



seac
Company Profile

3	HISTORY					
5	BUSINESS UNIT	7	ORGANIZATION			
		9	VALUES	11	DISTRIBUTION	
				17	DESIGN	
					19	COMMUNICATION
					20	HEADQUARTERS



Corporate
Excellence is our Nature.

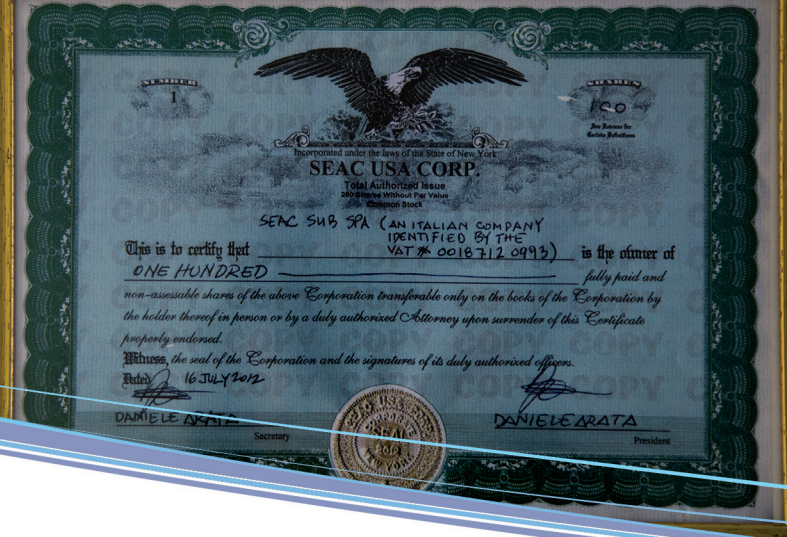
agenzia di sviluppo gal genovese

7° PREMIO FONTANABUONA



Riconoscimento annuale alle persone e alle attività del territorio

Venerdì 14 dicembre 2012
Maronesi, Sala consiliare



S.P.A. di RAPALLINI & C.
FABBRICA ARTICOLI DA PESCA
10040 GARETTA (Genova)
Via Piani di S. Quilico - Tel. 010/80 35.165

DATA 16/12/75 Spett. Ditta DE MARCO GIUSEPPE
FATTURA N. 409 Via Pasquale n° 3
Spedizione a mezzo 77.21. (C.I.A. n. 20)
Pagamento a tratta 30/60gg. (C.I.A. n. 20)
Bilancio d'appoggio CREDITO POPOLARE
Bolla Consegna N. 498

QUANTITÀ	DESCRIZIONE	PREZZO	IMPORTO
36	Raschetti misti	90	3.240
90	Raschetti corrucci con tubo rigido	890	80.100
24	Raschetti ammortati con tubo rigido	750	18.000
12	Piscina da bastone largo, a 8 denti	850	10.200
12	" " " " con bast. largo a 8 denti	375	4.500
12	" " " " con bast. largo a 6 denti	440	5.280
22	" " in lamiera stamp. 6 denti bast. acciaio	500	7.200
24	Valentino n. 90	600	14.400
18	Dischini montati con asta n. 20	1500	27.000
12	" " " " " " " " " " " "	1500	18.000
6	Piscina da bastone per agoni a 12 denti	1800	10.800
5	" " " " " " " " " " " "	2175	10.875
90	Raschetti baby	450	40.500
12	Piscina fradocce 3 punte	530	6.360
2	Asta per fucili (LUNGHISSIMA)	1050	2.100
2	" " " " " " " " " " " "	1150	2.300
2	" " " " " " " " " " " "	1150	2.300
2	" " " " " " " " " " " "	1350	2.700
TOTALE			

