



C o m p a n y   P r o f i l e



Another fine ENL Navigation System: *S/Y Zefira*. Image courtesy of Fitzroy Yachts Ltd.

### **Electronic Navigation Ltd...**

Founded in 1946, Electronic Navigation is a privately owned business with over 60 years experience within the New Zealand Marine industry.

The company's head office is located in Auckland's marine district of Westhaven while it also has a branch in Nelson that services the southern ocean fishing industry.

ENL's solid reputation for genuine service, innovation and supplying quality marine electronic products is founded on highly experienced staff and the commitment to excellence. We were accredited with ISO9001 in 2006 and continue to improve processes and procedures to maintain our high standard of service. From the most complex application for defence, commercial and superyacht use to a stand-alone fish finder for a trailer boat, ENL has the experience and expertise necessary to specify, supply, install and service quality marine electronics.

ENL employ 40 staff of which over half have marine or business qualifications as well as a number of ex-Navy members.





## The Showrooms

ENL's Showrooms are fully equipped with modern electronics and are designed to allow customers to take their time before making an informed choice of electronics – whether it's a stand-alone VHF radio or a fully integrated package. Our showroom staff are highly experienced and fully trained to assist you with understanding the capabilities and features of our electronics. Customers can view and trial the products in the comfort of the showrooms with an experienced person alongside – or just have a test drive on a few of the models before seeking further assistance.

The Auckland Showroom is located in the heart of the marine industry of Westhaven, while our Nelson Showroom is located at the Port of Nelson.



State of the art products for the NZ trailer boat market.

State of the art electronics systems: *S/Y Salperton IV*. Image courtesy of Fitzroy Yachts Ltd.

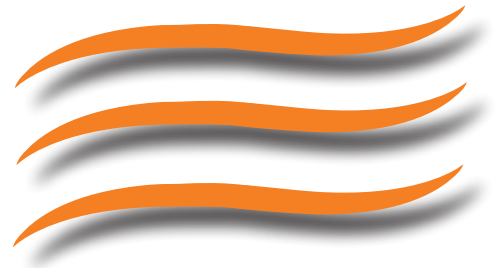


## Importing and Distribution through Nationwide Dealer Network

Through a comprehensive network of technical service dealers and recreational dealers, ENL excels at its traditional activity of providing nationwide distribution of marine electronics. This business has provided ENL with key competencies in:

- Understanding customer requirements in diverse markets such as Sports Fishing, Commercial Fishing, Merchant Shipping and Recreational Boating.
- Technical skills to service and support these markets.
- An indepth knowledge of the technologies involved in the products ENL markets.
- A comprehensive list of international contacts to keep ENL abreast of market trends and technology development.

ENL distributes products from Europe, USA, Japan and Australia throughout New Zealand and the South Pacific.



## WASSP – An ENL brand for export

Manufactured by ENL in New Zealand under ISO9001/2000 certification, WASSP Systems are specifically designed to meet the unique requirements of our clients. It is WASSP's 360 degree approach from research and development through to design, build and installation that delivers a range of products that provide our clients with unique and innovative technology solutions. WASSP Systems are designed, developed and tested to meet the rigorous demands around the world in:

- The Commercial Fishing Industry
  - Trawlers, Seiners, Cray fishing
- The Professional Marine Industry
  - Marine Surveyors, exploration
- Government Agencies
  - Marine Police, Maritime Safety Authorities, Defence
- The Commercial Industry
  - Divers, Explorers



Long serving customer Sanford Ltd has been using our technology and service for over 40 years.





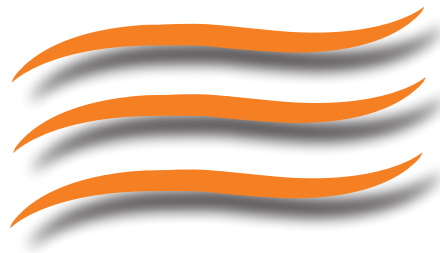


The Royal New Zealand Navy MRV complete with an ENL integrated mission system and tactical communications.

