

NANNI LOOKS TO SUSTAINABLE GROWTH THROUGH EXPORTS



▲ COO Gregorio Passani and the T8V.370 launched in Cannes last September

FROM THE ENGINE to the monitoring and control through to its gensets for onboard power, Nanni prides itself on offering a complete power package to OEMs. Two of its N13.580 engines, based on John Deere 6 in-line cylinder engines with 13.5lit cubic capacity and 585hp, were recently chosen by Lagoon to fit on its flagship cruising cat, the Lagoon Seventy 8. The engines are monitored by a new Nanni control system with two control stations combined with two joysticks located on each side of the flybridge -- the joysticks have the unique feature of being able to rotate on their own axis while the vessel is underway. Such innovations are helping drive sales at the business that has grown by 25% since 2015 and last year saw sales up by 15%. "Our goal is to increase exports, to achieve sustainable growth," Gregorio Passani, COO and marketing director of Nanni, told *IBI*. To that end Nanni, which has more than 100 exclusive importers worldwide, recently named new official importers in China, Poland and Denmark. Exports already make up around 80% of its business. The deal with Lagoon reflects Nanni's key strategy of offering customised, intuitive, modular and easy-to-install packages to OEMs.

Beneteau was able to equip its Grand Turismo 50, launched at Cannes in 2017, with the Ship Control system. It is a digital interface that controls all the boat commands via a tactile screen and will now feature on all Beneteau sail and motorboats, opening up a potentially lucrative market for the firm.

Another high-tech company is LCJ Capteurs, which designs and builds wind captors. It is a niche market for this five-person company, started in 1999, whose ultrasonic wind sensors have numerous applications for leisure boating and marine professionals. LCJ exports 55% of its production (principally to Europe and China) for the aftermarket, distributed via the websites of its national and international dealers.

NICHE CHALLENGES

LCJ has had double-digit growth in an expanding sector. "But the leisure-boat operations are impacted by the small volumes," CEO Christophe Michel told

IBI. Having to confront -- like Scheiber and many other companies in this sector -- the structural weakness of the nautical industry, LCJ Capteurs is turning to other strategic markets for growth, such as construction and security industries.

For its leisure-boat activities, this company based in Vertou in the west of France now has to cope with a new trend: the decrease in the number of privately-owned boats in favour of fleets belonging to charter companies or boat clubs. "We're going to move from a market based on 'one-shot' demand coming from individual boaters, to a market where one bids for jobs from fleet-owners," says Christophe Michel. "With the potential of greater volumes but much more aggressive commercial tactics from these clients. And, of course, competition."

The bottom line being even if the global volumes are the same, the margins would be smaller as a consequence. These companies operating in the aftermarket therefore need to adapt commercially. "This evolution is a new challenge, as much for tariffs as for the development of our offer. This offer must be more global, more international."

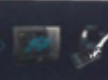
ON THE CHARGE

Another player in the energy sector, Dolphin Charger, has also seen double-digit growth. With turnover of almost €9m in 2017 and a staff of 18 in the Haute Savoie (French Alps), it specialises in electric systems for energy management, designing and manufacturing a range of some 60 finished products (battery chargers, couplers) that interface with the systems of the large electronic manufacturers (Furuno, Garmin). With a core business of 10m-15m boat builders, Dolphin Charger is growing in the sectors of leisure boats, marine professionals and yachting. The company also designs original equipment solutions to specifications for the boat yards. There were fundamental changes from April 2017 when Cats Power Design, which had been subcontracting manufacture until then, bought out Dolphin Charger from VDM-Reya. "Since the buyout, we are now directly dealing with marketing and sales for our own brand," Nicolas Fata told *IBI*.

Dolphin Charger products continue to be distributed in France by VDM-Reya, but the export market is more important. "International sales today represent 55% of our activities. We want them to grow to 65-70%, while maintaining the same volumes in France," Fata continues. "I am very confident about the future. Dolphin Charger is much more flexible and efficient than our large rivals." The company promises continued success, driven by the strong French and US markets. **IBI**



GET THE BEST



RANGE OF MARINE ENGINES
FROM 10 TO 1100 HP
& GENERATORS FROM 4 TO 500 KW