1971

MARCO ARATA
ESTABLISHED SEAC

1996

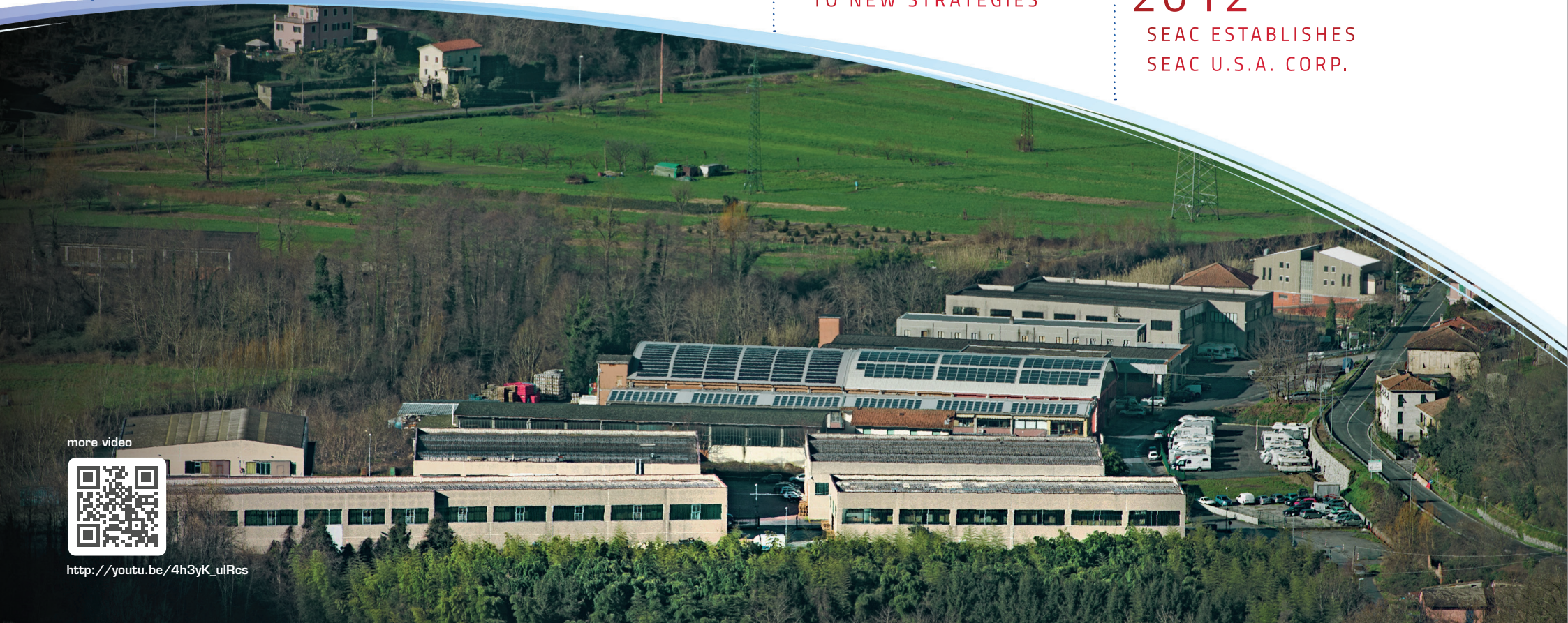
SEAC BECAME LEADER
IN EUROPE
AND WORLDWIDE

2008

SEAC OPENS
TO NEW STRATEGIES

2012

SEAC ESTABLISHES
SEAC U.S.A. CORP.



more video



http://youtu.be/4h3yK_ulRcs



HISTORY

SEAC, founded in **1971 in Colombano Certenoli**, is the form and idea of Attilio Rapallini and Marco Arata. Over time the **Arata family** became the majority shareholder of SEAC and today, thanks to the indispensable contribution of Daniel, son of the founder, Seac is a leading company for the world of underwater activities. Projects of this kind are not realized in a day, but with long-term commitment, competence, ability and unending passion. Founded as a workshop for the production of metallurgical arrows and tridents for spear guns in the 1990s, SEAC has recognized the strong need for a full range of products for diving. SEAC enters the new millennium as the **worldwide leader in the industry**, designing, producing and distributing any item essential to activities such as:

- **DIVING**
- **FREE DIVING**
- **SNORKELING**
- **SWIMMING**

In **2005** SEAC became S.p.A. Starting in **2008**, the Arata family instigated a strong strategic change in SEAC, strengthening and renewing every aspect of the company - the enrichment of the production lines for enlargement of the corporate organization, the evolution of technology in the production repositioning of its image, and courageous and innovative choices in the field of communication.

In July **2012** SEAC finally opened doors in New York as the **SEAC USA Corporation**. The opening of the office in the U.S., supported by the company's key policies of quality and growth, has been proven to be an excellent choice.

Today, design, development and prototypes at SEAC are all Italian and unique, with control over the finished product done manually. Each piece is checked and tested as a unit in a meticulous manner. The company policy is to be able to combine quality with the most optimal price that caters to the current market interest in diving.



○ **DIVING**
226 PRODUCTS
9 LINES

○ **FREE DIVING**
136 PRODUCTS
7 LINES

○ **SNORKELING**
60 PRODUCTS
5 LINES

○ **SWIMMING**
30 PRODUCTS
3 LINES



more photo



www.seacsub.com/company-photo



BUSINESS UNIT

SEAC is a company of Italian excellence for design, engineering and manufacturing of **metal components** for underwater fishing. As such, the heart of the company lies in its R&D department. Over the years, SEAC has added **rubber and plastic to its portfolio of products**, materials and technologies that are increasingly specific and relevant, and an ever-expanding range of **innovative design**. Today, the company offers a complete range of products where the customer can find the final proposals for any need ranging from recreational activities to professional ones. The **4 business units** at SEAC are based on different aquatic activities.

SCUBA. 226 products that include:

- Buoyancy Compensators
- Regulators
- Lights
- Knives
- Wetsuits and diving wear
- Fins
- Masks and snorkels
- Bags

- Accessories

FREE DIVING. 136 products that include:

- Spear guns
- Wetsuits and diving wear
- Fins
- Masks and snorkels
- Accessories

SNORKELING. 42 products that include:

- Fins
- Masks
- Snorkels
- Combo sets
- Accessories

SWIMMING. 30 products that include:

- Adult goggles
- Junior goggles
- Training accessories

* The item data were updated in March 2014.



