



## **PRESS RELEASE DECEMBER 2019**

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### **Flexiteek embarks on boat show world tour to celebrate 20 years of innovation**

**Flexiteek, the worldwide market leader in synthetic teak, will celebrate its 20th anniversary in 2020. Celebrations will span 2020 with Flexiteek distributors across the world taking part in a boat show world tour.**

Flexiteek, the original synthetic teak and developer of 2G technology, is celebrating its 20th anniversary and 20 years of product innovation in 2020.

The company will celebrate the milestone by embarking on a boat show world tour through its network of over 100 distributors across 48 countries. The tour will include the biggest shows in the boating calendar across Europe, Asia, the Americas, Africa and Australia.

The celebrations will be officially started at boot Düsseldorf on the 20th January, with the team from Flexiteek International, in hall 10 stand C40.

Tomas Gustafsson, CEO of Flexiteek International AB, commented: "Here at Flexiteek our aim has always been to be a global team that shares experiences and grows together. Our distributors are at the heart of what we do, and I am proud to be celebrating 20 years of innovation alongside them on the boat show world tour."

#### **Flexiteek Company History**

Founded by Watrium, Flexiteek entered the market in 2000, producing flexible UV stable PVC decks in Sweden.

The initial team expanded by providing training through the Swedish Unemployment Agency, providing 12 trainees with skills in welding, panel fabrication and templating. Of the 12 initial trainees, one employee Patrik Andersson remains with the company today having provided 18 years of loyal service.

Following an initial hesitation of the product alongside a loyalty to teak, Flexiteek sought gradual acceptance from OEMs. Until 2013, when Flexiteek saw a 30% increase in sales.

#### **Flexiteek 2G Synthetic Teak**

Striving for excellence and looking to push the boundaries, Flexiteek 2G synthetic teak was created and introduced to the market in 2014.

The 2nd generation material provides both a cooler and lighter material compared to traditional composite decking still offered by many competitors today.

The introduction of Flexiteek 2G synthetic teak saw the company steadily grow with an average annual increase of 20%.



Flexiteek 2G synthetic teak is now available in ten colors ranging from traditional Teak to modern color options including Carbon, Grey and Off-White.

### **Acquisition of Wilks**

In 2019 Flexiteek acquired Wilks, the manufacturer and supplier of Dek-King synthetic teak and marine fendering, securing Flexiteek's position as the market leader in both synthetic teak and marine fendering.

Wilks, based in Essex, England, was established in 1973 and is recognised worldwide for its quality products and high levels of customer service.

The company which had been manufacturing part of the Flexiteek range for over three years ceased trading its own synthetic teak range Dek-King to focus on both the manufacture and distribution of Flexiteek synthetic teak worldwide.

In late 2019, Flexiteek launched the Flexiteek Trim range made in collaboration in Wilks. The range launched at METSTRADE and is available worldwide through the Flexiteek distribution network.

### **The Future**

With headquarters still in Sweden, Flexiteek now works with over 100 major boatbuilders and OEM clients, including Hanse Group, Jeanneau Beneteau Group and Sunseeker International.

Today as always, Flexiteek is committed to keeping at the top of its game, learning from experience and pushing boundaries.

"Looking forward, I see great opportunities to further develop Flexiteek. We have market-leading products; a fantastic network of devoted and passionate distributors and we are winning market share every year." Commented Anders Wilhelmsen, CEO of Watrium.

You are invited to join in the start of the Flexiteek 20th anniversary celebrations with the team from Flexiteek International at boot Düsseldorf on the 20th January, in hall 10 stand C40 at 16:30pm.