



*Moving* **FORWARD**



## SHARK GROUP ...*an award winning company*

Since our formation in 1965, we have been constantly *moving forward*. Our award winning products have helped sailors, mountaineers and explorers meet some of the world's toughest challenges in greater comfort and safety. Round the world races, Everest ascents, solo circumnavigations and Polar expeditions are just some of the events where **SHARK GROUP** products have met the challenge of extreme elements.

Our innovative survival technology is used in commercial and military operations worldwide, including survival suits, LAP lifejackets and the Air Pocket Plus helicopter emergency underwater breathing system, which are in service in inhospitable environments such as the North Sea, Caspian Sea area and Sakhalin Island, Russia. We have also developed high performance products for other niche markets and the **SHARK GROUP** has five divisions:

- **SHARK SURVIVAL** • **SHARK MARINE** • **SHARK COUNTRY** • **SHARK DOG** • **SHARK CORPORATE**

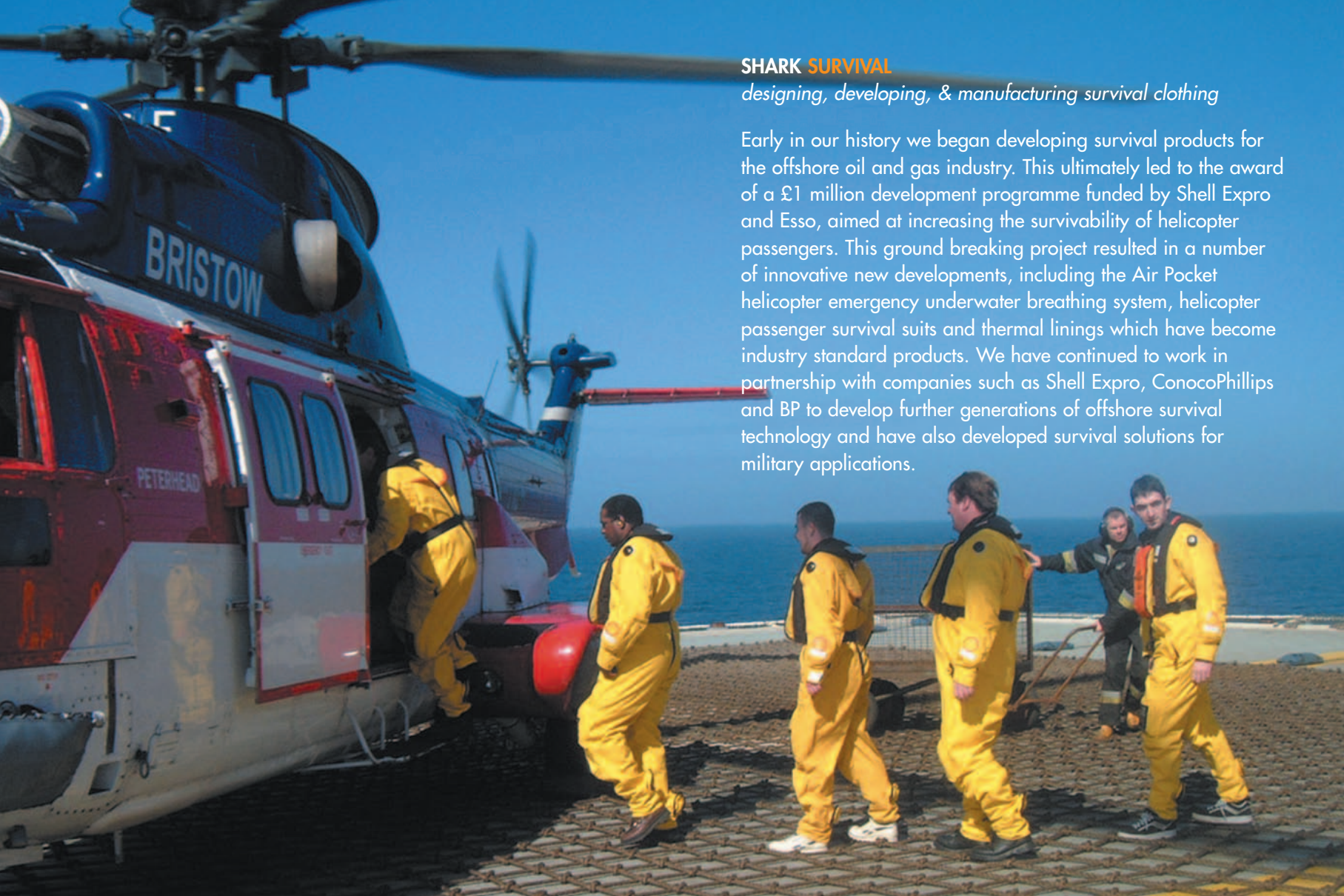


In today's fast changing world, we are continuing to *move forward* by developing innovative solutions which anticipate the needs of customers, creating differentiated products for a wide range of specialist markets.

We have used our knowledge and technical expertise to develop protective clothing and accessories for hunting, shooting, fishing, bird watching, corporate wear, marine and even canine and equestrian use.

Our commitment to excellence and innovation in design and manufacture has been recognised by a number of prestigious regional, national and international product and company awards.





## SHARK SURVIVAL

*designing, developing, & manufacturing survival clothing*

Early in our history we began developing survival products for the offshore oil and gas industry. This ultimately led to the award of a £1 million development programme funded by Shell Expro and Esso, aimed at increasing the survivability of helicopter passengers. This ground breaking project resulted in a number of innovative new developments, including the Air Pocket helicopter emergency underwater breathing system, helicopter passenger survival suits and thermal linings which have become industry standard products. We have continued to work in partnership with companies such as Shell Expro, ConocoPhillips and BP to develop further generations of offshore survival technology and have also developed survival solutions for military applications.