INTERNATIONALIZATION
OF **R & D**
DEPARTMENT

PRODUCTION
DEPARTMENT

EXCELLENT CAPACITY
STORAGE

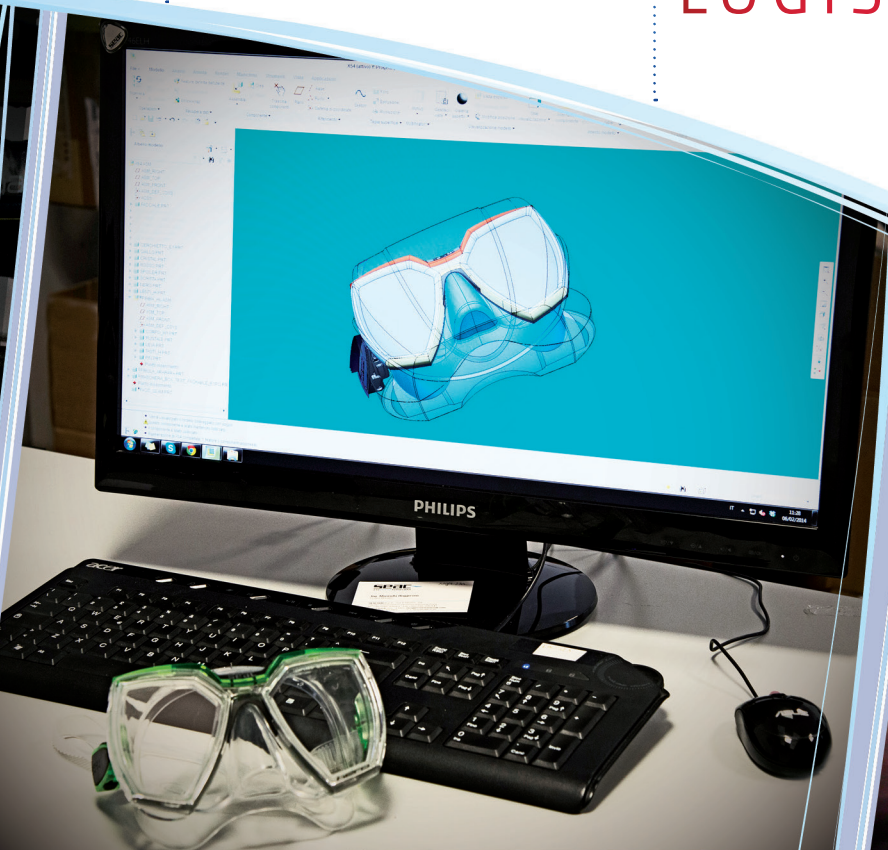
CUTTING-EDGE
LOGISTICS



more photo



www.seacsub.com/warehouse-photo





ORGANIZATION

Today **SEAC** presents itself on the international market as a customer-focused and streamlined brand representing strong **business values**.

Internationalization of R&D department

The essence of SEAC lies in its **R&D** department, which is located in Italy at the main office. A **team of engineers and designers** work in collaboration for the conception and realization of each final product with a **strong Italian identity**. Today SEAC is considered one of the best R&D operations in the sector - in fact, in recent years SEAC has brought its experience and expertise to other companies such as Arena.

Production department

Starting in 2014, the company has revamped itself with a more **modern and extensive** production department, which has become a real highlight for **equipment, dimensions and organization**.

Moreover, SEAC continues to ensure **superior product quality**.

Storage capacity

Today the warehouse company, in light of new investments, covers an area of about **110,000 sqf** and can reach a value of stock at purchase price of around **15 ML**. Currently, this is **the biggest diving warehouse in Europe**.

Cutting-edge logistics

In the renovation project at the end of 2013, SEAC has adopted a new state of the art logistics, which together with the wide surface area dedicated to storage, allows significant increases in **the efficiency and effectiveness of the shipping department**. All this translates into the vast improvement in customer service, which has always been recognized as one of the cornerstone values of the company.



CERTIFICATE OF CONFORMITY
No. LAB107712CS

We certify that the following device is in compliance with the reference standards for use as Personal Protective Equipment component in accordance with 89/686/CE Directive.

Description	Diving mask
Type	ONE
Applicant	SEACSUB S.P.A. VIA DOMENICO NORERO, 29 16040 SAN COLOMBANO CERTENOLI (GE) ITALY



RINA

CE TYPE EXAMINATION CERTIFICATE
CERTIFICATE Nr. PPE294012CS/002

We certify, as notified body (no.0474), that the following personal protective equipment is in compliance with the essential safety requirements of the Directive 89/686/EEC.

