

**PRESS RELEASE FOR  
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## Seldén in cooperation with SWE Sailing Team

Seldén and the Swedish Sailing Federation have signed an agreement for Seldén to support SWE Sailing Team as a sponsor within the Olympic classes.

“Historically we have always supported Swedish sailors in the national team and some have even been on the payroll over the years. It’s a natural step for us to officially support and contribute to their continued success on the international sailing scene”, says Peter Rönnbäck, CEO of the Seldén Group and continues: “We also appreciate the efforts of the Swedish Sailing Federation to promote the lifestyle of sailing in general.”

“We are excited to commence a cooperation with a Swedish supplier of high-quality hardware that matches the requirement of our sailors within the national team” says Marie Björling Duell, CEO of SSF. SWE Sailing Team’s head coach, Magnus Grävare, adds: “Teaming up with Seldén will be very useful for us, in particular with deck hardware and dinghy rigs”.

Founded in Sweden, Seldén has become the World’s leading brand in masts and rigging hardware for dinghies, keelboats and yachts. The Seldén Group has 6 production facilities in Europe and in the USA, a global dealer network and an extensive product range for racing and cruising sailors.

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