



SEAKEEPER

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FOR IMMEDIATE RELEASE

REBRANDING SIGNALS TRANSFORMATION FOR SEAKEEPER

CALIFORNIA, Md., (September 11, 2015) – Seakeeper has unveiled its new global brand identity, symbolized by a re-imagined combination mark. This redefinition follows a period of unprecedented corporate and market-share growth. The company engineers and manufactures marine gyro stabilization for vessels from 30'–220'.

Aside from corporate stationery, boat wraps, seakeeper.com and other digital properties, consumers worldwide are seeing a new advertising campaign that departs from traditional, tech-heavy forms. The updated marketing signals a transformation in how the boating community now views Seakeeper stabilization as the minimum expectation. Comprehensive explanatory copy is no longer needed.

"Seakeeper has built tremendous brand equity," said Maggie Meredith, Seakeeper marketing manager. "The fresh, new look reflects the cutting-edge technology we're continually developing and offers the flexibility needed to support new possibilities and corporate directions." The California, Maryland-based company has a history of proactively meeting customer and market demands.

Within the past year, Seakeeper introduced a new line of gyros, expanded its global sales and service network, and increased its engineering and manufacturing facilities to a total of 90,000 sq. ft. Most recently, it released the first battery-powered model, the ground-breaking Seakeeper 3DC. The privately-held company was founded in 2002.

The combination mark, advertising, and print and digital marketing materials were developed by Philadelphia-based King Design. "Without the hard work of our marketing team and their close collaboration with King Design, none of this would have been possible," said Andrew Semprevivo, Seakeeper VP of sales and marketing. "We're excited to present this new brand image to the world."

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