## Research and Development

Over the last 60 years, ENL has been focused on providing customers with innovative technology solutions. Traditionally these solutions have been in the form of "Systems Integration" – combining products from world-leading manufacturers with ENL "know-how" to optimise the technology for each customer. As demand grew for new solutions to traditional customer problems or needs, ENL initiated its own R&D team to develop innovative hardware and software solutions to meet these customer demands. ENL's new product innovations are branded WASSP and all encompass the following attributes:

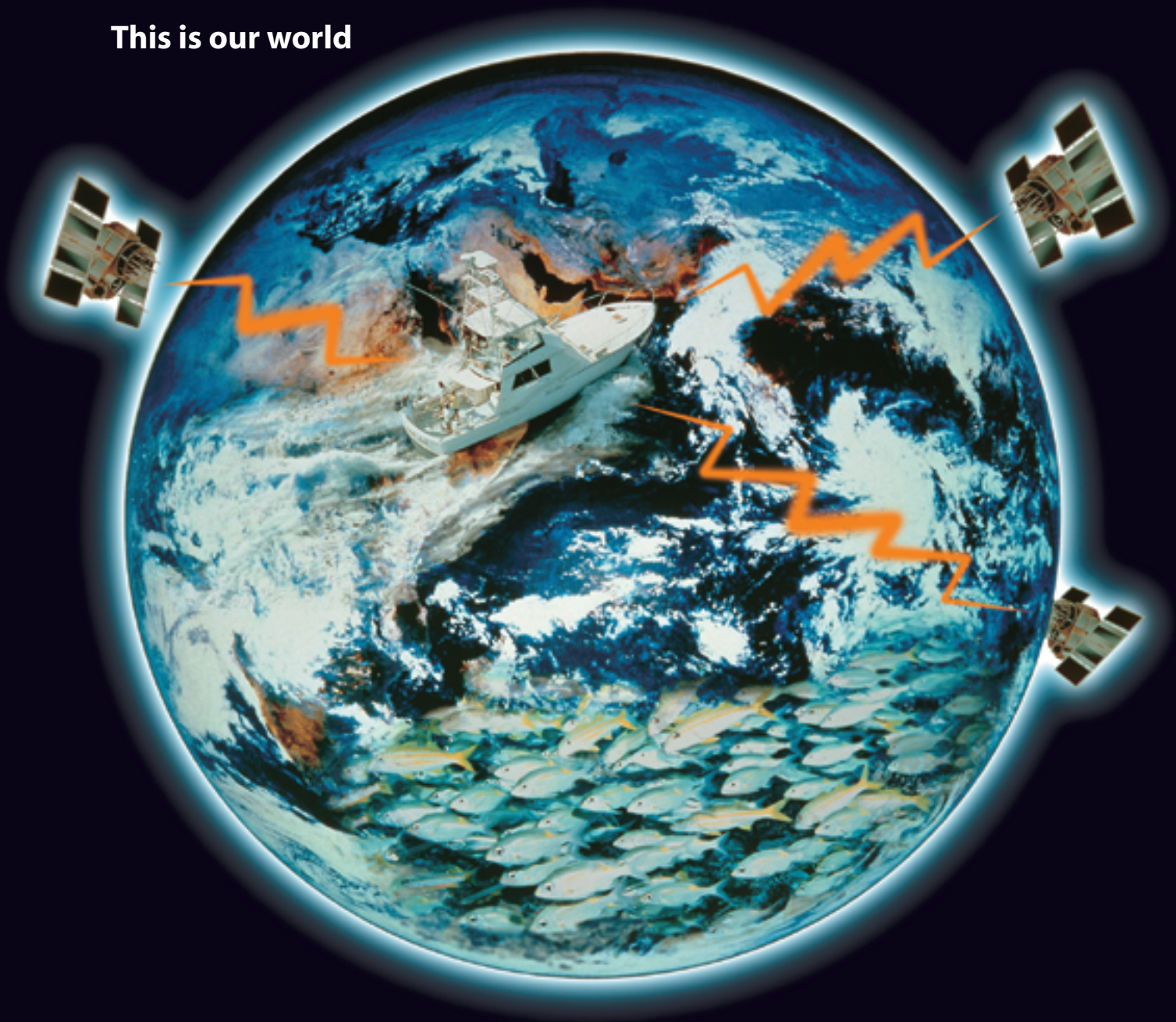
- Are customer focused
- An innovative product concept
- Excellence in product design
- Optimising performance to customer requirements
- Designed and built under ISO9001/2000 certification



## Systems Integration

ENL is a key supplier to New Zealand's internationally renowned boat building industry. ENL provides customers with turnkey solutions incorporating entertainment systems, satellite and terrestrial communications, computer systems and networks, navigation systems and monitoring and control systems. ENL can customise a solution for a 20-130 metre leisure or commercial craft. Engineering resources are provided to design, install, commission, project manage and support these integrated systems. At any point in time, ENL is running over 7 major new build or refit projects.

**This is our world**



Electronic Navigation Ltd, 65 Gaunt St, Westhaven, Auckland. Ph +64 9 373 5595  
Nelson Branch: 78 Vickerman Street. Ph +64 3 548 4987 email [enl@enl.co.nz](mailto:enl@enl.co.nz) [www.enl.co.nz](http://www.enl.co.nz)

