

## RFD Welcomes Fenton Long To Key Management Position

Safety and marine leisure product specialist RFD has appointed Fenton Long to manage the company in Victoria, South Australia and Tasmania. Effective immediately, Fenton Long's new role covers the management of marine sales, liferaft servicing/certification and improvement of the RFD lifejacket manufacturing cell.

Prior to joining RFD, Fenton Long was the Managing Director for his own company fulfilling a range of roles and building a profitable business over a 17 year period.



Along with managing regional RFD sales growth throughout the southern states of Australia, Fenton will also focus his attention on new business development, a task he expects to relish.

“With RFD Australia having such a large range of quality product lines I can see the future of growth in the region being substantial,” said Fenton Long.

“Our range, competitive pricing and servicing capability create market segments that are wide and varied. We are looking to improve the marine product range within existing dealers while seeking to expand our client base.”

Fenton has recently been involved in a marine evacuation product training and servicing program with TT-Line's two Spirit of Tasmania ferries. The RFD

team spent time onboard testing specific RFD life saving equipment and ensuring staff and crew were well trained in case of emergencies. Such programs are a key focus for RFD's new Regional Manager.

"With our liferaft servicing and certification centres we are also looking at developing a wider range of services to fulfil the total needs of our domestic and commercial clients," said Fenton Long.

"RFD Australia is a very professional operation with excellent management principles. I am in a fortunate position; the employees in my region are experienced, professional and have been more than helpful in assisting me settle in, which to me, is a true sign of the culture within the organisation."

Leisure time for Fenton Long is often spent tinkering with his motorbikes in preparation for one day attending the Isle of Man TT event.

RFD is a world leading supplier of marine safety products and inflatable watercraft marketed under a range of brand names. Some of these brands include Aquapro inflatable boats, Plastimo boating equipment, ACR electronics and Aquaglide water sport products.

Beginning in 1920, RFD is primarily involved in the supply and service of marine, fire, life support and gas control equipment.

For all information concerning supply and pricing of individual products within the broad range, please contact your regional RFD branch office.

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