

BALTIC[®]

LIFEJACKETS SWEDEN

July 2017

Ian Clark appointed as new Head of Business for Baltic UK

Baltic Safety Products have appointed Ian Clark as their new Head of Business for the UK office. Ian takes over the role from Keith Hughes who will be retiring at the end of August.

The Baltic UK office is responsible for all business activities within the UK, and all distributors, agents and direct customers within the UK as well as International customers outside the EU including Australia and New Zealand.



Ian previously worked at Kayospruce for 11 years as Sales Manager, covering all areas of the business from account management to new business, customer service, marketing, shows, product development and technical support, exports, distributors and purchasing. At Baltic, Ian will utilise all his previous skills and experience whilst gaining product knowledge on Baltic's extensive range of which he has a good working understanding from a user's prospective.

Ian hopes to bring a fresh and new look at the business, building on the excellent reputation and customer base Baltic has in the UK and focussing on expanding the brand in both the leisure and commercial markets.

Baltic have designed and manufactured lifejackets, buoyancy aids and floatation clothing in Sweden for 40 years and their reputation has been built on quality control and development of long lasting products. Ian will also be reporting market feedback to the development team in Sweden for future product developments.

Prior to his appointment Ian had always admired the Baltic product range and brand having chosen Baltic for his own young family as the best on the market. He commented "Any product that encourages the next generation to experience the water and the activities that I love is fantastic. Getting the younger people into the brand as future customers throughout their lives is the aim." He is also looking forward to using the Dinghy Pro jacket for his own Dinghy sailing.

When not at work Ian can be found doing anything water based from sailing, where he is very active at his local sailing club in Warsash, Hampshire racing in the RS300 fleet, paddle boarding or crabbing with his family.

Ian Clark will be Hamble based at the Baltic UK office.

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Baltic Safety Products AB has worked for 40 years in research and development to achieve one goal, improving the security of people on or near water. To this end they never compromise on design, quality, components or workmanship. Baltic Safety Products commitment to total quality has made them the largest manufacturer of lifejackets and buoyancy aids in Europe. They have worldwide representation through its distributor network and a full presentation of all Baltic products can be seen at www.baltic.se

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