

*As a measure of profitability in the face of environmental challenges, overall compactness in marine equipment and fishing gear has become increasingly important, according to manufacturer Oilwind.*

WHILE FISHERMEN accustomed to fighting the forces of nature in pursuance of their profession can be quick to adopt new technologies, manufacturers more than ever have to be responsive to the particular demands of commercial fishing. Under pressure from skyrocketing fuel prices, as well as a range of other factors, from legal regulations and the effects of territorial disputes to the activities of aggressive lobby groups, professional fishermen and owners of fishing vessels have good reason to invest in the very best of gear and equipment.

“The business environment of in-shore and offshore fisheries around the world is of great importance to

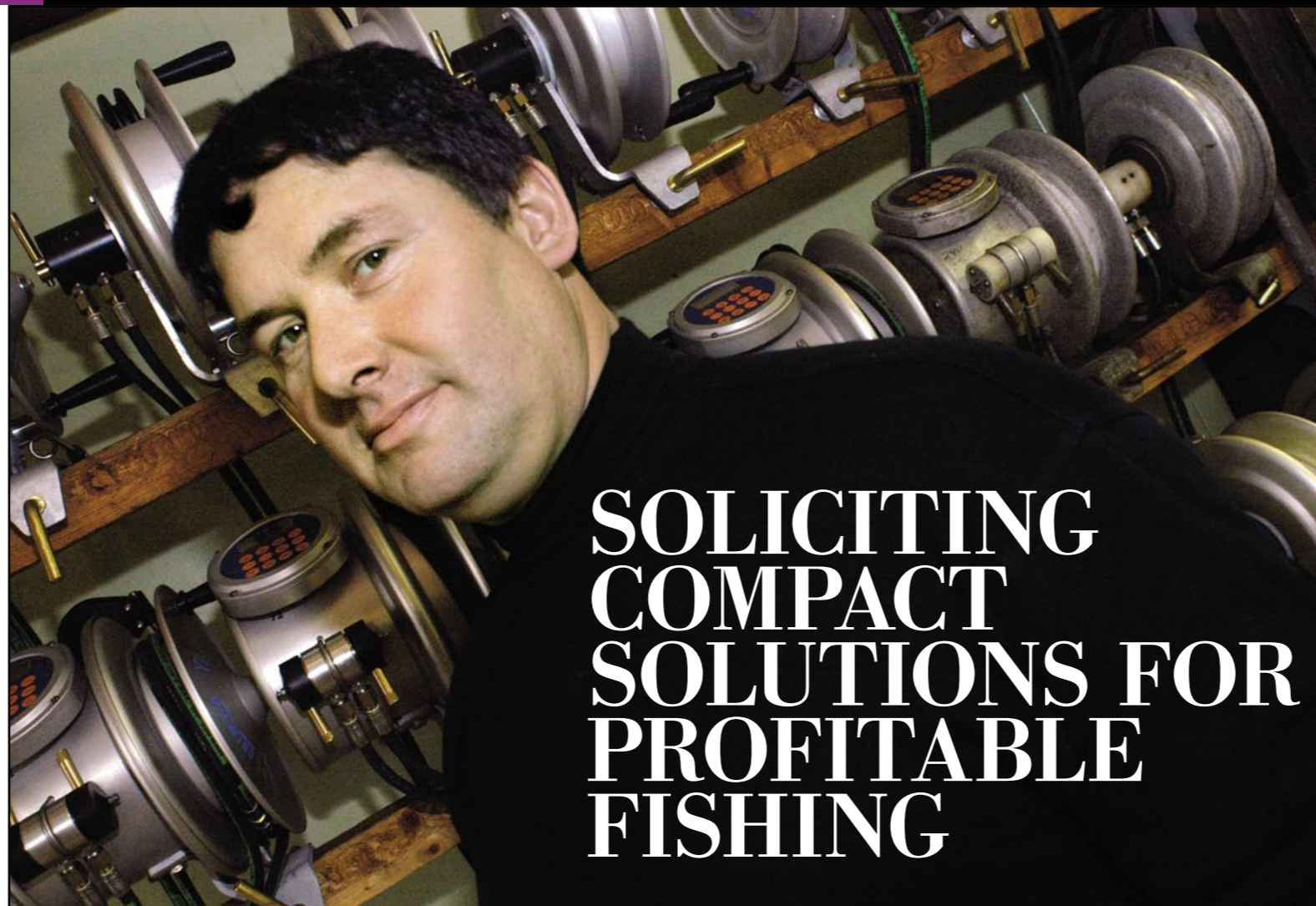
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us,” says Jákup Sandberg Joensen, managing director of J.K. Joensen & Sonur, citing this as one of the basic premises of his business. “The ability to operate efficiently in all seasons and throughout all stages of operation is crucial for the fishing industry. Our job is to offer solutions for some of the special challenges faced by modern fishing vessels and land based factories.”

