

## Hyde Sails celebrates a successful London Show

**From Official Sail Supplier for the Clipper Round the World Race, to foiling Moths, Hyde's success continues to spread...**

The 2009 London Boat Show got off to a flying start for Hyde Sails with the official launch of the company's partnership with Clipper Ventures. Hyde's Sales and Marketing Director, Richard Franks, shook hands with Clipper Race Director Joff Bailey on the Hyde stand, cementing a two-race deal to supply the round the world race fleet.

Meanwhile, the Hyde-powered foiling Moth, which was on display throughout the show, illustrated the full range of Hyde's expertise, and how the brand leads the way in the most innovative development classes, as well as performing at the highest level in the dinghy racing, offshore and ocean racing arenas.

Sales Manager Paul Austin commented: 'It was a great week for us. Despite the economy, sales were up on last year, a reflection on our growth both internationally and in the UK. We sold a lot of downwind sails, cruising chutes and snuffers, an indication of the fact that people were often adding to their wardrobes to make their boat perform better, rather than opting to buy a new boat. Although show attendance was down, it provided the ideal opportunity to meet many of our existing customers and hear how they were getting on with their new sails. We saw a steady stream of orders from customers old and new, ranging from a new suit of J-122 sails to 40ft cruisers.'

Paul added: 'The final weekend was particularly good for talking to dinghy customers because of all the dinghy racing going on and our dinghy specialists Toby Barsley-Dale and Charles Devenport were very busy. Over the course of the show, many of our regional and international agents spent some time on the stand, including our agents on the West Coast of Scotland, Brighton, Jersey and Malta, and the international nature of Hyde Sails was evident with enquiries from Australia and Israel.'



(Above) Sales & Marketing Director Richard Franks shakes hands with Clipper Race Director Joff Bailey at Hyde's launch on the opening day of the show - photo OnEdition.



(Above) The Hyde Sails-powered foiling Moth provoked plenty of interest, and illustrated the full range of Hyde's expertise.

### EDITORS' NOTES

#### About Hyde Sails

Hyde has been making sails for over 40 years. Since the company was established, its commitment has been to deliver sails of high performance and impeccable quality with a service to match. For more information see [www.hydesails.com](http://www.hydesails.com)