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Alessandro Capiello's companies specialising in stabilisation systems, helms and bow thrusters celebrates 15 years of history with a result well above expectations. Not only has it conquered leadership in the sector in Italy, but recently it has distinguished itself with a remarkable and rapid expansion in areas that until recently were unexplored

Marina Mancuso

Alessandro Capiello, ceo of CMC Marine. A naval engineer of great intuition and many years of experience, he founded his company in 2005

# A stable course over seas the world over

**A**fter having got itself noticed in the principle boat shows, CMC Marine is seducing shares in increasingly distant markets, from New Zealand to China, passing through the United States, where the Fort Lauderdale office is an increasingly solid and recognised operation. It was 2005 when Alessandro Cappiello, a naval engineer born with a love for the sea and boats, decided to found his own company after having been involved for several years in sea tipping and systems for such important companies in the sector as Rodriquez Marine System. The new company was called CMC Marine and designed and created stabilisation systems for yachts, systems that dampen the rolling and pitching caused by waves and motion, designed to make us stay on board as stable as possible and so comfortable and silent. The aim of the company was to set itself apart from the competition by creating devices with low consumption that were easy to use and also needed little maintenance. "Our systems," says Alessandro Cappiello, "aim to improve comfort and safety, not by reducing the roll angle but by reducing acceleration. To achieve comfort on board you need a stabilizing system which not only reduces the roll angle, but also makes the roll motion "smoother". Slower acceleration means greater comfort."

### A new development

In the early years production was limited to hydraulic systems but then, starting in 2008, the company specialised in stabilisation with electrically actuated fins and thrusters. The first electrical system was presented in great style at the Genoa boat show of the same year. This new development immediately arouse the interest of several Italian yards of the calibre of Sanlorenzo, which was the first to order the systems, quickly followed by Benetti.

## The history and brief

**2005** CMC Marine is founded by Alessandro Cappiello, with headquarters in Como

**2006** Delivery of the first hydraulic fin systems

**2007** Delivery of the first 50 fin and thruster systems

**2008** Launch of the Stabilis Electra: the first models are delivered in 2009 to the Sanlorenzo yard.

**2009** winning of the Qualitec Technology Award for innovation at the Seatec international marine products show

**2010** Extension and renewal SE range and arrival of several orders from the main Italian yards.

**2011** First orders for Stabilis Electra from overseas yards. The range of thrusters is completed by the new advanced series. Stabilis Electra wins the Dame Award 2011.

**2012** Stabilis Electra is covered by European patent n. 2172394.

**2013** A new phase of product industrialisation.

The range of electric things is revolutionised and extended (27 models), the new Dia-Log control software is patented and the SE Integrated System launched.

The headquarters is moved from Lombardy to Tuscany.

**2014** The international Service & Customer Care network is reinforced: five service centres are added to the three already present in Italy (UK, Turkey, Croatia, Spain and Florida).

**2016** Market share in Italy tops 40% and reaches 11% worldwide. Service centres in the United Arab Emirates and Hong Kong are added to the existing ones.

**2017** Launch of three new products, SR Short Range, HS High Speed and LR Long Range

**2019** Launch of the Waveless family

The headquarters of CMC Marine, which occupies a surface of about 1000 m<sup>2</sup> in Cascina a few kilometres from Pisa and Viareggio, and so in a central position for Italy's leading shipyards



## COVER STORY

Azimut Yachts and Rossinavi, among others. In 2011 Stabilis Electra was launched and it quickly won the Dame Award, the most prestige recognition for technological innovation in the world yachting industry. Stabilis Electra went on to become the flagship product of CMC Marine, followed by other technologically advanced systems, some covered by an exclusive patent. From that time the orders were no longer limited to Italy but also arrived from yards such as Arcadia and Overmarine. Later such giants as Moonen and, more recently, Sunseeker joined them. While yachting, like many other sectors, faced up to a serious global crisis that led many companies to cut back and restructure, the Tuscan company bucked the trend and decided to bring in a young team, also hiring several graduates who were trained both through internal tutoring and through external training courses. This strategy proved a winner and CMC Marine quickly became one of the main operators of reference in the sector. Turnover grew from year to year. Cappiello's team began studying with great enthusiasm a strategy for conquering new overseas markets, and thanks to this



Alessandro Gallifuoco, Head of Business Development and vice-president of CMC Marine USA, also heads the Fort Lauderdale office. During the recent Mets boat show in Amsterdam he took part in the Superyacht Forum, a convention organised by The Superyacht Group publishing company, which tackled subjects of greatest interest to operators in the sector

## Stabilis Electra

SE, which uses brushless motor technology, is made up of various systems according to the type of boat on which the system is installed: HS (High Speed), LR (Long Range) and SH (Short Range). HS is designed for planing hulls, has longer blades that are little compensated to optimise zero speed operation.

