



**SINCE 1982** 

THE THIRD GENERATION IS WORKING FOR WHAT IS TODAY

### **Our location**

53° 41′ 26″ N, 10° 03′ 09″

Norderstedt is a city in Germany, located just north of Hamburg. Close to one of Europe's largest ports.









# **Company History**

Oliver Nagel joins the Company and develops brand Yachticon.

1992

Diversification of production activities and a step towards the distribution of other brands

2009

On around 12 000m<sup>2</sup>, approx. 5000m<sup>2</sup> of warehouse and 1000m<sup>2</sup> of office space

2016

Leon Nagel joins the Company with focus on eCommerce.

2023

1982

Company found by Astrid Nagel. Together with Herbert Nagel and dr Winkelman develop first product Aqua Clean 1999

Move to Norderstedt Glashütte into on the 3500m<sup>2</sup> property. 2015

First collection of Crazy4Sailing

2017

Acquisition of Ruegg and Waage, as well as sales expansion



# **Industry focus**



**YACHTING** 



**CAMPING** 



**PHARMACY** 



#### **Our brands**

#### **Construction and Maintance**

- Yachticon range of water disinfection, care and cleaning products for boats, yachts, caravans.
- Acrü by Rüegg specializing in boat maintenance and construction products base on poliester resins, profiles, wood, carpets and fabrisc for floors and walls.
- Creative Epoxy and Briliant Shine epoxy resins for casting and coating materials like wood and metal, designed for artistic applications like creating river tables and embedding objects.



### **Our brands**

#### **Technical and Functional Outdoor**

- Crazy4Sailing sailing apparel and accessories in a wide range of sizes for men and women, Crazy4Sailing stands out for its commitment to fitting all body types, ensuring comfort and performance offshore, on the ocean, and along the coast.
- Crazy4Boating assortment around the water fun worlds of canoe/kayak, stand up paddling and inflatable boats
- Blue Port specializes in premium, seawater-resistant sailing and boat shoes crafted with non-slip soles and durable leather, blending traditional craftsmanship with modern maritime style.
- **Elkline, Wheeldom** sustainable, functional, and urban outdoor clothing for men, women, and children, emphasizing high-quality materials and eco-friendly production practices.



#### Our distribution

#### **Exclusive Partner for Leading Brands**

- Seajet Yachticon is a exclusive distributor in Germany that offers a comprehensive selection of Seajet products, including antifouling paints, two component paints as primers and topcoats.
- Wilckens Yachticon is exclusive global distributor for Wilckens in yachting industry, with main focus on one component paints as primers and topcoats.



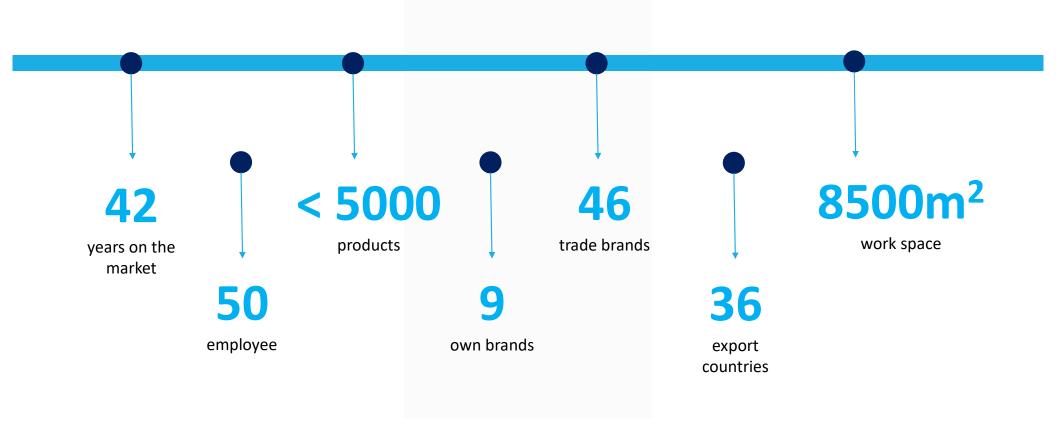
#### Our distribution

#### **Local Partner for Leading Brands**

· Albin Group · Autosol · Baltic Rettungswesten · Blue Performance · Bresser Ferngläser · Burg-Wächter Schlösser · CEF Impeller und Gummibalge · Epifanes · Fischer Intstrumente · Flex · Fender · Gobius · Katadyn · Le Tonkinois · Marlin · Meori Faltboxen · Motul · Nautic Funsport · Nautichem · Nautikflör · NGK Zündkerzen · Omnia · Optiparts · Owatrol · Revolve Tec · Rupes · Scrubbis Unterwasser Reinigungssystem · Scoprega · Sea-Line · Seilflechter Tauwerk · Sika · Xunzel · Wasi · West System ·



## In numbers



Discover more and find solutions for your needs,

visit our website today

www.yachticon.de

www.crazy4sailing.com



THANK YOU

#### Our team



Oliver Nagel CEO



Leon Nagel
Online Marketing

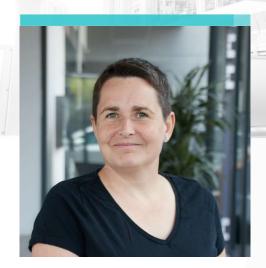


**Sven Munch**Purchasing Manager





Jenny Mohr Order Desk Manager



Joanna Frais
Export Sale Manager



**Andreas Tegeler** 

General Sales Manager

#### Our team



**Frank Karsten** 

Sales Manager



**Dirk Milaschewski** 

Sales Manager



**Christian Woitkus** 

Sales Manager





**Hanspeter Reinbold** 

C4S Manager



**Mats Windhorst** 

Sales Manager