Description	Diving wet suit
Type	I-FLEX 5
Applicant	SEACSUB S.P.A. VIA DOMENICO NORERO, 29 16040 SAN COLOMBANO CERTENOLI (GE) ITALY
Reference standards	EN14225-1:2005
Reference documents	Rules for the Certification of Personal Protective Equipment

Genoa - on

This Certificate is valid until
May 16, 2018

Intertek

Hong Kong Government Recognized Service Supplier
Approved Laboratory of The Wetmask Company

Members of :
American National Standards Institute
American Society for Testing and Materials
British Standards Institute
Hong Kong Association for Testing, Inspection and Certification Limited
Hong Kong Toys Council

Test Report

Number: HKGH01545921

Tests Conducted

2 Cadmium (Cd) Content

As per Cadmium content requirement in Commission Regulation (EU) No. 494/2011 amending Annex XVII Item 23 of the REACH Regulation (EC) No. 1907/2006, acid digestion method was used and total Cadmium content was determined by Inductively Coupled Argon Plasma Spectrometry.

Tested Component	Result in %
(1/2)	ND
(3/4)	ND
(5/6/7)	ND
(8/9)	ND

Limit	Limit (%)
Category	Not permitted
Wet part	0.1
Surface coating	0.01
Plastic	0.01
Metal parts of jewelry & hair accessories	0.01

ND = Not detected (< 0.0005%)

Tested Components :

- (1) Blue plastic with white coating (connector of blue goggles).
- (2) Transparent plastic (lens of goggles of all style).
- (3) Neon yellow plastic with black coating (connector of neon yellow goggles).
- (4) Blue plastic (frame of blue goggles).
- (5) Black plastic (frame of lens of goggles of all style).
- (6) Dull black plastic (straps of goggles of all style).
- (7) Shiny neon yellow plastic (frame of neon yellow goggles).
- (8) Shiny black plastic (connector of orange goggles).
- (9) Shiny orange plastic (frame of orange goggles).

Date sample received : Sep 02, 2013
Testing period : Sep 02, 2013 to Sep 05, 2013

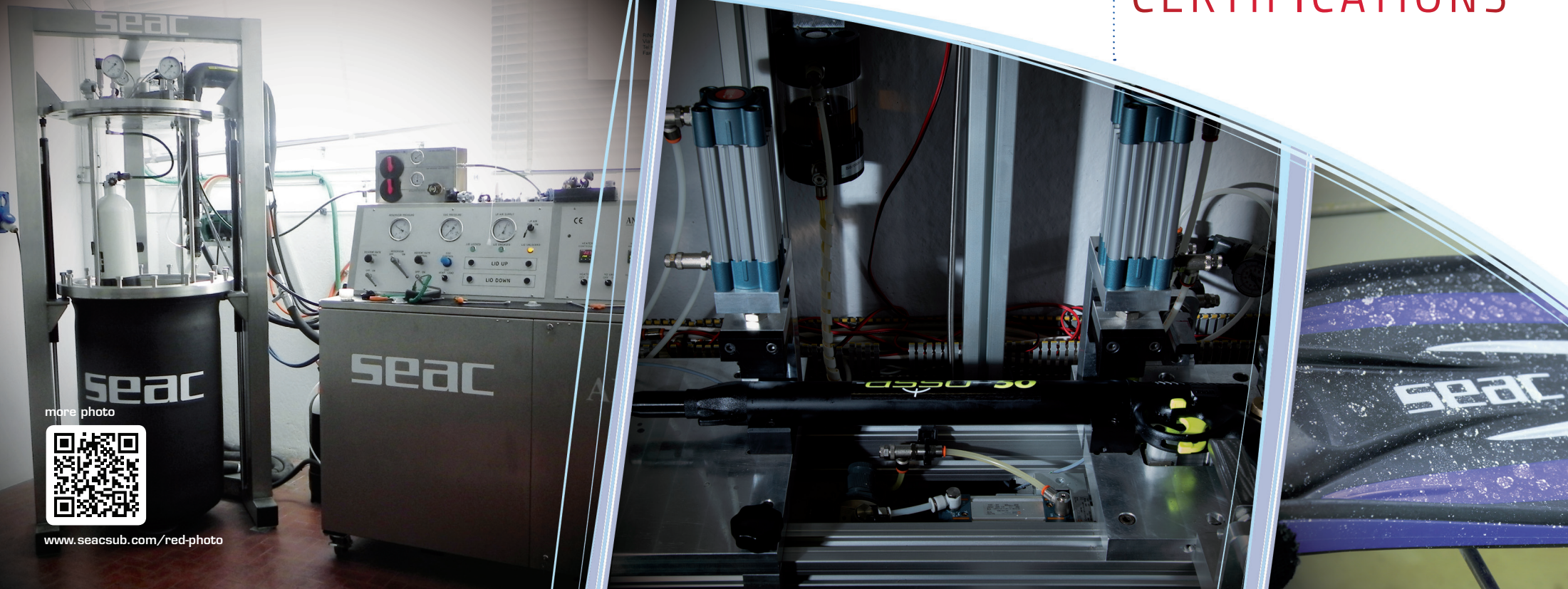
This report is not intended to be a recommendation for any product in respect of this report and

PERSONALIZATION
OF THE OFFER

POST-SALES
FOLLOW UP SERVICE

QUALITY
CONTROL

PRODUCTS
CERTIFICATIONS



more photo



www.seacsub.com/red-photo



VALUES

Today **SEAC** has a significant footprint globally, both through the commercial network and direct distributors. The ability to listen carefully to **customers needs** and to propose the most **personalized offers** has remained a constant priority at SEAC.

