



HENRI LLOYD

intelligent innovation

PRESS INFORMATION



GEOFFHOLT

NEWS RELEASE

April 2011

Henri Lloyd continue their support of Yachtsman of the Year, Geoff Holt



Henri Lloyd have very great pride in their associations with exceptional individuals and are delighted to announce their continued support of Yachtsman of the Year, Geoff Holt. Building on their existing relationship with the quadriplegic sailor, Henri Lloyd has entered into a Performance Clothing Partnership with Holt which will continue throughout 2011.

For further press information and images please contact:-
Vicky Pounds, PR & Sponsorship Manager, Henri Lloyd

E-Mail: vpounds@henrilloyd.co.uk

Mobile: 00 44 7738 579 015

Henri Lloyd - Intelligent Innovation

British specialist clothing brand Henri Lloyd, was founded in Manchester, England in 1963 by Mr Henri Strzelecki.

The family run company is widely regarded as one of the market leaders in technical sailing and lifestyle apparel, and have pioneered the development of fabrics, garment design and product development for over 45 years.

Henri Lloyd's association with the world's sailing elite includes working with the early pioneers of solo circumnavigation and exploration Sir Francis Chichester and Sir Robin Knox-Johnston, and more recently Ben Ainslie CBE, triple Gold Medallist and TEAMORIGIN, allowing Henri Lloyd to stay at the forefront of intelligent innovation.

Henri Lloyd has a strong international presence and distributes to over 50 countries.

www.henrilloyd.com



HENRI LLOYD

intelligent innovation

PRESS INFORMATION

Holt will be wearing a range of technical clothing including the Atmosphere 3 base layer, Eco fleece mid-layer and the Octane wind-stopper jacket. As a result of his disability, he is unable to control his body temperature so it is vital he remains warm and dry at all times, but without overheating which can be as dangerous as getting too cold. Holt used a similar three-layer system to great effect for his record-breaking, 109 day circumnavigation of Great Britain in 2007. His sailing plans for 2011 are many and varied, from racing in the Solent to cruising in the Caribbean. The year will also see him start training for his next major project, a World Tour, circumnavigating the globe in an 80ft catamaran.

Henri Lloyd has five decades of experience in the manufacture of technical marine clothing, and prides themselves on their innovative designs and use of pioneering fabrics.

Henri Lloyd's involvement with Holt goes back to 1992, when he became the first disabled person to sail around the Isle of Wight; Holt was supported by Henri Lloyd then and again in 1997 when he repeated the challenge. More than 10 years on, Holt has accomplished a solo navigation of Britain and more recently sailed single-handed across the Atlantic in the specially adapted 60ft catamaran, *Impossible Dream*. Since completing his solo challenge, Holt continues to push his boundaries and is a tremendous ambassador for sailing. In the 1990's Holt was the inaugural chairman of

For further press information and images please contact:-
Vicky Pounds, PR & Sponsorship Manager, Henri Lloyd

E-Mail: vpounds@henrilloyd.co.uk

Mobile: 00 44 7738 579 015

Henri Lloyd - Intelligent Innovation

British specialist clothing brand Henri Lloyd, was founded in Manchester, England in 1963 by Mr Henri Strzelecki.

The family run company is widely regarded as one of the market leaders in technical sailing and lifestyle apparel, and have pioneered the development of fabrics, garment design and product development for over 45 years.

Henri Lloyd's association with the world's sailing elite includes working with the early pioneers of solo circumnavigation and exploration Sir Francis Chichester and Sir Robin Knox-Johnston, and more recently Ben Ainslie CBE, triple Gold Medallist and TEAMORIGIN, allowing Henri Lloyd to stay at the forefront of intelligent innovation.

Henri Lloyd has a strong international presence and distributes to over 50 countries.

www.henrilloyd.com



HENRI LLOYD

intelligent innovation

PRESS INFORMATION

RYA Sailability and during the decade of his involvement, the charity raised £2 million, establishing over 150 groups and clubs across the UK. In 2010 he was awarded the MBE in the Queens Birthday Honours for “Services to disabled sailing” and he won the prestigious Yachtsman of the Year award voted for by the Yachting Journalists Association.

Commenting on the partnership, **International Marketing Director of Henri Lloyd, David Peach** said: *“Geoff Holt is a brave adventurer who loves to tackle projects that no one else will, therefore it is natural for us to continue our many areas of support of him. We are very proud to be continuing the close relationship we have built up over many years”.*

Holt added: *“I’m obviously delighted. Henri Lloyd have supported me ever since my first sailing adventure in 1992, and they have been there for me and supported me at every project since. I feel a tremendous loyalty to their brand and to their people. With the added bonus of having great clothing which perform a first-class technical job; it’s an ideal relationship. I’m not planning any offshore events this year so my requirements are for light, but warm and dry, layers and I’m looking forward to getting on the water and giving it a thorough test”.*

-Ends-

For further press information and images please contact:-
Vicky Pounds, PR & Sponsorship Manager, Henri Lloyd

E-Mail: vpounds@henrilloyd.co.uk

Mobile: 00 44 7738 579 015

Henri Lloyd - Intelligent Innovation

British specialist clothing brand Henri Lloyd, was founded in Manchester, England in 1963 by Mr Henri Strzelecki.

The family run company is widely regarded as one of the market leaders in technical sailing and lifestyle apparel, and have pioneered the development of fabrics, garment design and product development for over 45 years.

Henri Lloyd’s association with the world’s sailing elite includes working with the early pioneers of solo circumnavigation and exploration Sir Francis Chichester and Sir Robin Knox-Johnston, and more recently Ben Ainslie CBE, triple Gold Medallist and TEAMORIGIN, allowing Henri Lloyd to stay at the forefront of intelligent innovation.

Henri Lloyd has a strong international presence and distributes to over 50 countries.

www.henrilloyd.com



HENRI LLOYD

intelligent innovation

PRESS INFORMATION

For further press information

Please contact:

Vicky Pounds

Henri Lloyd

PR and Sponsorship Manager

Email: vpounds@henrilloyd.co.uk

Mobile: +44(0)7738579015

www.henrilloyd.com

To follow Geoff Holt's adventures, register on his website www.geoffholt.com or follow him on Twitter @wetwheels

Mike Gumm

Director, Slipstream

Email: mike@slipstreamstudio.com

Mobile: +44(0)7753 721675

For further press information and images please contact:-
Vicky Pounds, PR & Sponsorship Manager, Henri Lloyd

E-Mail: vpounds@henrilloyd.co.uk

Mobile: 00 44 7738 579 015

Henri Lloyd - Intelligent Innovation

British specialist clothing brand Henri Lloyd, was founded in Manchester, England in 1963 by Mr Henri Strzelecki.

The family run company is widely regarded as one of the market leaders in technical sailing and lifestyle apparel, and have pioneered the development of fabrics, garment design and product development for over 45 years.

Henri Lloyd's association with the world's sailing elite includes working with the early pioneers of solo circumnavigation and exploration Sir Francis Chichester and Sir Robin Knox-Johnston, and more recently Ben Ainslie CBE, triple Gold Medallist and TEAMORIGIN, allowing Henri Lloyd to stay at the forefront of intelligent innovation.

Henri Lloyd has a strong international presence and distributes to over 50 countries.

www.henrilloyd.com