



**Press Release:** 03/04/2013

## **Luxury linen company secures superyacht business thanks to five-star reviews on Yachtingpages.com**

While millions marvel at superyachts moored in upscale marinas worldwide, few get aboard these rarified islands of exclusivity. One company with permission to board in order to add their beautiful finishing touches, is Yachting Pages advertiser: Home & Yacht Finest Bed Linen.

Philip Hay is the owner-director of this luxury home and superyacht interior specialist. He said, "Here at Home & Yacht Finest Bed Linen, we find the Yachting Pages book very useful in finding clients. Just recently we were contacted by a superyacht that spotted us in this industry-leading marine directory.

"Its senior crew members then took the time to find us on Yachtingpages.com and to read all of our fantastic, five-star reviews from happy customers. This then convinced them to make the all-important decision to contact us.

"Originally they wanted day covers for the soon-to-be-refurbished master and guest cabins. But this soon evolved into a more comprehensive package including soft furnishings, new bedding, headboards and mattresses."

Philip firmly believes that being visible in print (for those at sea) and with great online reviews on Yachtingpages.com (for superyachts with great Internet reception) puts Home & Yacht Finest Bed Linen in a strong position when it comes to attracting superyacht business.

He said, "It is always great when Home & Yacht Finest Bed Linen can be part of the refit from the outset. In our business, we only usually get on board at the very end of the refit process to add our finishing touches. Because this client got in touch early thanks to our exposure and great reviews on Yachtingpages.com, we were involved from the beginning and were able to easily meet their deadlines."

An increasing number of reviews are being left on Yachtingpages.com by satisfied customers. As with other leading review sites like TripAdvisor, genuine experiences from previous customers can often be the catalyst behind a captain's or owner's decision to choose one company over another.

Michelle Williams, website and digital marketing manager at Yachting Pages is spearheading the Yachtingpages.com website upgrade – due to be unveiled this summer – Michelle said, "Our new-look site will give more prominence than ever to Yachtingpages.com's review functionality.

"Recently reviewed companies will appear on the homepage with their star ratings. Captains, crew and customers can then browse all reviewed businesses, and hopefully this will encourage them to leave reviews for more of the 12,000-plus businesses featured in our superyacht search engine; helping other captains and crew in their decision making."

For more information about the Yachtingpages.com website upgrade, contact [michelle.williams@yachtingpages.com](mailto:michelle.williams@yachtingpages.com).

For further information about Finest Bed Linen, visit: [www.finestbedlinen.com](http://www.finestbedlinen.com).

For further information about Yachting Pages, visit [www.yachtingpages.com](http://www.yachtingpages.com).

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# Home & Yacht

Finest Bed Linen



## Notes to Editors

For further press information, please contact Michelle Williams on +44(0)1173 160560 or [michelle.williams@yachtingpages.com](mailto:michelle.williams@yachtingpages.com).

## Yachting Pages

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 61,700 directories will be distributed in 2013, many by hand, to superyacht captains, crew and related business in over 90 countries. To find a local stockist or request a free copy, visit <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.



### **www.YachtingPages.com**

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.

### **Yachting Pages Delivers**

Yachting Pages Delivers is a specialised distribution service that hand-delivers company promotional material, including brochures, magazines and leaflets directly to prime superyacht captains, crews and businesses from Marseille (France) to Livorno (Italy). It is designed for anyone who wants to connect with key players in the Riviera's superyacht industry. To book a scheduled or tailored delivery, contact: [simon.brooks@yachtingpages.com](mailto:simon.brooks@yachtingpages.com) or call +33 610 58 18 39.

### **Superyacht Owners' Guide (SYOG)**

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.