



# DAME DESIGN AWARD METSTRADE COMPETITION

## JURY REPORT ON THE 2022 DAME AWARD – TUESDAY 15TH NOVEMBER 2022

The 31st DAME Award Winner, Category Winners, Special Mentions and Environmental Design Award winner for 2022 were announced at the Breakfast Briefing before the opening of the METSTRADE exhibition, on Tuesday 15th November. This report provides more detail on the highlighted products, along with brief insights into the Jury's findings.

### DAME DESIGN AWARD

This year the DAME Jury inspected 104 entries from 14 countries. It nominated a total of 48 products for consideration in the final judging rounds.

The Jury identified a total of six winners among the seven DAME categories. From these an overall DAME Award winner was chosen. The Jury also identified 13 Special Mentions

(commended runner-up entries) and named an Environmental Design Award winner for the very first time.

The DAME Awards examines all that is important about marine equipment design, from aesthetics, functionality, innovation, integration, price efficiency, lifecycle management and packaging. It offers opportunities for all METSTRADE Show exhibitors from around the world to submit their latest products. Entries are judged by a jury of highly experienced naval architects, boat and industrial designers and user experts.

The wide focus of the DAME acts as a catalyst for the whole marine industry to continuously improve its design efforts, down to the smallest detail. It does so in the belief that high quality design is vital for manufacturing efficiency, sustainability, excellent end-user experience and to enable the sector to compete effectively to grow its share of leisure spend.

## CHAIR'S COMMENTS

Andre Hoek, chair of the DAME Jury, stated: "The marine leisure equipment sector has been under severe pressure for the past two years. It has needed to satisfy a strong surge in market demand while dealing with significant supply chain challenges. Ordinarily, you might expect this to completely pull the focus away from R&D. Impressively though, many of this year's very wide field of entries showed evidence of ongoing investment in better design, which is vital for the longer-term future of the whole industry.

"As time passes the extremes of the entries we examine in the DAME Jury room get wider. This year, we found ourselves assessing everything from a tiny boat and outboard tracker to a 65-tonne travel hoist. The use of onboard automation and networking continues to add new design challenges for many products now. We also see welcome trends for manufacturers to continue to refine the design of equipment that we have used onboard boats for years or even decades.

"Whatever its size, price or complexity, the Jury remains very focused on examining the design of products in all aspects, from function, form, environment, innovation, and price to performance. All nominees are to be congratulated on meeting the scrutiny of this process.

"Our overall DAME Award winner offers proof that you can never stop pushing to make a new improvement in a segment of the marketplace where products are already impressively advanced in what they achieve for the size and price.

"We are also announcing our first Environmental Design Award. The Jury is acutely aware of the difficulty of making life cycle impact assumptions in the Jury room and in the wider world. It also knows there is a risk of claimed gains in environmental performance being cancelled out by less visible impacts. Notable iterative design steps towards a sustainable future are those we hope to reward. For that reason, we commend our first Environmental Design Award winner for its obvious improvement on the unwelcome norm for whole products be disposed of when just one component is broken."

## ➤ DAME AWARD WINNER 2022

### **Ocean Signal RescueME PLB3 AIS Personal Locator Beacon by Ocean Signal**

Ocean Signal packed just about every feature you can imagine into a device of this size to improve the chances of rescue for a person in distress. Yet it does so in a package that is easy to operate and which, when fitted within a waistcoat bladder-style lifejacket, will auto-activate if the jacket inflates.

The headline news of the PLB3 is its combination of an AIS man overboard device and GPS with a Cospas-Sarsat personal locator beacon, Galileo Return Link Service, together with visible and infrared signal lights. In a rescue situation speed is always of the essence and this unit provides the very best chance for survival through this combination of long- and short-range detection. The design detail goes even further though, in items like the well-illustrated instruction manual and in a Near Field Communication app that enables you to test the PLB3 using your mobile telephone.

