# THE SPINLOCK ADVENTURER'S HAND BOOK

## AN INTRODUCTION TO OUR BRAND

# WE'VE BEEN TOGETHER SINCE 1968

# WELCOME TO SPINLOCK

We've been together since 1968.

Spinlock has three sites;

- Head Office based in Cowes
- Production site at the top of Cowes
- Marketing office based in Newport, Rhode Island USA (not Newport Isle of Wight!)

Spinlock employs around 60 people.

Spinlock started in London before moving to Cowes in 1976 and the factory was first based in our current head office building in Birmingham Road. Our Design Team are now based in the original production area.

FOLLOW US ON SOCIAL MEDIA!

FIND OUT MORE

**WWW.SPINLOCK.CO.UK**


WHAT'S
IN THE NAME

## Spinlock began life called *Offshore Instruments* selling compasses and binoculars.

In 1974 as we began designing and making our own products with a focus on rope holding, we changed our name to Spinlock. The name comes from one of our core products. It describes the locking mechanism which swings inside our clutch products; The Spin Lock.

### OLD LOGOS



### NOW

# TIMELINE
## OVER 50 YEARS OF SPINLOCK INNOVATION



**1968** Offshore Instruments Ltd founded, selling binoculars and compasses

**1974** Developed the Spinlock rotary snap shackle and large rope holding jammers

**1984** Launch of first rope holding products using new plastic materials

**1992** Production starts in new factory premises

**1998** First use of Carbon Fibre in our products

**2004** Launch of our lifejacket range and lots of design awards for developing a revolutionary new style in lifejackets

**2016** Lume-On light wins DAME design award and Spinlock recieves the coveted Queens Award for Enterprise: International Sales

**2017** Spinlock recieves a second Queens Award for Enterprise: Innovation, Deckvest lifejacket

**2018** Launch of largest ever amount of new products at METS Trade Show including 4 DAME Design Award nominated products

# LOCATION

## THE HOME OF YACHTING: COWES & EAST COWES

Famed for it's professional sailing, stunning Victorian architecture and vibrant festival atmosphere, Cowes is one of the most popular towns on the Isle of Wight. As the summer arrives and sailors migrate to this sailing capital, Cowes bursts to life with holidaymakers and sailors from across the globe as well as local people looking to enjoy the friendly summer atmosphere.

It's a great location to have a business with the benefits of lower costs and a dedicated workforce. It provides a great life for employees with access to the water and the countryside with cities of Southampton and Portsmouth only a short ferry ride away.


## WHAT WE MAKE

We create cutting edge sailboat technology and safety wear. We make premium products that can perform in the toughest marine environment and give our customers confidence to ‘be adventure proof’.

All our products are designed by our own in-house design team, which includes engineers and fabric specialists who continually look for the latest technology and materials to use in our products.

We test all our products to the limit. This means in our test facilities we regularly test products to destruction to ensure that they will perform in the tough marine environment.

We make the inflatable part of our lifejackets ‘the bladder’ in-house.

We design all our own packaging and hand package the products themselves in Cowes. Every product we make is 100% assembled by our team in Cowes to ensure they leave the factory meeting our high standards of quality.


