

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE



FOR IMMEDIATE RELEASE

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STEP Marine is the Future of Warmth and Defines Next-Level Yachting

Staying warm out on the open ocean is a technological marvel with STEP Marine, low-voltage radiant heating solutions.

ST LOUIS, MO- (May 2022) —The yachting industry is sailing full steam ahead. The popularity of luxury yachting and recreational boating grew exponentially in 2021 as the opportunity to avoid crowds whilst enjoying time with family and friends in a safe environment became the primary goal. The demand for new build superyachts across all categories and sizes has proved to be incredibly strong in 2021. Yachts in the sub-45m range have become particularly sought-after.¹ Additionally, the luxury yacht market has entered the era of eco-consciousness. The International Maritime Organization (IMO) has said it aims to reduce overall greenhouse gas emissions from ships by 50% from 2008 levels by 2050.² As a result, builders and suppliers are working together to find sustainable solutions to reduce consumption at reasonable costs.³

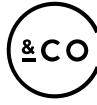
With yacht owners on the rise, this discerning demographic has luxurious taste and demands the latest technology and comforts while out at sea. STEP Marine is bringing the future of warmth to yachts around the world with their low-voltage energy-efficient underfloor radiant heating systems.

STEP Marine features an innovative technology which delivers even, eco-friendly heat, and keeps passengers warm whether they're on deck, in the cockpit, or in the cabin. STEP Marine heating elements are self-regulating, cannot overheat, and offer optimal heat transfer over the entire floor surface, making them energy efficient. The elements come in a variety of widths, are lightweight, and can be cut to the desired length onsite. They operate on low voltage, 24V AC or DC, and can be installed under most flooring types. They can even be powered by batteries or alternative energy, including solar.

STEP Marine have designed and installed underfloor radiant heating solutions for a variety yacht companies around the world. STEP Marine has been used in all categories of yachts from small luxury yachts to megayachts.



Nordhaven 96



STEP Marine has been installed in cabins and bathrooms in several of Nordhavn yachts, including [Nordhaven 96](#), [N120 My Aurora](#), [Nordhavn 72](#), and [Nordhaven 120 Expedition](#). For Turquoise Yachts, STEP Marine is featured on Turquoise NB72, a 56m luxury yacht with an ice-classed hull suitable for exploring cold weather ocean environments. To offer comfort and warmth, all bathrooms have STEP Marine heating elements under the tiles.

STEP Marine is also featured on Turquoise Yacht's Go, at 77m with accommodation for 18 guests split across nine cabins, not to mention crew quarters. STEP Marine underfloor radiant heating spans the owners' bathrooms, lobby, office, salon, pantry and the main floor's bedrooms, salon, lobby, and bridge deck.



Nordhaven 96

"STEP Marine brings gentle, even warmth to the open waters and was designed for boating enthusiasts," said President of STEP HEAT, Monica Irgens. "STEP Marine takes the yachting experience to the next level."

Contact Information:

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¹ https://www.gminsights.com/industry-analysis/yacht-market?gclid=Cj0KCOjwspKUBhCvARIsAB2IYuum5vI3Pv5xWR5T6s-UrI7GwsjTEUDDFF7U3Og1FbCmbBXgyEirnODEaAhZUEALw_wcB

² <https://www.mordorintelligence.com/industry-reports/luxury-yacht-market>

³ <https://www.reuters.com/business/energy/un-adopts-new-measures-cut-ship-emissions-critics-call-more-2021-06-17/#:~:text=The%20IMO%20has%20said%20it,ailure%20is%20not%20an%20option%22.>