Its harnessing of multiple technologies to save lives in such a small unit and obvious attention to design detail made the Ocean Signal RescueME PLB3 AIS Personal Locator Beacon the standout product in the Jury room and a worthy DAME Award 2022 winner.



## ➤ CATEGORY WINNERS

The DAME Jury identified a total of six winners in the seven DAME categories and granted one Environmental Design Award and 13 Special Mentions.

The Category Winners are:

### **MARINE ELECTRONICS AND MARINE RELATED SOFTWARE** **YachtSense Link 4G Marine Router by Raymarine UK**

Networking is hot news in the marine leisure world with more products entering the market to deal with increasingly interconnected levels of equipment onboard a boat. It takes a special product to stand out, but Raymarine has achieved that with this innovative, well made and highly useful unified communications router system. It automatically switches between dual SIM 4G and WiFi for internet traffic, features a five-into-one high gain antenna and offers a generous number of wired connections for network connectivity, NMEA2000 data, and digital input/outputs. Good design detail is also evident in the case design which is reassuringly protected to IPx6.



**Stand 01.111**

## MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS

### MarineShift360 Lifecycle Assessment Tool by MarineShift360

Following four years of research and development, this web-based Life Cycle Assessment tool has been released as a not-for-profit industry collaboration to place hitherto expensive environmental impact benchmarking within realistic reach of the marine leisure industry. It is one thing to provide the complex logic that sits behind a product of this kind, but MarineShift360 has also spent obvious time on the user interface design. Intuitive assessment templates guide you through the assessment – these templates are well designed, mobile responsive, easy to read and load very quickly with low overhead on the user's browser.

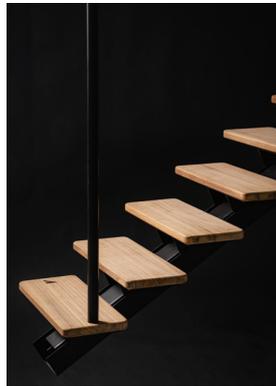


**Stand 12.901**

## DECK EQUIPMENT, SAILS AND RIGGING

### Arya by Amare

The Arya is a telescopic passerelle that converts into an ascending or descending boarding ladder via push button control. This product is elegantly styled and pleasing to look at thanks to a fully disguised operating mechanism which sits within its 316 stainless steel spine. Well finished, deep teak treads add the finishing touch. A welcome first product of this type from a relatively new manufacturer.



**Stand 03.445**

## CLOTHING AND CREW ACCESSORIES

### Aquafleece Robe by Rooster Sailing

The Aquafleece Robe is one of those products best appreciated when worn, an over-sized comfort blanket for watersports lovers who want something very cosy to cuddle into at the end of the day. Look again though and there's more design effort than meets the eye with features such as a fluffy liner made from recycled material that can be removed from the water and wind proof outer shell. In a world of escalating marine clothing prices, the Aquafleece is priced sensibly too.



**Stand 05.508**

## INTERIOR EQUIPMENT, FURNISHING, MATERIALS AND ELECTRICAL FITTINGS USED IN CABINS

*In accordance with the rules of the competition, the Jury did not award a winner in the Interior Equipment, Furnishing, Materials and Electrical Fittings used in Cabins category this year after carefully considering the standards presented against the level of other categories.*

## LIFESAVING AND SAFETY EQUIPMENT

### Ocean Signal RescueME PLB3 AIS Personal Locator Beacon by Ocean Signal

The headline news of the compact PLB3 is its combination of an AIS man overboard device and GPS with a Cospas-Sarsat personal locator beacon, Galileo Return Link Service and even visible and infrared signal lights. In a rescue situation speed is always of the essence and this unit provides the very best chance for survival through this combination of long- and short-range detection. The design detail goes even further though, in items like the well-illustrated instruction manual and in a Near Field Communication app that enables you to test the PLB3 using your mobile telephone.