Personalization of the offer

SEAC's high product manufacturing capacity occurs in factories in Italy and the Far East.

These highly competitive facilities allow the customization of the bid for the **Key Account** on specific product lines.

Post-sales follow up service

The primary goal of the company is to maintain a high level of **customer satisfaction**. In order to do this, SEAC focuses strongly not only on the product's structure, but also on the **service** and **post-sales service** of the product.

Quality control

To ensure **reliability, safety and performance**, SEAC utilizes a careful **numerical control unit** to assess the quality of **each product**, from raw materials to the final result.

Products certifications

Product safety is a fundamental value for SEAC. As such, the company guarantees **certification according to the European standards**.



1 HEADQUARTER

20
DISTRIBUTORS

40 SALES
REPRESENTATIVES

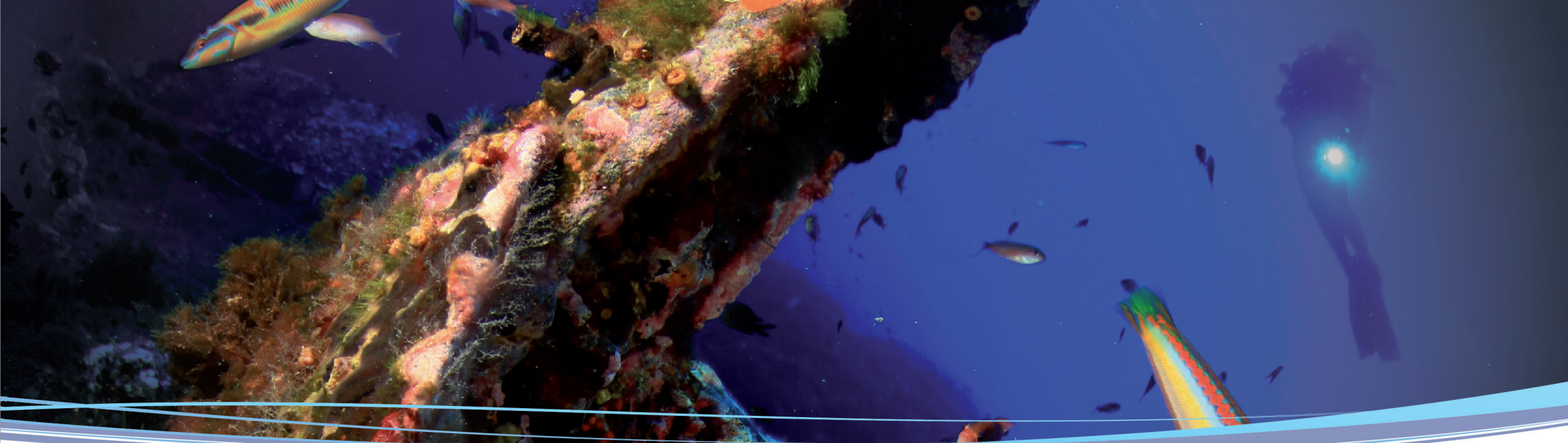
1500
AUTHORIZED
DEALERS



more info



www.seacsub.com/store-locator.html



EU DISTRIBUTION

Business at and from **SEAC** unfolds from its Italian headquarters across Europe and the rest of the world.

SEAC gets **60% of its total turnover in Europe** with the help of **40 agents and 20 distributors**.

France and Italy are the markets that bring the highest revenue, but there is also significant business from the **Spanish and German** markets.

SEAC also is a **Private Labels** producer for important companies in the industry such as **Arena**.

Increased investments are expected in the **Communication** arena in **2014** to consolidate and increase sales in many European countries.

