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New hand on the tiller at Performance Sailcraft Australia

Leading builder of ILCA Laser announces management changes

Performance Sailcraft Australia (PSA), the Australian based builder of ILCA Laser dinghies, has appointed Ian Douglas as General Manager after the departure of long time GM, Chris Caldecoat, earlier this year.

Growth in demand for PSA products more than doubled last year following the decision by the ILCA to rename the 'Laser' and therefore open the world market to the Australian boat builder.

PSA has been investing in increased manufacturing capacity and resources to service growing world demand for their product. The appointment of Ian Douglas provides an exciting opportunity for the growth of the business.

"As the most experienced ILCA class builder, PSA is well placed to take advantage of the global opportunities opening up in the ILCA market. We're now looking to rebuild our sales & marketing team to ensure we continue to provide superior service to our local market and further develop our global reputation as the supplier of premier boats in the ICLA world," commented Mr Douglas.

"We are a proud Australian manufacturer based on the central coast of New South Wales. The continued growth in sales of our boats is testament to the ongoing strength of the class and the expert technical team at PSA," he added.

PSA's is a foundation Laser / ILCA class builder with over 40 years small boat manufacturing experience. That proven pedigree along with tightly controlled manufacturing and quality control processes, have underpinned the company's reputation for building the highest quality and competition ready ILCA boats. Supported by genuine sailor focused customer service, PSA built boats have long been the number one choice for numerous State, National and World Champions as well as National Federations around the globe.

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