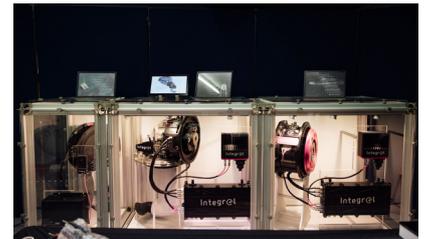


**Stand 03.438**

## MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

### Integrel....The Next Generation by Integrel Solutions

Integrel has expanded the capabilities of the original DAME Award-winning technology by increasing generation capacity and catering for larger boats. The company has also added an e-drive module to deliver all-electric propulsion capability and a torque boost option similar in concept to mild hybrid in automotive that provides short boosts of additional power to lift powerboats onto the plane, potentially reducing the installed internal combustion horsepower needs. Aside from the blend of electronic and mechanical design required to achieve the required performance, the Jury specifically noted the excellence of the engineering on display.



**Stand 01.580**

## ENVIRONMENTAL DESIGN AWARD WINNER

### Essential by Aceleron

For its first ever citation in this category, the Jury selected a product that addresses a rapidly growing concern about end-of-life disposal in a world heading for batteries with everything. The Essential is a cobalt-free lithium iron phosphate battery with replaceable and upgradeable parts using compression rather than welded assembly to enable servicing in the field. A faulty cell no longer requires the replacement of the whole battery. Returned parts are redistributed for use in other products or remanufactured for second life use. Advanced features include Bluetooth and CanBus connectivity.

Aceleron's Essential is a very welcome introduction in the power storage field. It reminds the whole marine sector of the need for better serviceability on all equipment to reduce needless waste and loss of resources.

**Stand 02.117**



## › SPECIAL MENTIONS

### MARINE ELECTRONICS AND MARINE RELATED SOFTWARE

#### **IC-M510E (with AIS receiver) by Icom**

A predictably competent and well-designed Class-D DSC VHF from this radio specialist that adds smart phone remote control inter-connectivity via iOS and Android apps.

**Stand 01.151**

#### **MAX Mini by Sailmon**

Beautifully designed, very portable sailing performance tracker with a price point making it accessible to many sailors and an operation that should take the hard work out of analysis. It floats too if you are unfortunate enough to drop it over the side.

**Stand 11.200**

### INTERIOR EQUIPMENT, FURNISHING, MATERIALS AND ELECTRICAL FITTINGS USED IN CABINS

*In accordance with the rules of the competition, the Jury did not award a Special Mention in the Clothing and Crew Accessories category this year after carefully considering the standard against other categories.*

### MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS

#### **Aqua superPower marina fast charging system by Aqua superPower**

Not so much a product as a neatly designed package, Aqua superPower has been making significant strides in addressing a concern for the growing number of electric boats – how to charge them quickly on a pontoon.

**Stand 05.517**

### DECK EQUIPMENT, SAILS AND RIGGING

#### **FXe 4500 Electric Code Sail furler by Facnor**

A surprisingly compact and neatly designed electric furler capable of handling a 140m<sup>2</sup> code zero sail.

**Stand 05.441**

#### **Karver Sharing Center by Karver Systems**

Karver's online platform enables free access to share designs and download 3D print files of yacht fittings.

**Stand 05.323**

#### **KJSK – Karver Jammer Staysail Kit by Karver Systems**

The KJSK kit facilitates the installation and use of a staysail on a flying furler that is easy to set up and able to be used from the cockpit. A design-led solution to improve current conventions for staysail use.

**Stand 05.323**

#### **Rollable Boat Hook by Seaview Progress**

A 2m boathook that emerges from a 10cm roll of material? It's magic certainly but no illusion as the extended boathook curls in the other direction when extended to become surprisingly rigid. Clever use of material design and a sure talking point around the marina.

