

"The Dutch boat building sector is an important market for us," explains Bruce Coward of Offshore Systems. "Many of our products are already being fitted by builders of sailing and motor yachts as well as commercial vessels in the Netherlands, so it is a natural step to establish a strong presence there."

Located just north of Amsterdam, ASA Boot Electro B.V. is a well established distributor of leading brand electronic and electrical products to the Dutch boat building industry.

Coward adds "We have every confidence in ASA. The company has an excellent track record of strong links with all the leading Dutch yards, so when they approached us to stock our products it was a natural choice for us to make the appointment."

Business Development Manager Dingco Geijtenbeek of ASA Boot Electro commented, "We are very pleased to be the distributor for the UK company Offshore Systems. We recognise that they offer an excellent quality of product and service to the market. They are continuously developing new and innovative products and are strongly focussed on responding rapidly to technology and the ever changing demands of the many world leading boat builders operating here in the Netherlands."

He adds, "ASA is committed to NMEA2000® as the monitoring and control network for vessels. We can offer total solutions from sensors to digital switching throughout the vessel from a single touch screen display."

Offshore Systems has recently launched a number of successful new products including a rudder angle adaptor and multi-function display unit, which both operate on the NMEA2000® network.

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**About Offshore Systems (UK) Ltd**

Offshore Systems design, manufacture and market a world leading range of NMEA2000® standard Digital Vessel Monitoring products. These include unique Volumetric Tank Level Senders for both fuel and water, Digital Tank Level Displays, Fuel Deck Filler Gauges and a range of information displays, NMEA2000® cabling, connectors and accessories.

These NMEA 2000® Digital Vessel Monitoring products provide a modular and flexible solution for boat builders to incorporate their functions and capabilities in an economical, easy to install and reliable form. The NMEA2000® system allows Senders and other devices to share their information over a single network cable. The NMEA2000® network also significantly reduces the boat wiring complexity and cost, and increases the flexibility to add other devices later easily as the customer wishes.

**About ASA Boot Electro B.V.**

asa boot electro (marine electrics) is a specialized distributor in products, materials and systems to yacht builders, integrators, service centres and marine retailers. 12 experienced specialists are committed to sales and service of products and systems for pleasure crafts, super yachts and small commercial vessels.

Asa was established in 1952 and services the Benelux maritime market, the company is located just north of Amsterdam in the Netherlands.

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