

Super Yacht

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Renskib Recipe



Enriched Yacht Care

A tasty apple pie that bubbles through its buttery, flaky crust – as any pastry chef knows – takes just the right ingredients and care. Martin Massenberg, former baker and current owner of yacht care company Renskib, applies the same principle to his original products. He and his team met with SuperYacht Industry’s Courtney Fray and revealed why his Danish recipe is exactly what the yachting world craves.



Martin Massenberg's story may end up in Denmark in the yachting business, but it certainly started somewhere else entirely. His story starts in the harbour town of Enkhuizen at his family's century-old bakery in Holland. Delicious baked goods were not his only interest, though. Like most people from his town, the sea had a hold of him. Boating was in his blood.

In the early nineties life changed forever for Mr Massenberg. He left the family bakery and followed his heart – and a girl – to Denmark. With 7,314 km of Danish shoreline, Mr Massenberg soon fell back on his childhood passion – boat care. He drove from marina to marina, with his business in his van to clean yachts. Mr Massenberg had only one, consistent irritation – the cleaning products. They caused more problems than they solved. The strong chemicals tore off expensive polish and paint, while other concoctions were so weak they failed to clean. Frustrated, he took matters into his own hands and – like any good baker – developed a recipe from scratch.

No Cleaning Manual

Mr Massenberg was a man on a mission. He attended workshops to find out which cleaning agents worked. He studied the big brands to identify active ingredients and investigated what exactly went into a yacht's gel coat and hull paint. He soon ruled out the damaging chemicals to develop just the right blend worthy of a superyacht. With this knowledge, he created water-based cleaning solutions that not only make a yacht sparkle – they respect the yacht's quality materials and, not to mention, the environment. Today, this is the staple of the Renskib brand. Mr Massenberg explained his products do not simply hide a yacht's imperfections like other cleaners – they show off the yacht's actual beauty. This simplistic, singular approach is even apparent in the company's name. 'Renskib' in Danish simply means 'clean ship' and that is what he gives his clients.

According to Mr Massenberg, he found an unmet need in the superyacht industry. Designers and engineers poured themselves into creating a superyacht with the most innovative technology and high-end décor, yet when it came to keeping

this luxurious asset at a professional level of clean, advice was non-existent. "Superyachts come with all kinds of manuals, but none include a manual for cleaning," Renskib's Representative to the Netherlands Peter Plevier points out. Mr Plevier joined the Renskib team after a successful career in the automotive industry, with both Mercedes and Renault. As he explains it, not just any oil can maintain a Porsche – it must have Mobile 1. The same concept applies to a superyacht – it is built with the best materials, so the solution a crew member uses to clean it must value the yacht's high quality.

Up the Ante

Equipped with products he personally engineered for yachts, Mr Massenberg's Renskib was coming of age. The company not only offered products, but services as well. The company he started out of his van soon turned into a professional, all-in-one yacht care company. Today Renskib takes on 750 to 1,000 jobs a year and has a fleet of company vans that travel throughout Europe to clean superyachts with products developed exactly for that purpose. Mr Massenberg describes the scene like a circus coming to town. The mobile employees of Renskib, or 'Renscapers' as the company calls them, set up a complete Renskib facility on location. As the Renscapers polish the yacht back to her former glory, they also educate crew members and captains on how to properly choose and apply the products. Mr Massenberg says, "There is more technology behind our products than people think." The products are so effective, just five products can



Martin Massenberg (right), owner of Renskib.

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maintain a superyacht. Renscapers take the time to throw out harmful products for the yacht owner or charterer, and then replace them with the basic essentials – sometimes as little as three bottles.

Clever Chemistry

“Use nature, don’t destroy it,” Mr Plevier states with conviction. This is the Renskib way. He subtly points out something intentionally absent from

member who used the Renskib cleaners for the first time. When asked the biggest difference between Renskib and the other products he used previously the crew member said: “my eyes weren’t burning and I didn’t feel nauseous from the smell.” On another yacht, a crew member boasted he could use the Renskib teak cleaner in the motorised mop. Other products were too damaging for the device. According to the management team, Renskib

“He subtly points out something intentionally absent from Renskib bottles – hazardous warning labels.”

Renskib bottles – hazardous warning labels. Their cleaning solutions have a clever chemistry that is healthy for yachts, the environment and the applicator. Instead of petroleum-based formulas, Renskib uses water or vegetable oil as a base to produce cleaner, more effective results. Mr Massenberg gives a particular case in point. He recalled a conversation he had with a crew

Sail or Polish?

Renskib wants owners to spend more time on the water and less time polishing their yacht. To accomplish this, Renskib offers the following services and products that will prolong the time between cleanings – so more time is spent sailing.

Services:

- 1 Total Concept – Renscapers polish the yacht into perfect condition and create a regular schedule for maintenance.
- 2 Upgrade Concept – Renscapers restore the yacht to a new condition and educate the client on how to maintain that condition.

- 3 DIY Concept – To ‘Do It Yourself,’ Renskib provides the product line and teaches the client how to attain and maintain perfect condition for a yacht.

Products:

R-140 Shampoo, R-200 Interior Cleaner, R-300 Windows & Stainless Steel Cleaner, R-100 Yellow Stain & Barnacle Remover, R-110 Gel Coat Cleaner, R-120 Liquid Rubbing Compound, R-125 Teak Cleaner, R-130A Pre Sealer & R-130B Sealer.





takes a different approach to cleaning. They consider the surface materials first in order to protect them. The gel coat, for instance, has an absorbent quality, which means a cleaning product must not penetrate the gel. RenskiB instead, created a sealant to protect it. Waxing is also an area of concern because, as they assert, fresh wax does not produce a clean ship. In fact, the wax works like a magnifying glass – the wax is actually shining, not the ship beneath it. The key to creating shine is a smooth surface to reflect light properly, Mr Massenberg explains. RenskiB products gently remove the microscopic ‘peaks’ on the surface to give it a spotless shine and highlight the hull’s surface, without abrasive measures.

Takes Time, Saves Money

RenskiB is leery of any cleaning job that takes only minutes or hours, for that matter. In their experience, quick jobs mean one thing – the cleaner compromised the paint and gel coat to achieve a quick result. They contend a job done right, takes time. No wonder-product can perform a truly effective job at lightning speed. According to RenskiB, that goes against science. At the molecular level, a certain amount of time is required for cleaners to carefully remove unwanted materials with success and without abrasion.

Mr Massenberg reveals he was tempted to speed up the process. When a shipyard asked for faster service, RenskiB mulled the decision over but decided not to compromise their service. They agreed to not deliver anything less than perfect and they knew perfect results take time. The end result makes the difference, according to the RenskiB team. RenskiB products properly clean and seal a yacht – and prolong the time between paint jobs. Mr Massenberg mentioned this saves the owner a considerable amount of money, especially considering the polish work can account for 10 percent of a total paint job. Brokers can also benefit from a RenskiB cleaned yacht. In some cases, brokers can up the asking price when the yacht is this clean. When a real estate agent sells a house, it must look and smell clean. For a yacht, the same rules apply. When asked if RenskiB products and services make a sailing yacht faster with respect to regatta racing, Mr Massenberg responds: “A cleaner ship is always faster than a dirty one.”

i. www.renskiB.dk