**Stand 05.320, 05.321**

### CLOTHING AND CREW ACCESSORIES

#### **X-Over Eco Cork by Forward WIP**

The growing speeds of wind-powered watersports makes personal protective gear often essential now. This is a nicely designed helmet that protects your head and the environment by using cork, cotton, and recycled PET.

**Stand 12.420**

### LIFESAVING AND SAFETY EQUIPMENT

#### **GlobalFix V5 AIS EPIRB by ACR Electronics**

Well-designed very fully featured EPIRB offering AIS, Near Field Communication technology, GNSS positioning, 406 MHz Cospas-Sarsat distress signals with Return Link service and 121.5 MHz local homing.

**Stand 03.438**

#### **Regatta Safelock by Regatta and Aalesund Protective Wear**

Brilliantly conceived clip to prevent lifejacket cylinders rotating loose. An excellent example of how clever design thinking can resolve long-standing problems – and in this case improve safety.

**Stand 01.663**

#### **FURIO by SECUMAR**

A very fully featured and stylish 50N buoyancy aid for fast sailing and kite surfing that features a back protection panel and a manually triggered 110N inflatable chamber in the eventuality additional assistance is needed.

**Stand 01.731**

### MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS

#### **Seakeeper Ride by Seakeeper**

Auto attitude trimming system that reacts quickly to vessel movements to smooth the ride in motorboats up to 35ft. Employs rapid rotary transom blades coupled to control software and hardware actuated by one button press.

**Stand 10.613**

#### **ZF POD 4600 by ZF Group**

Capable of handling up to 1700hp the beautifully crafted POD 4600 brings the advantages of POD drives to the small superyacht segment. Many of the components are engineered to last for the full lifecycle of the unit.

**Stand 01.161**

## > DAME JURY 2022

This year's DAME Jury is made up of eight leading industry experts:



**Andre Hoek (chair)**

Naval architect and yacht designer, founder and CEO of Hoek Design and Hoek Brokerage, The Netherlands



**Elaine Bunting**

Independent marine journalist, qualified yacht instructor and former editor Yachting World, UK



**Davide Cipriani**

Boat and industrial designer, president of yacht design at Centrostyledesign, Italy



**Ben Ellison**

Freelance marine technical journalist, Panbo marine electronics hub, USA (attended remotely)



**Arjen Jansen**

Senior lecturer, school for Industrial Design Engineering at TUDelft, The Netherlands



**Patrick Hemp**

Technical manager and trained designer, ICOMIA, South Africa



**David Marsh**

Independent technical marine journalist and naval architect, UK



**Olivier Racoupeau**

Naval architect and boat designer, founder and owner of Berret Racoupeau Yachts, France



**Kim Hollamby**

The DAME Jury is supported by a non-voting secretary, Kim Hollamby of Hollamby Partnership, UK



## > CHARITY DETAILS

The DAME Award donates to a charity nominated by the METSTRADe Exhibition Committee. The beneficiary of this year's proceeds will be the World Sailing Trust, the official charity affiliated to World Sailing, the global governing body of the sport.

World Sailing Trust was established in 2018 and works on projects within two focus areas – People and Planet, promoting participation and access to sailing and safeguarding the world's waters for future generations.

Current projects include greater gender diversity in sailing, carbon fibre circularity, boat and component recycling and the development of social responsibility and sustainability awareness among young sailors.



