

Working Together for You

Introducing the merger of two of the marine industry's major supply companies.



Our Common Goal

Bainbridge International and Aqua-Marine are two companies that have both built an enviable reputation based on quality products, a first class service and excellent customer care. Now they have joined forces to take that reputation to new heights and to create a bigger, better and brighter company for employees, suppliers and customers alike.

For employees it will offer the chance to be part of an exciting and rewarding new future. For suppliers it will create a wider showcase for their many products, and for customers everywhere it will mean reliability, professionalism and the assurance of a service that is second to none.

Our Unique Offering

Although Bainbridge International and Aqua-Marine were created on the same principles and business styles, their products have no overlap, which makes them ideal partners and puts them in a unique situation to create future growth. However, by also adding strong financial backing to the mix, everything is all set for an investment programme that, over the next few years, will see development of our people, the enhancement of our IT and Data systems, the creation of new state of the art warehousing setting the highest levels of service in the business.



Our Dedicated Teams

To handle the diversity of products that the merger will create, specialist teams will be responsible for the various sectors. Each team will be fronted by strong management leaders who know their business, know their customers and know their products.

Our marketing team, already skilled in our products in terms of position, promotion and pricing will be expanded.

Qualified technical teams will also play a major part in the new-look company, whether it's off-site installation, warranty repair or simply answering customer queries.

Training will also be supplied in the form of 'hands on' practical sessions either on-site or at our training centre, and will include updates on the ever-changing technology and legislation that affects the marine industry.

Our Company

Better career opportunities, structured training programmes and a chance to grow with the business will ensure that our employees stay at the forefront of their chosen industry.

Ordering - More Efficient Systems

Plans are in position to make the whole process of ordering a whole lot smoother, easier, and even more efficient. A new catalogue will be created, our websites updated and a new on-line ordering system is planned. Better stock control and order planning from suppliers will result in more reliable delivery times and higher order fill rates for customers helping to take us to number one in the industry and making sure we stay there.



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Warehousing and Distribution - A Smoother Way

Our investment for the future will include a purpose built, fully integrated warehouse system, designed from years of experience in supplying the marine trade. By amalgamating our transport routes we will increase the number of customers receiving direct shipment and develop more efficient ways of delivering our products.



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Bainbridge International and Aqua-Marine will become one company on the 6th of December 2004 and it is our intention to retain our unique and separate sales forces. However, we are committed to working together in order to bring both suppliers and dealers a service that is unique and to create a product range that not only answers the needs of the marine industry today, but also one that will evolve and expand to fully supply the marine industry of tomorrow.



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Bainbridge International and Aqua-Marine - a new dawn in the marine supply industry



Bainbridge International Ltd.
www.bainbridgeint.com



Aqua-Marine Manufacturing (UK) Ltd
www.aqua-marine.co.uk