



For immediate release.

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IBEX Product launch: Ewincher Electric Winch Handle

It's a *new business opportunity* for North American recreational marine industry distributors and retailers interested in adding a new sailing accessory offering. The electric winch handle **Ewincher** will be launched in North America at IBEX 2019. It has already proved successful in Europe since its commercial launch in July 2017. Ewincher is now seeking to grow in North America.

Innovative and award-winning



Ewincher was awarded the *2018 Pittmann Innovation Award* for taking the game of electric winch handles to a whole new level of sophistication. With its ergonomic winch-handle shape, the Ewincher allows users to combine manual and electric power for maximum flexibility and efficiency.

With variable speeds ranging between 15 and 140 rpm, and 59 foot-pounds of torque on tap from its efficient brushless motor, the Ewincher can help with everything from trimming headsails, hoisting mainsails and hauling in furling lines to hoisting crew up the mast. It allows users to grind with electric power alone, in either direction on a two-speed winch, or grind both manually and electrically to maximize hauling speed.

The Ewincher weighs less than five pounds, is waterproof and has a removable 25-volt 3,000 mAH battery pack that allows for quick changing of batteries and keeps on grinding when the going gets tough.

An alternative to electric winches

Ewincher brings to the market a successful product which can help with any sailing maneuver on any winch.

"This sophistication makes of Ewincher the first and only electric winch handle that does as much as - not to say better than - electric winches," said Maxime Rabu, sales development manager of Ewincher. "With just one Ewincher you get power for all the winches on your boat and, above all, you get the best control on your maneuvers. You can both go very fast or be very precise thanks to its variable speed and, as you have to hold the grip with your hand, you continuously feel what you are doing and can anticipate any blockage in the ropes."

On existing boats from 30 to 55 feet, Ewincher is the best option to get power out of the winches. It's a plug and play solution that doesn't require any work or installation on the boat. It can substitute electric winches and electric furling systems.

Commercial success in Europe

Since its commercial launch in Europe in July 2017, Ewincher has gained a positive reputation among boat owners and is now recognized as an innovative solution to get extra help on board. First introduced in France, where it is produced, Ewincher quickly became popular with customers in Germany, the UK and Spain. It can now be found in most European countries and even in Australia. Exports now account for 75 percent of Ewincher's sales.

This international success was only made possible by the considerable emphasis that Ewincher's team put in manufacturing a high-quality product. The entire production is in France (except for the Lithium battery that comes from China) and final assembly is made and controlled by Ewincher's team.

Ewincher is now a mature product and is supported by a team that has gained the know-how to produce, sell and export a high-quality, innovative product.

IBEX 2019 Launch

North America is the next step in Ewincher's international development. Ewincher's team will be at IBEX 2019 on stand 3-118 (level 3, location 118) for American distributors and resellers who are interested in developing Ewincher in the U.S.

"We will bring with us demonstration booths as we know it is important to try Ewincher so as to get an idea of its potentialities," said Rabu. "Don't hesitate to pass by and meet with us."

*Discover Ewincher in video on our website at www.ewincher.com
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