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SAILING  
TRUST**

## ➤ DAME 2022 NOMINATIONS, SPECIAL MENTIONS AND WINNERS

MARINE ELECTRONICS AND MARINE RELATED SOFTWARE		
Product	Company	Stand
SmartBoat® System	Airmar Technology Corp.	01.205
BOS battery S	BOS Balance of Storage Systems AG	01.802
C-Pod mini	C Security Systems AB	01.516
CHIRP Side-Scan 225T-SS904	Furuno Europe B.V.	01.141
LiveScope™ XR System	Garmin (Europe) Limited	01.101 01.200 01.103
quatix® 7 – Sapphire Edition	Garmin (Europe) Limited	01.101 01.200 01.103
● IC-M510E (with AIS receiver)	Icom Inc.	01.151
Alexa Voice Activated Lights	Lumishore Ltd.	03.201
NSX	Navico Group EMEA B.V.	02.323 02.229
Pro Mariner ProTournamentelite	Navico Group EMEA B.V.	02.323 02.229
● YachtSense Link 4G Marine Router	Raymarine UK Ltd.	01.111
● MAX mini	Sailmon B.V.	11.200
Sentinel BM50	Sentinel Labs d.o.o.	05.472
5912-DORSAL	Shakespeare Electronic Products Group	02.407
SIMARINE NEREIDE Gen 3 – Digital Switching System	SIMARINE d.o.o	05.474
INTERIOR EQUIPMENT, FURNISHINGS, MATERIALS AND ELECTRICAL FITTINGS USED IN CABINS		
Product	Company	Stand
LamLight	Guardtex SAS	05.521
Foam Anchor	Foam Anchor	02.226
MARINA EQUIPMENT, BOATYARD EQUIPMENT AND BOAT CONSTRUCTION TOOLS AND MATERIALS		
Product	Company	Stand
● Aqua superPower global marine network of fast chargers	Aqua superPower	05.517
GH70e Electric Marine Boat Hoist	GH Cranes & Components	05.814
● MarineShift360 Lifecycle Assessment Tool	MarineShift360	12.901
Boatasy Ropecleaner	Morska Pot d.o.o.	05.281
VERSADOCK Z Series	VersaDock	05.812
DECK EQUIPMENT, SAILS AND RIGGING		
Product	Company	Stand
● Arya	Amare S.r.l.	03.445
Cyclops Marine Wireless Load Pin	Cyclops Marine Ltd.	03.211
● Electric Code Sail furler	Facnor	05.441
● KJSK - Karver Jammer Staysail Kit	Karver Systems	05.323
● KARVER SHARING CENTER	Karver Systems	05.323
Mantus Navigation Light	Mantus Marine	05.412

● Rollable Boat Hook	Seaview Progress	05.320 05.321
CLOTHING AND CREW ACCESSORIES		
Product	Company	Stand
● X-Over Eco Cork	Forward WIP	12.420
North Sails Performance Southern Ocean Suit	North Sails	10.220
● Aquafleece Robe	Rooster Sailing Ltd.	05.508
LIFESAVING AND SAFETY EQUIPMENT		
Product	Company	Stand
● ACR Electronics GlobalFix V5 AIS EPIRB	Ocean Signal Ltd.	03.438
● Ocean Signal RescueME PLB3 AIS Personal Locator Beacon	Ocean Signal Ltd.	03.438
● Regatta Safelock	Regatta/ Aalesund Protective Wear AS	01.663
Emergency Marine VHF Antenna	Seaview Progress	05.320 05.321
● FURIO	SECUMAR Bernhardt Apparatebau GmbH u. Co.	01.731
MACHINERY, PROPULSION, MECHANICAL AND ELECTRICAL SYSTEMS AND FITTINGS		
Product	Company	Stand
● Essential	Aceleron Ltd.	02.117
Gobius C	ALBIN Group Marine AB	01.407
Optimus Electric Steering System for Wake Boats	Dometic Group AB	01.131, 01.231
Triple XD Series Flex Relay	Egis Mobile	02.115
ePropulsion I-20 Electric Inboard Motor	ePropulsion Technology Limited	12.132
● Integrel..... The Next Generation	Integrel Solutions	01.580
UP400_02	PowerUP Fuel Cells	05.758
● Seakeeper Ride	Seakeeper Inc.	10.613
Joystick Docking for single diesel sterndrives	Volvo Penta	01.563
BlueCool V-PRO Series	Webasto Thermo & Comfort SE	12.411
● ZF POD 4600	ZF Group	01.161

