Focus on distributors a key to success for Zipwake

The secrets behind the rapid rise of Swedish interceptor specialist Zipwake

Words: Lars-Åke Redén

Four years after the market introduction of its first consumer products, Zipwake AB from Sweden is now a well-known brand and company operating in 60 countries worldwide. Unlike many other newly founded companies, this interceptor specialist has found its own smart way to grow quickly with profitability.

The first products from Zipwake were presented at METSTRADE in Amsterdam 2014 and immediately received a lot of attention. The products earned a DAME Award mention and have since become a feature at many boat shows and boating events around the world.

"The first appearance at METSTRADE was a real boost. I’ve rarely experienced such a reception for a new product introduction at any boat show before. Being nominated for a DAME Award further strengthened that impression," says Göran Fredin, area sales manager.

The Zipwake interceptor’s first product, the Series S for planing and semi-planing boats from 20ft-60ft, has been very well received on the market and is today standard equipment on many motorboats. The price level has made them a realistic alternative to traditional trim tabs for many boat models.

The easy-to-install Zipwake Dynamic Trim Control System is a state-of-the-art, stand-alone trim control system that optimises the performance and ride comfort onboard the boat.

Zipwake is a company based on an invention by Niclas Olofsson, acting product manager in the company. Olofsson started his development of the interceptors in 2011 with a clear vision to create mass production for a large market.

"With this in mind, the founders invested heavily in development and tools to be able to produce at the right cost level. Today, we own all our tools for every part in the products and we cooperate with a high-quality Swedish producer," says Lorentz Simonson, CEO and one of the owners of Zipwake with head office in Gothenburg.

"We also invest a lot in development to widen our product portfolio. The company is driven by development and will continue in that direction. Our goal is to continue investing heavily in order to be one step ahead of our competitors. We also want to remain in the forefront with component purchase and stock, to be able to continue our efficient delivery capacity."
Key persons besides Lorentz Simonson are Göran Fredin and Henrik Kuhlman, both acting as area sales managers with responsibility for different parts of the market. Besides the role as CEO, Simonson is also responsible for the company’s marketing, economy and logistics. Together the trio has more than 100 years in the boating industry behind them, with key positions in different companies. Lorentz, for instance, has been in charge of the Swedish distributor for Simrad, Lowrance and B&G for many years and was behind the introduction of Anritsu radars on the European market.

One of the key reasons for the company’s rapid growth is a clear focus on the business model. “We’ve chosen to work through distributors worldwide, including our home market Sweden. By doing this, it’s more efficient to deal with deliveries and maintain exceptionally good support to the boatbuilders,” says Simonson.

Another very important focus area for Zipwake are the boatbuilders. They have been approached in cooperation with Zipwake’s distributors. The reason for this is to create confidence from the customers that Zipwake and the distributor act together to provide the best support.

One important step for Zipwake was to organise stock arrangement and deliveries, directly from the factory. This has been proven to be the most cost-effective and time-saving process.

All sales and marketing activities are handled through Zipwake AB in Gothenburg, a model that has been very successful.

“Today we’re acting in 60 countries and on most markets we have well-known and strong distributors. In the US, for instance, our distributor has 65 people employed and 15 own sales staff and it’s a similar situation in many other countries such as Australia, Italy, France and many others.

“The first years have been better than expected in terms of what we thought was possible. In a very short time, Zipwake has reached a substantial turnover parallel with a good profitability. This year we’ll see another good step in further growth,” says Simonson.

For the moment, Zipwake is dedicated to major developing projects to strengthen the current product range. The new products will be presented at METSTRADE in November 2019. 

“\begin{quote}
We work through distributors worldwide, including our home market Sweden. It’s more efficient to deal with deliveries and maintain support.
\end{quote}"

Lorentz Simonson, Zipwake CEO and part owner

A Zipwake system overview

△ The lift effect of a chine interceptor matches the lift of a straight interceptor one size larger mounted inboard of the chine
BOAT WORLD REVOLUTION

Zipwake is a Dynamic Trim Control System like no other. Now at the push of a button, you can get immediate lift and stability for a safe, comfortable ride and you don’t have to pay a fortune. Designed for powerboats 20 – 60 feet. Developed and manufactured in Sweden.

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