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For immediate release

Superyacht origami to help build marine businesses globally

This week, 10,000 origami superyachts are winging their way around the world, aiming for the letter boxes of superyacht and marine companies. How will they help the superyacht business?

Julia Budniak, marketing manager at Yachting Pages, explained, “We wanted to capture the attention of superyacht businesses globally, to raise awareness of how we can help build their businesses through our leading marine directories.

“In our friendly office competition it took us under three minutes to build our 19cm card superyachts – complete with sundecks! In fact, you can see some of the team building their boats on our YouTube channel, it’s hilarious: <http://www.youtube.com/user/YachtingPages1>. We’re confident that our directories can help superyacht companies improve their brand visibility and market share, too.

“Once recipients have made their boats, we hope they might spend a few minutes on the telephone to us, to see how Yachting Pages can help build their business? Our multilingual teams would love to see how they can help companies achieve its goals this year.”

Yachting Pages’ CEO, Steve Crowe, was the impetus behind this unique keepsake. He said, “We wanted our message to customers old and new to stand out in the sea of direct mail – so we’re sending out a fleet of 10,000 superyachts to float on top of it!

“They’ll be decorating marinas and offices from Monaco to Antigua, reminding people that if they want to build their businesses then Yachting Pages should be their first port of call. Our directories are hand-delivered to every superyacht in the Mediterranean and are read by over 180,000 marine professionals annually.”

The Bristol-based company Yachting Pages is renowned for its innovation. In 2009, Steve Crowe visited Buckingham Palace to receive the Queen’s Award for Enterprise in International Trade for his ground-breaking and personalised approach to delivery.

The team at Yachting Pages is encouraging the industry to start building their business with the company, call +44 117 316 0560. Film yourself assembling your superyacht and submit it to marketing@yachtingpages.com. Yachting Pages has offered to put it on their YouTube channel. Can you beat the record of three minutes?

For further information about Yachting Pages, visit www.yachtingpages.com.



Notes to Editors

For further press information, please contact Michelle Williams on +44(0)1173 160560 or 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 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.