



FOR IMMEDIATE RELEASE:
January 20, 2021

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PROPSPEED UNVEILS NEW BRAND IDENTITY

Auckland, New Zealand – Propspeed, leading innovator of underwater foul-release coatings, announced today the launch of a significant rebranding campaign. The rebranding is an evolution of its 21-year strong brand presence and an elevation that aligns with its industry leading foul-release coatings. The extensive rebranding includes new logos; a modernized, information rich website; packaging, to enter the market in mid-2021; updates to social media platforms and collateral to better express the company’s business goals and passion.

Propspeed is a trusted and established brand that is recognized globally as the original and premium foul-release coating of propellers, running gear and any metal assets below the waterline. Its key advantage is that its performance is second-to-none and it is a non-toxic solution. It is a premium product offering and delivers not only the world’s best foul-release coating system, but insulation and protection from corrosion and electrolysis – protecting metal underwater assets and supporting the longevity of anodes. A key consideration is supporting healthy margins, creating valuable business in the channel, delivering industry-leading manufacturing support in the market and providing a technically superior product that just works.

The name Propspeed is a valuable part of the brand equity as it has become established as the industry benchmark in foul-release coatings. The brand uses a strong brand element endorsement model to leverage over 21-years of established brand equity and name recognition – this strategy supports the transfer of equity and recognition to all product lines through design cues and parent brand association. The design cues are based on elements found in the logo today, but with a modernized treatment to align with the new brand vision.

“Our brand is a reflection of our people, and no matter who you talk to in the company, you will see the passion for our products, industry, customers and the ocean,” said Chris Baird, CEO, Propspeed. “We updated the look and feel of our marketing assets to better portray this passion. Propspeed’s foul-release coating solutions keep underwater assets clean and free from growth. Our customers love spending time out on the water and our products help them do that.”

To watch a short rebranding launch video, click [here](#).

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Propspeed products include Prop speed for running gear, Foulfree for transducers and Lightspeed for underwater lighting. For more information on Prop speed or its industry-leading foul-release coatings, please visit www.propspeed.com.

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About Prop speed

[Prop speed](http://www.propspeed.com) develops high-performance products that make marine craft more efficient and economical to run and maintain, with an eye toward doing the least harm to humans and the marine environment. [Prop speed](http://www.propspeed.com) manufactures and distributes Prop speed, recognized globally as the leading product for preventing marine growth on underwater metals. Biofouling – the accumulation of marine life on ships' hulls – increases drag and costs the global shipping industry an estimated \$7.5 billion a year in wasted fuel. Based in New Zealand, where sailing excellence is culturally ingrained, Prop speed has become a worldwide phenomenon throughout the marine industry.



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