- HEADQUARTERS
- DISTRIBUTORS
- UPCOMING



1 HEADQUARTER
IN NEW YORK

10
DISTRIBUTORS

10 SALES
REPRESENTATIVES

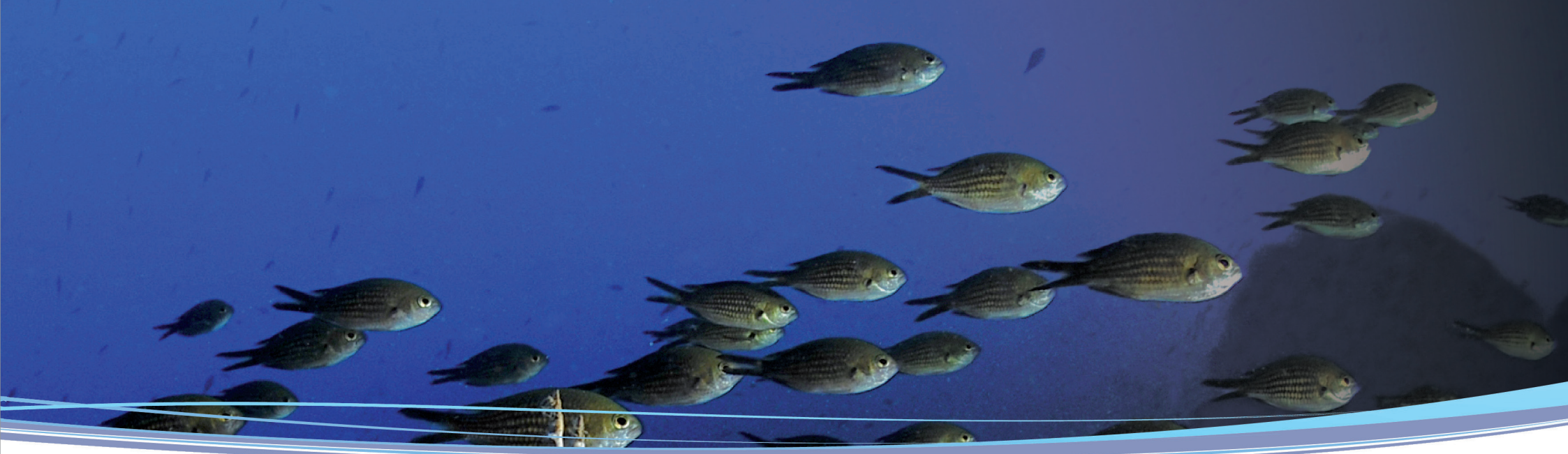
200
AUTHORIZED
DEALERS

more info



www.seacsub.com/store-locator.html



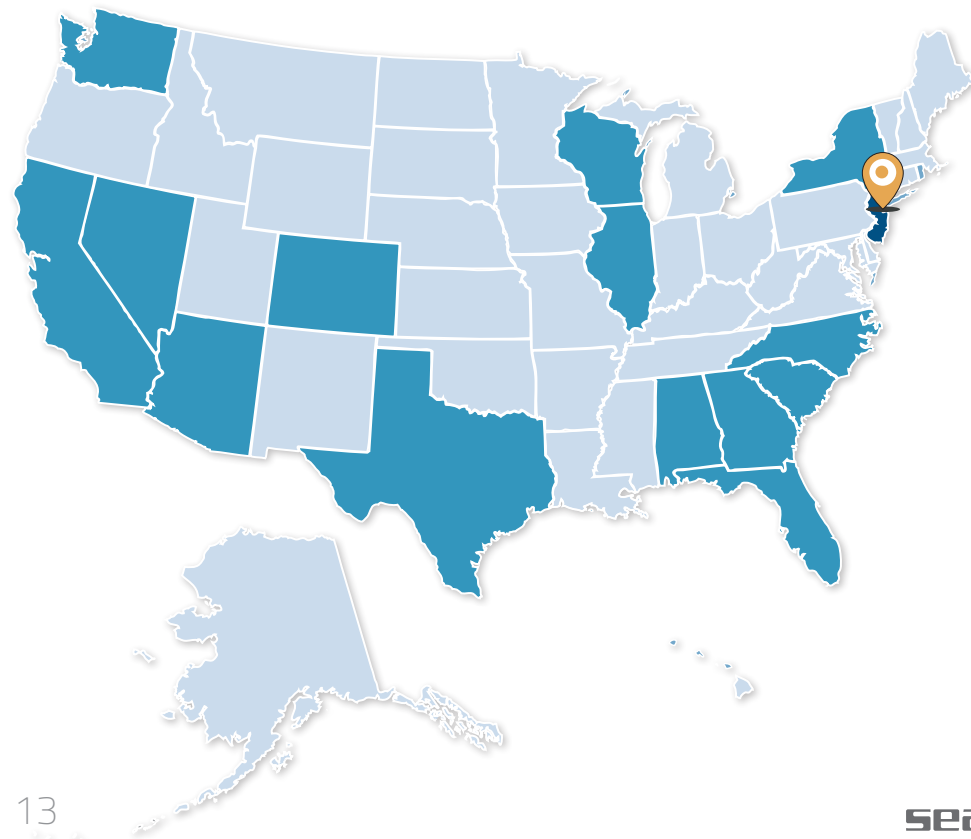


US DISTRIBUTION

SEAC USA Corp was established in **July 2012**, with headquarters in New York, and the American market has proved to be immediately receptive to the brand. In less than two years, SEAC is present in **more than 200 retail stores** across USA, with **10 agents** and **10 distributors**.

The **American department store** has an area of about **40,000 sfq**, from which **SEAC USA Corp** ships to all USA and Central America.

The **American Dive Trade Shows** have proven to be particularly successful for the company's activities, and as such SEAC will continue to have a strong presence at the shows.



