



**MEDIA RELEASE**

**August 30, 2011**

### **Fresh Start is Giving Steelhead Marine a Leading Position in Marine Manufacturing**

Langley, B.C. - Steelhead Marine is powering forward with a new facility and new product launches in several categories including their successful ES Series line of hydraulic yacht cranes. Steelhead has been supplying the luxury yacht market with cranes, davits, passerelles and hardware since 1997.

Originally located in Mission, British Columbia (BC), the company stalled for a short time when the founding owner, Dan Thain, passed away unexpectedly. Steelhead was purchased by new owners in late 2010 and moved to a new location in Langley, a suburb of Vancouver, BC, in early 2011.

Steelhead Marine, Diamond Sea Glaze and Manly Marine, all marine manufacturers, operate under the banner of Advanced Marine Technologies.

#### **New Production Facility**

Steelhead Marine is located in a new state-of-the-art manufacturing facility. The 13,300 square-foot building is part of a larger 80,000 square-foot Advanced Marine Technologies production complex. The entire factory is designed in accordance with Lean Manufacturing\* principles. Steelhead's design and engineering department, paint and resin mixing rooms, three paint application booths, and a cutting edge ventilation system ensure the facility is fully functional to monitor quality control and production processes. Every product is thoroughly tested before leaving the factory. Fully loaded cranes are tested on a specially designed 20' x 11' x 3' concrete test bed. With close to 20 full time staff including engineers, marine paint and fiberglass experts, and the added expertise of the other members of Advanced Marine Technologies, Steelhead is a North American leader in marine crane production.

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ADVANCED MARINE TECHNOLOGIES



### **Steelhead's ES Series Yacht Cranes**

After debuting the ES 1000 in 2007 and ES 1500 in 2008, Steelhead's research and development team is working to introduce the powerful ES 2200 in early 2012. Close to 200 yachts around the world feature ES Series cranes. "We are very pleased with the reliability and performance of our ES Series," says Dave Bockhold, CEO of Advanced Marine Technologies. "It is a credit to their durability that we are the go-to crane supplier for many production builders".

As part of AMT, Steelhead Marine has access to the additional resources and experience of Diamond Sea Glaze and Manly Marine. Combining the companies' capabilities creates a synergy of innovation and cutting edge design and manufacturing. "We are confident our new ES 2200 will be the most technically advanced crane in its class. It will be one of the lightest yet strongest cranes on the market, and still one of the easiest to install," says Brent Murphy, Sales Manager for Steelhead Marine. All of Steelhead's products are covered by their industry leading two-year Platinum Warranty.

### **Advanced Marine Technologies**

Steelhead Marine, Diamond Sea Glaze and Manly Marine, all well-established marine manufacturers, operate under the banner of Advanced Marine Technologies. With over 100 years of combined business knowledge, AMT focuses on combining engineering capability, manufacturing experience and exceptional customer service with the goal of delivering a broad range of time-tested and innovative product solutions to the world-wide marine market.

The three companies are managed centrally, but operated and marketed as separate brands by the same sales force. Advanced Marine Technologies has distribution partners in Canada, USA, United Kingdom, Australia, New Zealand and the Netherlands. Advanced Marine Technologies is a private company owned by local investors. More information is available at [www.AdvancedMarineTechnologies.com](http://www.AdvancedMarineTechnologies.com)

Steelhead Marine is located at 5367 271<sup>st</sup> Street, Unit #2, Langley, BC, Canada.

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\* **Lean Manufacturing** is an operational strategy focused on achieving the shortest possible cycle time by eliminating waste. The benefits generally are lower costs, higher quality, and shorter lead times.

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Photos – professional high resolution (300dpi, CYMK) and web-ready format available upon request  
ES Series Yacht Crane Product Information: [ES Series1000](#) and [ES Series 1500](#)