

## PRESS RELEASE

# The Winch Seat is back - nine years after it was first launched

It's cramped on sailboats. Equipment, ropes and winches take up a lot of space. This can be a problem when you've anchored. Because where are you going to sit? Tides has literally been sitting on the solution for many years. Now the winch seat is being relaunched, in a new and lighter version.

Nine years after the first version of the winch seat came on the market, Tides is back with a new and improved version. With simple steps, Tides transforms the winch into a comfortable place to sit. There are many sailors who are cheering for this.

– We produced 100 winch seats nine years ago, and they were quickly sold out to sailing enthusiasts primarily in Norway. But even though the seat was well received, it remained with that first production. Now that we are relaunching the seat, we have made a version in plastic that is both lighter and cheaper, says Mathias Paasche Hansson, who is the founder of Tides and designer of the seat.

### Long-awaited relaunch

Even though it has now been nine years since Tides was last on the market, the winch seat has not been forgotten. Quite the contrary.

In all these years, Hansson has received weekly emails and other inquiries from sailors who have wondered if it is possible to get hold of the seat that solves the seating problems on board.

– I have long dreamed of resuming production of Tides, but I wanted to improve the design. In addition, I have navigated life and had a few children, so it has taken some time. Now, however, the time was perfect for a relaunch, says Hansson.

And it didn't take long for sailing enthusiasts around the world to catch the news. A few days after the seat was launched, Tides has sent seats to customers in the USA, Australia, Canada, France, Greece, the Netherlands, Denmark and Norway.

– It's amazing, and we get such nice feedback. Now we are very excited about the continuation, he says.

### Comfort and functionality

The new winch seat guarantees comfort and practical use. The seat is installed in seconds with a bracket that fits perfectly in the winch. In a flash, the seating space on board is expanded, which is usually occupied by sailing equipment.

The new version is made of durable, fiberglass-reinforced plastic, making it lighter and cheaper than its aluminum predecessor - without sacrificing comfort or durability.

– The seat is easy to set up. It is also easy to stow away when the wind is in the sails and there is a good headway. It can be folded up like a laptop, and pushed under a shelf or under a bench, for example. Easy as pie, says Hansson.

The main production has deliberately been placed in Norway as this gives increased control over both quality and the production process. In addition, the founders are keen to reduce the footprint on the seats as much as possible, and by producing locally, transport emissions are also reduced.

### Passion and innovation

Tides started its journey in 2015 when a group of childhood friends, inspired by shared experiences aboard the 46-foot Baltic yacht "Queen Anne", wanted to find a solution to the challenge of a lack of comfortable seating on board. Based on this, they developed and launched a limited series of Tides seats on the Norwegian market, with Hansson at the helm. The response was overwhelmingly positive. Many had longed for more seating on deck.

Now Hansson has brought his partner Cathrine Lilleløykken on board. She has many years of experience in marketing. Together, the two will build a real family business based on innovation, quality and a strong commitment to improving the user experience in as sustainable a way as possible.

– For a long time this has been a project we have talked and dreamed about over the kitchen table. Now we are underway, and it feels really good. It is also very exciting and rewarding to do this together as a family, says Lilleløykken.

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