2 HEADQUARTER

30 DISTRIBUTORS

50 SALES REPRESENTATIVES

2000 AUTHORIZED DEALERS



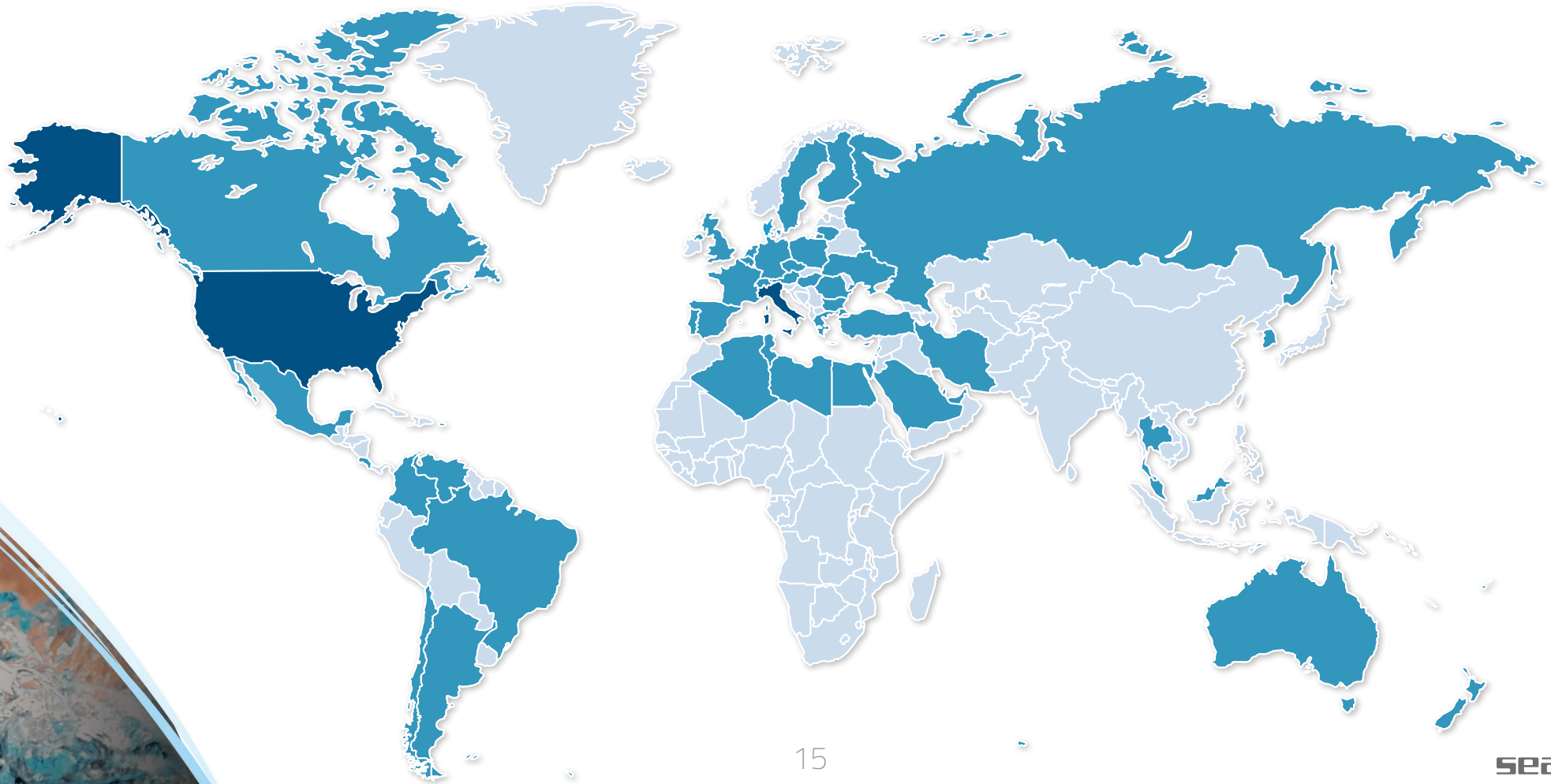
more info



www.seacsub.com/store-locator.html



WORLDWIDE





reddot design award

winner 2007 - best of the best

of the best" für höchste
tion in

TECHNOLOGY

IMAGINATION

UNICITY

PRACTICALITY



more photo



www.seacsub.com/design-photo



DESIGN

SEAC has always sought authenticity and originality in its product design, in every detail. The corporate vision comprises of a focus not only on **aesthetics**, but also on technical content that is oriented to **the satisfaction of the user**.

The guidelines are simple, yet very strong.

Imagination

The product and its user are at the center of everything. Any SEAC product, to be put into production and distributed worldwide, must attract the customer from its aesthetics side. However, **imagination is at the service of functionality**.

Technology

Water-based activities require technical tools that must not be overlooked. The design of SEAC products is focuses on the **use of innovative materials**,

devices and **technological details** that become an integral part of the product.

Practicality

Water is not a natural element for humans and SEAC's designers are constantly working to overcome this issue.

The study of technical features and **ease of use and attention to comfort** are considered to be fundamental in the development of ideas. The result? **Freedom of movement** in the sea or pool.

Uniqueness

Every detail of the SEAC product design, both aesthetically and technically, is designed to make sure that each product has its its own unique personality. As such, products are easily recognizable and identifiable as unique, but still exist within the larger range of products.

