



**Ringens Varv**  
MARSTRAND

# Clean boating

Peter och Pernilla Lind

# Ringens Varv

in the heart of Marstrand.





## history

Ringens Varv has a long history and has been located on the same place for 127 years.

1887: Ringens Varv was founded

2011: New electronic crane.

2012: New cleaning facility for boats and emptying of septictanks



# What we do



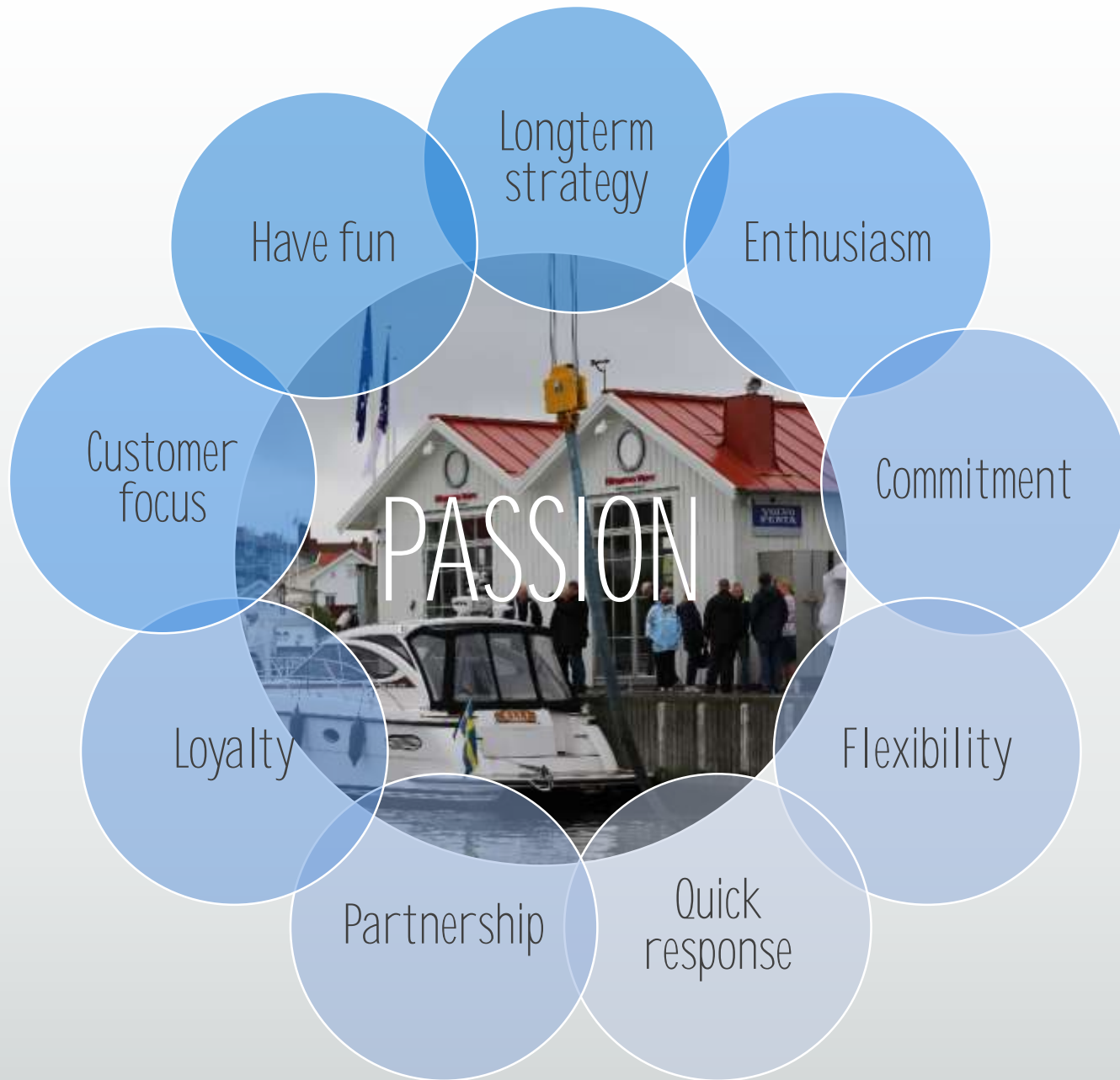
# Volvo Penta Marincenter

Dealer of the year 2014.  
Yamaha Service Dealer



# The team





# Boat cleaning in real life





# lifting



# Cleaning with pressure washer



# cleaning of waste water



It makes a difference!





