



## PRESS RELEASE

For Release 22 July 2011

### **SOS Marine with its Dan Buoy wins Two Australian Business Awards 2011 One for Product Excellence and the other for Best New Product**

SOS Marine has been recognised among Australia's most progressive organisations, winning the Australian Business Award for Product Excellence and Best New Product in the 2011 Awards.

The Australian Business Awards had over 900 entries and challenges the full spectrum of private, public and non-profit sector organisations in Australia through its comprehensive business and product award categories.

The 2 Awards, one for Product Excellence and 2<sup>nd</sup> for Best New Product, recognises market-leading products or services that demonstrate overall product superiority offering a point of difference from their competitors.

Commenting on the win, the Managing Director of SOS Marine said: "This award reinforces our commitment to provide a new, simple to use safety device for every blue-water boat using waterways, it has been a long time in the making" says Ross. The SOS Dan Buoy is affordable safety device to be used in man-overboard rescues.

SOS Dan Buoy is the first of its kind to comply with elements of the International Life Jacket standard, ISO 12402, and is compliant with Yachting Australia rules. One of its point of difference is that it has handles to assist supporting the patient in the water.

It is compact, simple to use and folds away in an easily stowed carry bag, eliminating storage problems on all boats. It deploys instantly and can be thrown by anyone, man, woman or child to someone who has had the misfortune to go overboard. It should be part of any boat's safety equipment from a tinny, a sailing boat to a Naval Ship.

The SOS Dan Buoy can be used in fresh or salt water and takes up less room in a fishing tinny than a tackle box. It is reusable after being serviced.

SOS Marine is an Australian manufacturing company who designs specialised lifejackets and safety equipment for the armed forces, police and emergency services. SOS supplies seven naval forces worldwide with safety equipment.

For more information about SOS Dan Buoy please contact Helen Mansour, SOS Marine [helen@sosmarine.com.au](mailto:helen@sosmarine.com.au) or telephone +61 2 97000233

Websites [www.sosmarine.com](http://www.sosmarine.com) and [www.danbuoy.com](http://www.danbuoy.com)