



Peter Kilgore
VP Marketing
IMTRA
pkilgore@imtra.com

Andrew Golden
Principal
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com

FOR IMMEDIATE RELEASE:

August 27, 2025

IMTRA SELECTED TO REPRESENT SEAVIEW BLINDS IN NORTH AMERICA

New Bedford, Mass. – IMTRA, the leading manufacturer and importer of quality solutions and products for the marine, energy and transportation markets, announced today it has been selected to be the exclusive distributor for Seaview Blinds in North America.

Seaview is at the forefront of product innovation, bringing to market the next generation of shading products including hatch blinds, venetian blinds, pleated blinds, roof blinds, roller blinds, and roman blinds, both manual and powered. Renowned for manufacturing custom blinds to fit a broad range of window shapes and sizes, Seaview has a full range of pleated and honeycomb fabrics for blackout and privacy blinds, as well as sheers. Able to fit installations on almost every boat or yacht from 18- to 180-feet, they also offer free-hanging blinds without external cording or guidewires, ideal for doorways and open windows.

Seaview Blinds was founded by Ed Fitzgerald, the son of Oceanair founder Andy Fitzgerald, who brings a lifetime of blind design experience to offer the perfect solution for those looking to upgrade their boat's interior. He and his team have established a solid and proven reputation for excellence. Whether it's a single shade or a complex project, Seaview has a high-quality range of bespoke and off-the-shelf innovative products to meet the most demanding requirements to exacting standards, all produced in their cutting-edge manufacturing facility, based on the south coast of the UK. With a wealth of experience in the industry, Seaview is familiar with and understands the challenges faced by boat builders operating within the harsh marine environment.

"We offer the finest components to discerning boat builders, yards and DIYers," said Chip Farnham, IMTRA's Vice President of Sales. "Seaview has an impeccable reputation for exceptional quality. We are eager to bring their product line to North America."

"When planning on expanding our presence to North America, IMTRA was the first partner we thought of," said Ed Fitzgerald, Managing Director, Seaview Blinds. "Their well-seasoned experts offer top-notch service across a wide range of marine equipment. We are confident in their ability and know our full product line is in good hands."

IMTRA SELECTED TO REPRESENT SEAVIEW BLINDS IN NORTH AMERICA

Page 2

Distributed exclusively in North America by IMTRA, Seaview Blinds, will be available in the Fall to boat builders and aftermarket marine outlets. Seaview's blinds will be displayed at IMTRA's booth (#3-532) at IBEX in October.

For information on Seaview Blinds, IMTRA and its entire product line, please call 508-995-7000 or visit www.imtra.com.

–30–

About IMTRA:

IMTRA, a 100% employee-owned company based in New Bedford, Massachusetts, is an importer and manufacturer of high-quality marine products, advanced LED solutions and integrated marine systems, as well as a key supplier to the OEM and aftermarket. With more than 70 years in the commercial, industrial and marine markets, IMTRA has sales and support teams in 12 regions throughout North America. The company's extensive product knowledge is available to its customers through a renowned full-service department, a professional customer service group and an online [Learning Center](#). Product categories include Lighting, Thrusters, Stabilizers, Anchoring Systems, Wipers, Seating, Controls, Doors, Hatches, Insulation and other specialty products. In addition to their own proprietary products, IMTRA represents well-known international brands that include Sleipner, Norsap, Vimar, Lumishore, BCM Lighting, Lofrans, Muir, Exalto, Zipwake, Roca, Lilaas, DHR, Libra, Victron, Isover, R. STAHL TRANBERG, Beclawat Windows, Seaview Blinds and many more. www.imtra.com/about-IMTRA.htm.



From left: IMTRA's Colby Chevalier, Seaview's Ed Fitzgerald and IMTRA's Chip Farnham

For imagery and other editorial requests, please contact:

Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com