# Why?

## ENVIRONMENTAL ISSUES

- Air emissions
- Chemicals
- Oil and lubricants
- Filters
- Water emissions



# incentives

- New rules
- Passion for the sea
- Local connection
- Do good
- A learning experience



# Added business value

- Better organisation
- Nice clean facility
- Good working conditions
- A sense of pride
- Help us keep the passion
- Happier staff
- Happier, more loyal customers
- Stronger business
- Better development and profit

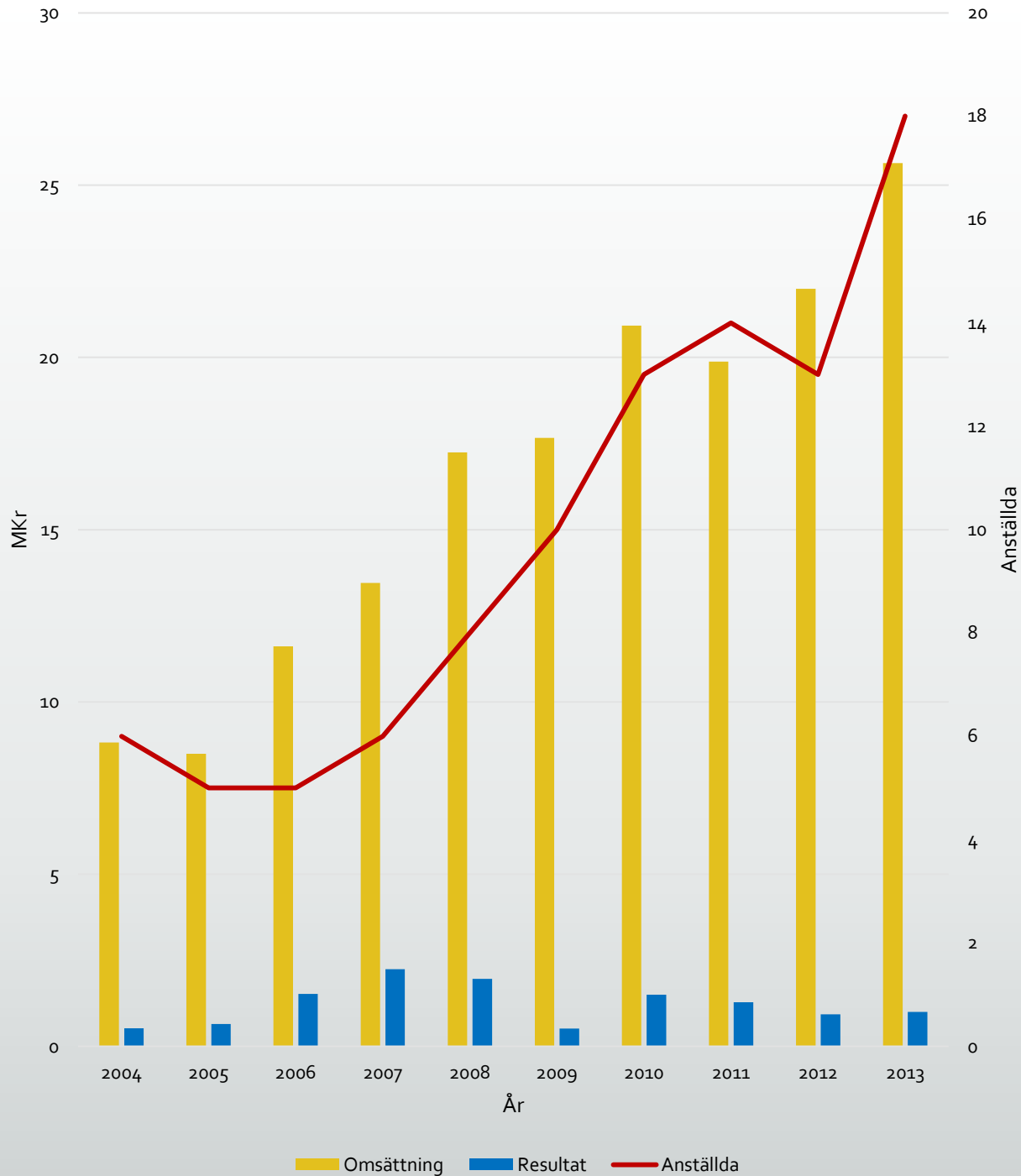
NYTT ÅR LÖPP TILL  
**50%**  
RABATT I BUTIKEN!

## INVIGNING!

SOM EN DEL I VÅR MILJÖSÅTSNING - OCH FÖRST UT I KUNGÄLV'S KOMMUN  
- INVIGER VI NU VÅR NYA SPOLPLATTA. VÄRMT VÄLKOMMEN  
TORSDAGEN DEN 6 SEPTEMBER KL 11. VI BJUDER PÅ  
FÖRFRISKNINGAR OCH TILLTUGG.

**Ringens Varv**  
HÄRSTRÄND

VOLVO PENTA | Raymarine | BALTIC | ROSSIGNOL | KÄLLERÖ  
YAMAHA | HARSKO | JOTUN | DDC | MarinAlpin | stilton



# Development

Positive and interesting development from 2001 until today.



# The customer

## Positive

- +right thing to do
- +Makes sense
- +Not expensive

## Negative

- Tradition
- "we have always..."
- "**IT** doesn't make any difference what **I DO...**"



Video om Ringens Varv (<http://youtu.be/6JCAf2c8OYw>)

Thank you!

