



PELAGIC
SALES NETWORK

Mustang Survival appoints Pelagic Sales Network as UK/EU sales agent

A strategic relationship to help drive sales growth for Mustang Survival's technical clothing

Salisbury, UK, 1st June 2022 – Mustang Survival is pleased to announce that it has appointed Pelagic Sales Network as a UK and European sales agent. Focused on large commercial contracts and significant corporate sales opportunities, Mustang Survival has chosen Pelagic Sales Network to deliver its high-performance technical clothing to new end-users in the British and European commercial sectors.

Mustang Survival has been designing and manufacturing lifesaving solutions for water rescue professionals, military elites, commercial and industrial mariners for over 50 years. Through constant innovation and inspired technical solutions, Mustang Survival strives to bolster performance, encourage exploration, and inspire adventure in the marine environment.

Created by a team of experts well-versed in the challenges of the sector, Pelagic Sales Network specialises in sales representation and procurement for the marine industry.

With a range of sales channels to utilise, Pelagic will be helping Mustang Survival to reach new audiences and position its high-performance technical clothing as the 'go to' brand for companies looking to provide the very best all-weather protection for employees that work outdoors in marine environments.

Joel Chadwick, CEO of Pelagic Sales Network said, "We are proud and delighted that Mustang Survival has engaged with Pelagic to help drive the next phase of its British and European business development. Mustang Survival's products are second to none in terms of innovation and quality, and we believe they will prove to be very popular in the UK and Europe, as they already are in North America."

Commenting on this announcement, Matthew Bridge, Global Commercial Director for Mustang Survival's parent company, Wing Group, said, "The appointment of Pelagic is another significant milestone in Mustang Survival's journey into the UK and Europe. Speaking with Joel and his team, they're excited to be coming on board and working with a company with such a rich history in

protecting those operating on the water, and we in turn are confident that they will deliver the sales expansion in Europe we seek”.

To find out more about its exciting and innovative product range, Mustang Survival will be exhibiting at the Outdoor Trade Show in Liverpool (7th – 9th June). You can also visit the Mustang Survival website at <https://mustangsurvival.com> or explore their YouTube channel at <https://www.youtube.com/user/MustangSurvival>.

To learn more about Pelagic Sales Network, visit their website at <https://pelagicnetwork.com>.