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Richard Franks, Sales and Marketing Director for Hyde Sails

Hyde Sails is the UK's second largest sail manufacturer. They produce Sails for all sailing dinghies and yachts from 3m to 33m long. As a result of the OMIS they have signed an agreement with a Swedish sail makers and have already completed several orders. The initial order was for 1000.00 Euros and 10,000 Euros of potential short term orders but this has now already increased. They are also looking at signing on another sail maker as their distributor in other parts of Sweden as a result of the Swedish OMIS.

When Hyde Sails set sail to become more internationalized, they used several UKTI services. As a passport to export client they used the MSSR (Market Selection Service Research) to get an initial feel for prospective markets. With a positive feedback from the MSSR and a meeting with a Swedish boat manufacture arranged by UKTI Sweden, at UKTI-funded meet-the-buyer organized by British Marine Federation Hyde Sails ordered an OMIS (Overseas Market Introduction Service) for the Swedish market.

The aim of the OMIS was to find a sail maker with good contacts in the local area that could distribute Hyde Sails products. With this in mind UKTI Sweden set about contacting Swedish sail makers to get their opinion on the sailing market and the possibility for Hyde Sails in the market. By doing this UKTI Sweden found important information for Hyde Sails and determined which companies would be interested in further discussions on distributing Hyde Sails products. UKTI Sweden found several positive leads and even had the opportunity to met with Hyde Sails at Open Yards in Sweden.

Richard Franks, Sales and Marketing Director for Hyde, comments, "UKTI Sweden was very helpful and proactive and provided several positive leads. We are delighted to be entering this new international market. Sweden has a large boat park and our distributors experience and business expertise is a great platform for Hyde sail distribution."