As Mr Joensen points out, financial results and sustainability revolve very much around the limitations of time and space and the need to respect the environment.

“Over the years, commercial fishing virtually everywhere has been subjected to increased regulations,



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whether in the form of restricted days at sea or restrictive quota systems, and that puts extra pressures on the industry... For one thing, fishing vessels have to optimise the speed of searching, actual fishing and loading, while at the same time making maximum use of the hours at sea; they must get the very most out of their fishing gear, not to mention their catch.

Likewise, they are challenged by the logistics of very limited working areas. For yet another thing, they are financially forced to reduce steaming time and fuel costs as much as they possibly can. In short, the industry doesn't need much of an argument for the best equipment, whether in

terms of fish-catching functionality, all-weather effective usability, environmental friendliness or working reliability in the roughest conditions.”

**SURVIVING ON INNOVATION:** Known internationally under the brand name Oilwind, J.K. Joensen represents the hallmark of Faroese development and production of fishing gear and marine equipment. As a developer, manufacturer and marketer, Oilwind has gained a strong reputation for its high quality products, which include automatic jiggling reels, long line haulers, trawl winches and automated systems for fishing.

The origins of Oilwind date back to 1910, when Mr Joensen's

*Managing director of Oilwind, Jákup Sandberg Joensen, showing off their very successful fully automatic Jiggling Reel; fisherman Hans Petur Poulsen with an Oilwind jiggling line and longline system installed on his fishing vessel 'Svananes' (bottom left); an Oilwind winch system almost finalized (bottom right).*

great-grandfather, Harald Joensen, started his work as a blacksmith. At first primarily servicing the Faroese fishing industry, the company later developed greatly as their fields of activity expanded into developing and manufacturing equipment and machinery for the fishing industry in numerous countries. Today, the company has a spacious and modern facility equipped with advanced machinery for design and development as well as production and servicing. The organisation comprises a team of highly qualified engineers and its customers can be found all over the globe.

“Our interests and capabilities range from the supply of individual components of deck machinery and processing equipment, to fully integrated turnkey projects for fishing vessels and land based factories,” Mr Joensen explains. “We manufacture in-house a wide range of deck machinery, fish handling and seafood processing equipment and systems, and over the last 35 years we have continuously carried on developing advanced deck machinery for the international fishing and merchant fleet.

“We work very closely with our customers to maximize the

### OILWIND

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Manufacturer of hydraulic and pneumatic machinery, mechanical engineering specialists.

Auto Trawl Systems  
Deck Equipment  
Diesel Engines  
Hydraulic Components & Control Units  
Jiggling Machines  
Long-line Systems  
Mechanical Power Transmissions & Gears  
Mooring Equipment  
Net Haulers  
Power Packs  
Processing Equipment  
Ship Repairs & Conversions  
Winches

total processed value of their products and there is no doubt we have survived on innovation. As our principal aim has always been, and still is to be the leader in our field, we focus strongly on versatile sustainable fishery, energy efficiency, high yield, reduced waste, a good working environment and overall environmental protection.”