spinlock

# WHERE DO THE COMPONENT PARTS WE USE COME FROM?

Manufacture of imported components


**UK** 67%
(of which 21% Isle of Wight, 14% total purchases)

**EUROPE** 4%

**ASIA** 28%

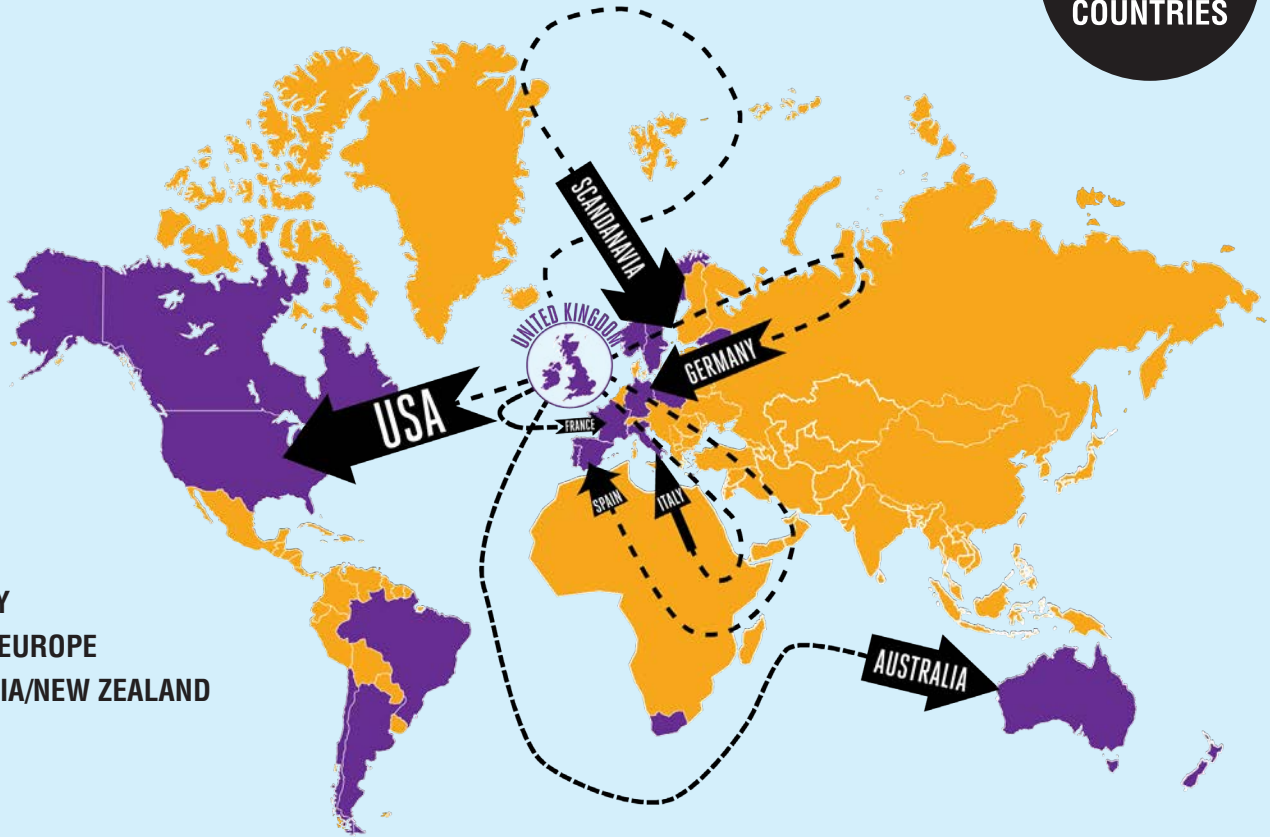
**USA** <1%

**AFRICA** <1%

# WHERE DO OUR EXPORTED PRODUCTS GO?

Export map

**63 COUNTRIES**




21% **USA**
14% **UK**
14% **FRANCE**
9% **SWEDEN**
8% **GERMANY**
24% **REST OF EUROPE**
3% **AUSTRALIA/NEW ZEALAND**
2% **CANADA**
3% **ASIA**
1% **AFRICA**










## WHO USES OUR PRODUCTS?

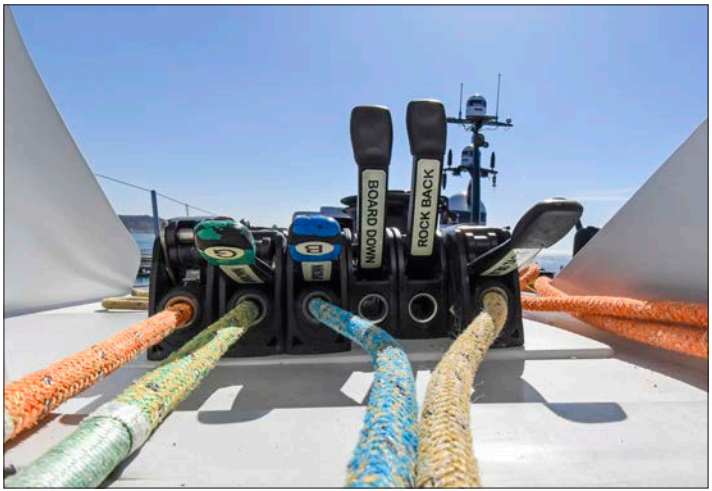






# WHAT WE CAN ACHIEVE IN ONE YEAR

- 3 million component parts arrive in Cowes and are used to make 300,000 finished products
- Our largest shipment in one day is 47 pallets
- Recently we broke our record for the highest value of sales shipped in one month!
- Our sales and marketing team travel the world selling the products to customers and ensure the team in Cowes can keep developing and making our products
- Our design team travel the world looking for new manufacturing techniques and materials to make sure our products are the best and better than our competition



# FAMOUS FACES

MARK RUFFALO

LINDSEY RUSSELL

THE AMERICA'S CUP

SIR RICHARD BRANSON

HRH PRINCESS ANNE

HRH DUCHESS OF CAMBRIDGE

DAVID GANDY

SIR BEN AINSLIE

LIAM HEMSWORTH

ANT MIDDLETON

CROWN PRINCESS VICTORIA OF SWEDEN

BARBA: ARCTIC EXPEDITIONS

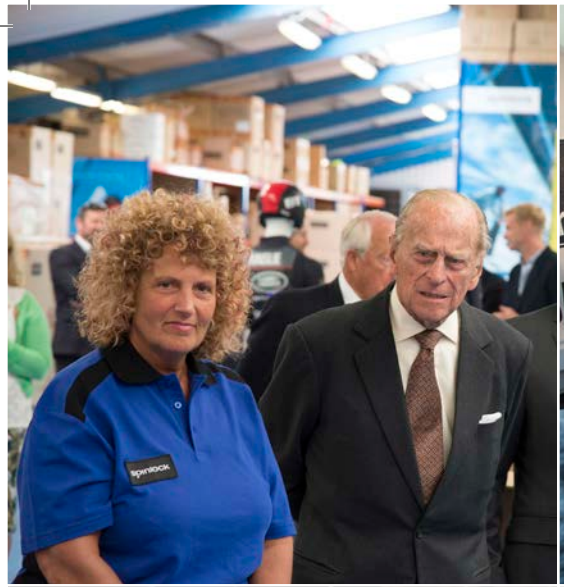
# PARTNERSHIPS

Spinlock has designed a unique and custom lifejacket for the 2017-18 edition of the Volvo Ocean Race.  Undoubtedly one of the hardest sporting challenges in the world, racing around the planet in very extreme racing yachts.