○ CORPORATE
IDENTITY

○ SALE
TOOL

○ WEB
AND SOCIAL

○ WORLDWIDE
ADVERTISING

more info



www.facebook.com/SeacOfficialPage

COMMUNICATION

SEAC has an allocated **budget and strong commitment to communication**, especially in recent years, with a particular focus on web and social media presence. The main current and future investments are:

- **Corporate identity**
SEAC's brand restyling, promoting global institutions and projects targeted to different local/national realities.
- **Worldwide advertising**
Advertising campaigns that are innovative.
- **Sales tools**
Annually renewed graphic product catalogs.
- **Web and social**
Brand new website online since January 2014, and constant daily activity on main social media outlets.



WWW.FACEBOOK.COM/SEACOFFICIALPAGE



WWW.TWITTER.COM/SEACOFFICIAL



WWW.LINKEDIN.COM/COMPANY/SEAC-SUB-S-P-A-



WWW.PINTEREST.COM/SEACOFFICIAL



WWW.INSTAGRAM.COM/SEACSUB



WWW.YOUTUBE.COM/SEACSUBTV



HEADQUARTERS

ITALY

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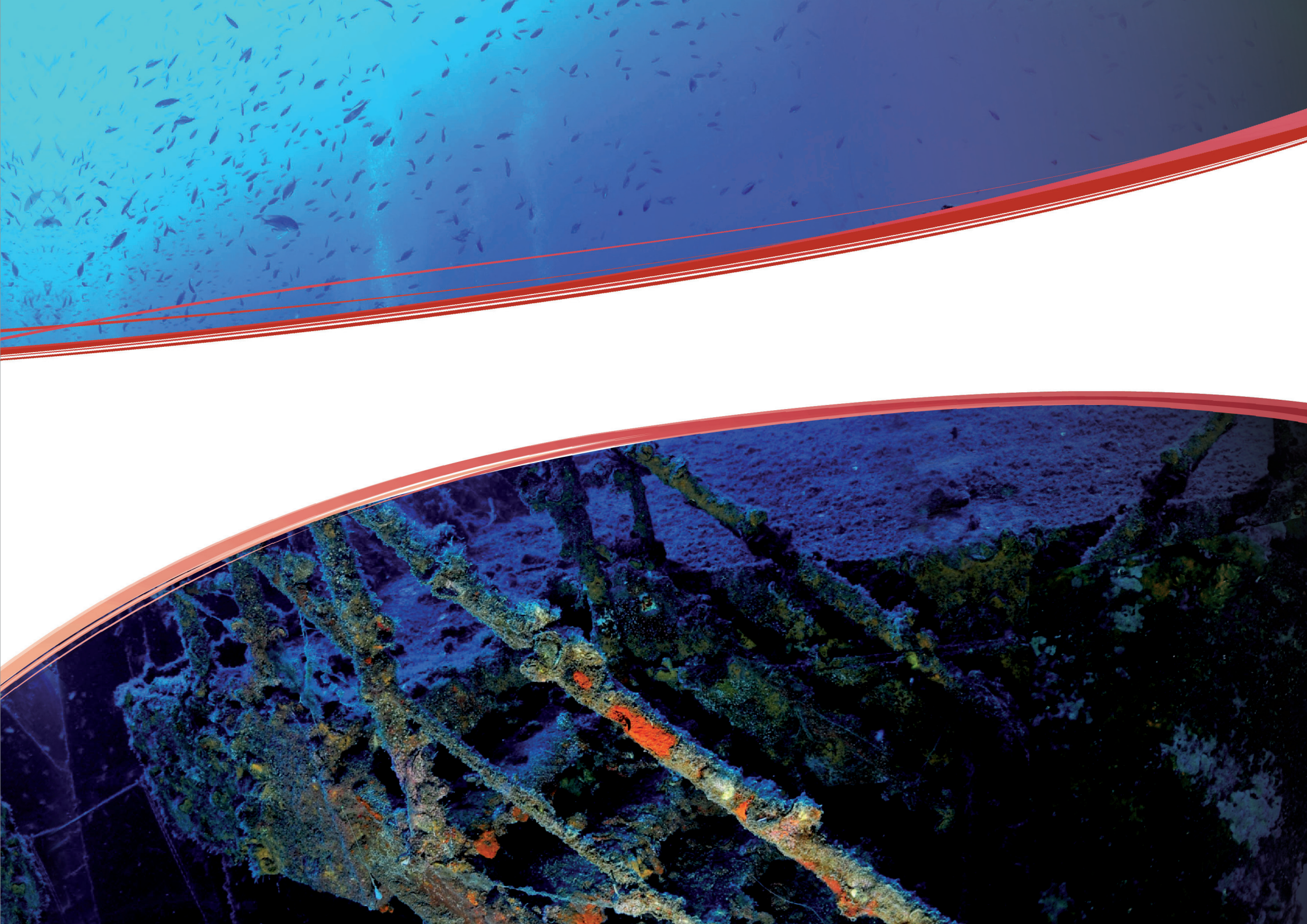
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