

Press Release

December 5, 2025

Actisense & CWR Wholesale Distribution Announce Renewed Strategic Partnership

Bayville, New Jersey - CWR Wholesale Distribution is pleased to announce a renewed strategic partnership with Actisense, a global leader in marine electronics and NMEA data solutions. While CWR has proudly distributed Actisense products for more than a decade, this strengthened partnership marks a new chapter focused on deeper collaboration, enhanced product availability, and increased market visibility throughout the United States.

For over 10 years, CWR and Actisense have shared a commitment to providing high-quality marine electronics to dealers and installers. With this renewed partnership, CWR will expand its offering of Actisense's innovative product line—including their industry-leading NMEA interfaces, gateways, and marine data solutions—ensuring faster availability, improved support, and broader nationwide reach.

"Actisense has been an exceptional partner for many years, and we are excited to take this relationship to the next level," said Brian Swanke, CEO of CWR Wholesale Distribution. "This renewed agreement allows us to bring even more Actisense innovation to our customers and significantly increase their visibility across the U.S. marine market."

Through this expanded collaboration, CWR will leverage its extensive distribution network, marketing channels, and customer support infrastructure to boost Actisense's presence in both established and emerging markets throughout the U.S.

"We've got to know the team from CWR through our involvement working with the NMEA. With their countrywide coverage and great reputation, having won NMEA Distributor of the Year, we are delighted to be able to offer our full range of NMEA interconnectivity solutions directly via CWR as an approved Actisense distributor. We're looking forward to working with them to solve the most common and pressing NMEA challenges across the USA." - Justin Cohen, Commercial Director, Actisense.

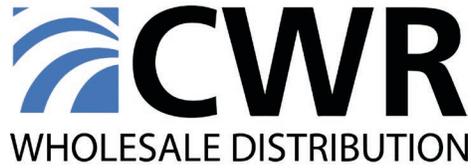
The renewed partnership underscores both companies shared mission to deliver reliable, cutting-edge marine technology to the industry and to support the evolving needs of boaters, technicians, and marine professionals.

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CWR Wholesale Distribution has been a trusted source for wholesale marine products for over 40 years. Founded in 1981, CWR has become one of the largest privately held distributors in the marine industry today, with two state-of-the-art distribution centers. Despite the company's size, the focus still revolves around the founding principles of the organization- personalized service that exceeds the expectations, wants, and needs of the dealers.

CWR's immense purchasing power enables independent retailers to purchase products at or very near the same cost as buying directly from the manufacturer, which creates a tremendous competitive advantage for dealers. CWR stocks over 24,000 products, so dealers have the added benefit of minimizing inventory carrying costs. Almost every item is available for next-day delivery, so there is little need to keep expensive inventory on hand. This combination of features and benefits enables independent dealers to compete with big-box retailers on a level playing field, creating new opportunities at every turn. For more information about CWR Wholesale Distribution, call 732-237-9300 or visit cwrdistribution.com.

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