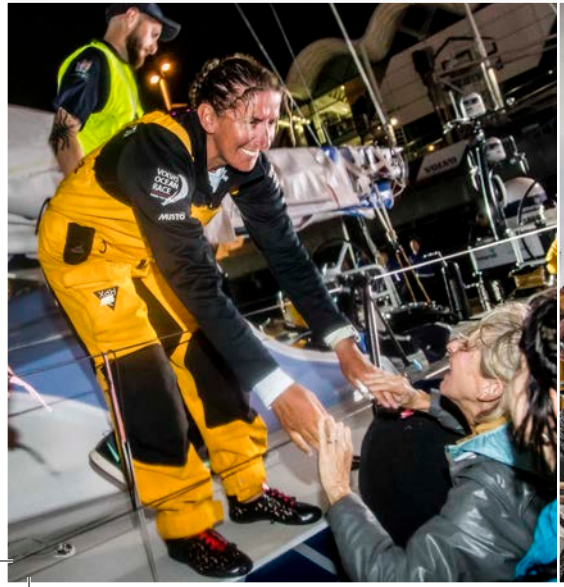
We also have a close relationship with Team Ineos GB (formerly known as Land Rover BAR) who are the America's Cup challengers. We developed a custom lifejacket for them to wear in 2016 which is has inspired the development of a version the Aero-Pro PFD.

We work with groups like the RYA (Royal Yachting Association) and UKSA to help encourage new people to the sport of boating and have fun on the water.

Each year we take on apprentices to learn a trade with Spinlock. This might be in production, design, marketing and engineering.


SOWESTER


VOLVO
OCEAN
RACE


VOLVO
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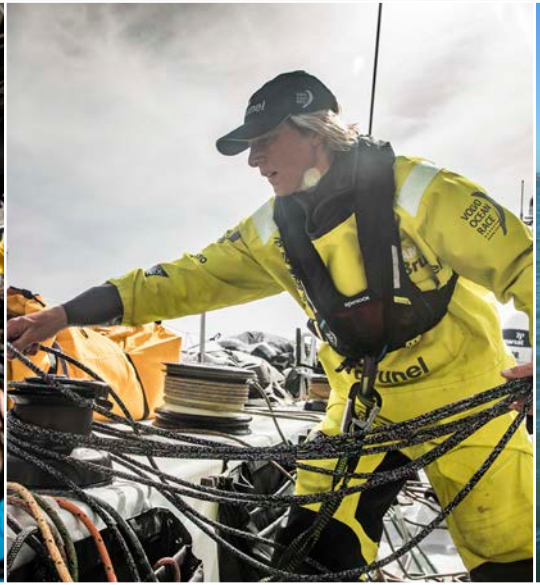
RACE
MUSTO


VOLVO
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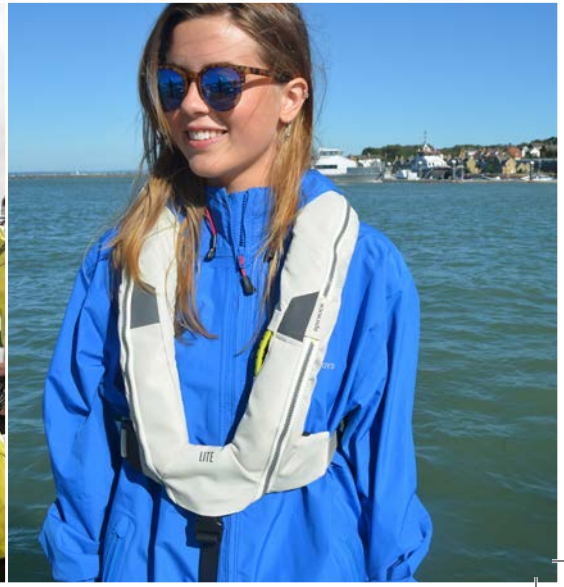
RACE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# VOLVO OCEAN RACE

Spinlock designed a custom lifejacket for the 2017/18 Volvo Ocean Race. This design development meant that the lifejacket was worn by all 7 teams, was tested over 42,000 miles, worn by men and women, in all different conditions totalling 3 million miles. This invaluable research and development means we can use the knowledge to launch a retail version called the Deckvest VITO lifejacket.

# HEALTH AND SAFETY IN THE FACTORY

This is a working factory so please take care. Watch where you stand, you must stay within the yellow floor lines unless your guide asks you to follow them, but stay close.

We use a lot of tools and machinery that may be dangerous, but if you listen and follow instructions it is very safe. If the fire alarm sounds please follow your guide to the assembly point outside. We will then take a register.


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