## SHARK COUNTRY...*clothing not to be seen in*

Our Northumberland base, which has some of England's wildest terrain, provides the inspiration for our **SHARK COUNTRY** range and is the ideal landscape for rigorously testing our products.

We have designed the **SHARK COUNTRY** range for performance and it is manufactured to the highest standards of quality to ensure comfort, whatever the country pursuit and whatever the weather. We have carefully selected all the materials we use, so we can offer either a traditional look or the latest in camouflage technology, in high performance fabrics. The range includes: jackets, trousers, shirts, fleeces, waders and hunting boots.

## SHARK DOG

We have designed the Togs for Dogs range to provide warmth and protection in both a town and country environment. They are available either to blend with the **SHARK COUNTRY** range or to ensure visibility, for greater safety when walking in the dark.



**SHARK MARINE** ...*designed for action*

As one of the UK's longest established manufacturers of marine products, we have 40 years of *meeting the challenge*, when it really matters.

**SHARK CORPORATE** ...*comfort and protection*

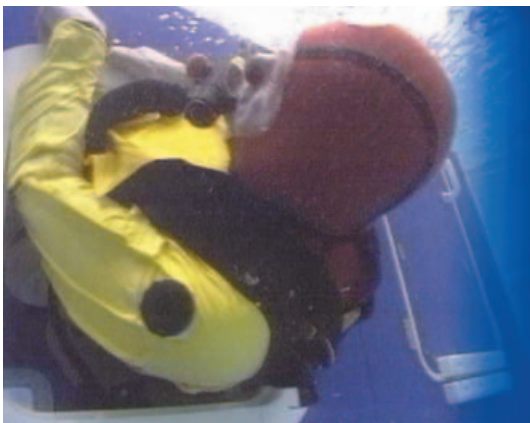
We have also applied our expertise to technical corporate wear, ensuring comfort and protection from the elements for a wide range of customers, from the emergency services to the media, to outward bound and adventure training.



## Awards won by SHARK GROUP:

- 1992 Intec International Innovation Award
- 1992 Silk Cut Nautical Award
- 1995 Barclays Northern Business Award for Design and Innovation
- 1996 NTEC Training for Success Award
- 1996 National Training Award Regional Winner
- 1996 Barclays Northern Business Award for Best Small Company
- 1999 Air Pocket and Air Pocket Plus rebreather systems awarded Millennium Product status
- 2002 Spirit of Innovation Overall Winner
- 2003 Winner Northern Offshore Federation Training Award





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