The LR and HS systems have Mitsubishi motors with servo drive coming from industrial automation, so they use components tried and tested in thousands of hours of use.

The SR is designed for boats from 50 to 80 feet and has a customised motor with an inverter and components that are more commercial, to suit costs for the size of boats it is designed for. This system uses a single actuator with the possibility of fitting various kinds of blades.

The HS, which has a broader range, has type 40, 60, 80, 120, 160, 200 and, in the future, 250 SE (Stabilis Electra) stabilisers.

The LR uses the same motor as the HS but uses different actuators, with an epicyclic gearing of more compact dimensions: although the diameter is greater to ensure greater torque, the height is decidedly lower with thinner blade axles because of the lower bending load.



Stabilis Electra, the flagship system of the Pisa company, which uses brushless motors and is made up of various systems according to the type of boat it is to be installed on: HS (High Speed), LR (Long Range) and SH (Short Range)



A model from the Waveless ultracompact electrical stabiliser range, the latest from CMC Marine, designed for boats from 12 m overall and consisting of four models of STAB stabilisers and four models of TRIM intruders. The smallest model is 38 cm in diameter and 22 cm high

in 2016 CMC Marine achieved a market share of more than 40% in Italy and 11% worldwide. Alongside the many service centres already in operation were added those in the United Arab Emirates and Hong Kong. In 2018 an office was opened in Fort Lauderdale which, under the supervision of Alessandro Gallifuoco, Head of Business Development and Vice of CMC Marine USA, handled sales, service and refitting. The company is fully autonomous but 100% owned by CMC Marine and its aim is to consolidate the presence of the company's products in the American market and to adapt the systems to the requirements of local customers. A few months later a new line of ultracompact electric stabilisers was presented: Waveless, designed for vessels from 12 m overall and consisting of four models of STAB stabilisers and four models of TRIM intruders. The smallest model is 38 cm in diameter and 22 cm high. This was an important development because until this moment production concentrated only on products for yachts of more than 16 m.



Pietro Cappiello,  
New Strategy  
Implementation  
Manager of CMC  
Marine

## SuperYacht Forum

CMC Marine in November 2019 took part for the first time in the Superyacht Forum, an important and well attended convention organised at the Amsterdam Mets by The Superyacht Group publishing company, which tackled some of the issues of most interest to operators in the sector. An exceptional panellist was Alessandro Gallifuoco, head of CMC Marine Business Development and vice-president of CMC Marine USA, who took a part in a workshop talk entitled "How much stability do we really need?". He explained how to choose the best stabilising system for the needs of individual owners, and of the need to identify uniform measurement methods, a topic of interest to owners, skippers, architects and boatyards.

## A flourishing period

The period between 2019 in the beginning of the New Year was particularly flourishing. On the one hand CMC Marine was a leading player in the main international boat shows: in addition to Cannes and Genoa, as mentioned above, it was in Monaco, Fort Lauderdale and Amsterdam, where it took part for the first time in the Superyacht Forum and, finally, in January 2020 made its first appearance at the Düsseldorf boat show, confirming that northern Europe too is becoming an important market. On the other hand internationalisation is continuing apace also at the sales level: CMC Marine systems are installed on about 35% of superyachts worldwide, a record number, and are covering faraway geographical areas that just a few months ago were completely outside the sales network. Alessandro Cappiello has signed a partnership agreement with Lighthouse Marine Equipment, which from December 2019 distributes the entire range of CMC Marine in New Zealand and the Pacific Islands. Recently CMC Marine management, although it is part of a system that is potentially highly polluting for the health of our seas, is taking an interest in the environmental question. The first step in this direction was the decision to become a partner in the international Water Revolution Foundation, a non-profit organisation that aims to reduce to a minimum the environmental impact of the superyacht industry. Says Alessandro Cappiello: "This is an increasingly topical issue, which should involve in a more active way all the players in the sector."

## In conclusion

These 15 years our last positive example of entrepreneurship that is invested in technological innovation, research and development on one hand and in human capital on the other. It is a small or medium-sized company, made up of about 50 people, that has never stopped believing in the potential of its team and in the excellence of Made in Italy, and has become a world leader winning a truly huge challenge, obtaining results that exceeded its expectations. The story of CMC Marine is thus a beacon of hope for the entire Italian yachting sector, whose supremacy is still broadly stable. In all senses.

## The company

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