



**SAFETICS®**  
Safety guides

PRESS RELEASE  
Wednesday  
15<sup>th</sup> May 2019

## Start-up company Safetics® launches the 1st waterproof aviation-inspired checklist for amateur sailors on sailboats or powerboats

**Safetics® announces the launch of the English edition of its hugely popular nautical safety guide 'The Sailor's Checklist'. A checklist is a simple, yet highly effective tool in preventing human error. Back in 2013, founder Guillaume de Corbiac, who is himself a keen skipper and private pilot, decided to create his ideal comprehensive safety checklist for sailors.**

Safetics® The Sailor's Checklist is the first English-language navigation guide written in the form of aviation-style check-lists. Recommended by Coast guards and translated and adapted by English skipper Pip Hare, it compiles all major navigation rules as well as procedures validated by sea safety experts. Its universal and practical content has been designed for both skippers and crew members, and is suitable for sailboats and powerboats. Its waterproof and tear proof format allows an unrivalled durability.

The Safetics® story began in 2012 in France. Throughout the years it has gradually built a network of loyal support amongst safety experts and sailing institutions, selling over 25,000 copies through 400 distribution points. Today Safetics® is available in 3 languages: English, French & Italian.

Its popularity continues to grow, especially among yacht clubs and companies within the nautical industry who distribute it to their members with personalised editions. The personalised versions of the guide attract clients such as boat rental companies, sailing schools, insurance companies and boat brokers. **More info about Safetics® is available at [www.safetics.com](http://www.safetics.com).**



Ask us for pictures of the guide!

**The Safetics® Team is proud of its partnerships and recommendations from leading maritime institutions and talented professional skippers including:**



Armel Le Cléac'h  
Photo credit : V. Curutchet / BPCE

**Armel Le Cléac'h, Vendée Globe winner and Safetics® ambassador:**

The Safetics® project immediately caught the attention of 40 year old world renowned French solo sailor Armel le Cléac'h, Banque Populaire Skipper, who has been acting as Safetics® goodwill ambassador since 2013. In 2016 he broke the record for the Vendée Globe completing it in 74 days: **"Whether you're an experienced skipper or just a beginner, on a powerboat or sailboat, Safetics® will improve your safety onboard"** comments Armel.



Pip Hare  
Photo credit : David Turner / Pip Hare Ocean Racing

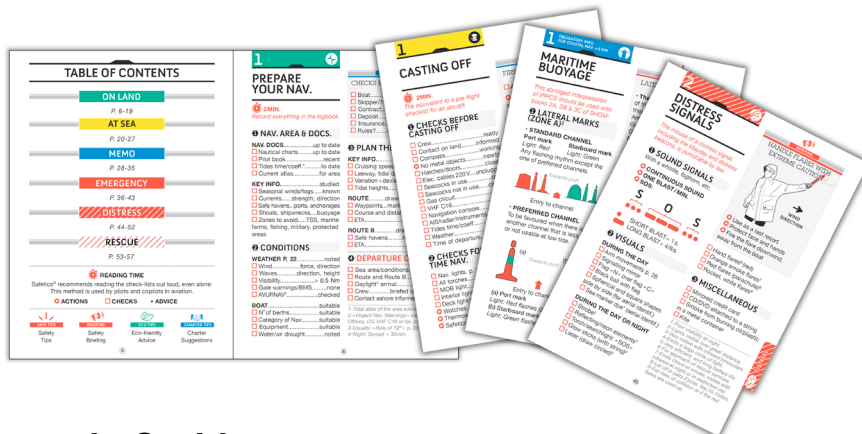
**Pip Hare, Vendée Globe 2020 challenger and Safetics® translator:**

This translated and adapted edition of the Safetics® guide was completed with the help and expertise of British skipper Pip Hare. Pip has over 20 years of ocean racing experience. She has also worked as a consulting editor at Yachting World Magazine and as an RNLi safety advisor. In 2020 she will attempt to break the current female record in the Vendée Globe, the toughest single-handed race around the world.

## More about the Safetics® guide and story:

### The Safetics® guide:

- ✓ Waterproof & tear proof
- ✓ Pocket-sized: 10.8cm x 14.8cm
- ✓ 60 synthetic pages
- ✓ 100% original content
- ✓ 100% illustrated checklists
- ✓ 100% validated by experts
- ✓ Weight: 145g



### The Author and founder, Guillaume de Corbiac

Guillaume, 40 years old, is a French entrepreneur and the author of the Sailor's Checklist. After completing an MBA at ESSEC in Paris, he spent 7 years working in international fund management. In 2011 he decided to pursue endeavours related to his passion, the sea.

Guillaume is an avid sailor and traveller. He has completed a transatlantic race in 2002 as well as races and cruises in the Mediterranean and Caribbean seas. In 2009 he passed his aviation Private Pilot Licence which made him aware of the power of checklists. Having quit his job in 2011 and having discovered Atul Gawande's bestseller 'The Checklist Manifesto' from a Brazilian beach, he started writing 'The Sailor's Checklist' that was later published in 2013 in Paris.



Guillaume de Corbiac and Pip Hare  
Photo credit : Safetics®

### An extensive distribution network in Europe including the UK and Ireland:

Over the last 5 years Safetics® has developed an impressive network of 400 chandleries and bookstores in **France, Switzerland, Belgium, Spain, Italy, and the Caribbean**. The Safetics® team has recently signed with major nautical distributors in the **UK and Ireland**, such as Chartco, Imray and with over 30 independent chandleries including Ocean Leisure, Nauticalia and Arthur Beale to name a few.



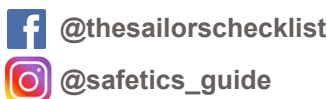
Retail Price: £19.90 VAT included  
Discounted prices and personalisation  
available for yacht clubs and nautical companies



Wholesale distributors:



MORE ABOUT US:



TO ORDER THE SAFETICS® GUIDE:

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