

### Notice anything different?

#### YOU KNOW THE SITUATION –

out of the blue someone slaps you with the question 'notice anything different?' Something *is* different, but you can't quite put your finger on it.

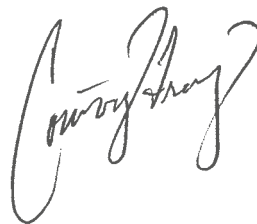
That's actually the key to evolving a brand – retaining your distinct character while adding elements that enhance your market position. This way your clients may notice a subtle difference, but it feels refined, targeted and not distracting. It's still your brand, just dressed better.

As you flip through this issue of ShipBuilding Industry (SBI) you may notice our new look. To better reflect our growing international readership and advertisers, we had to put on our international hardhat, so to speak. This is no better illustrated than in our coverage of the 'tipping point' LNG ferries – Scandinavia, the US and Canada are paving the way when it comes to putting cutting-edge LNG technology into practice (pg 28).

In light of our around-the-world scope, I'm curious – have you invested in your global brand? Our wide reach within the industry allows us to offer you a number of marketing opportunities and design services in that department. We're more than a publisher. We help build international brands tailored to the shipbuilding world.

In the meantime, I wish you happy browsing or focused reading – I'm sure you'll enjoy both. Please drop us a line to let us know how your experience was, since the work of evolving a brand is never finished.

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### On the Cover

CMAL's RoRo passenger ferry Hallaig stands out not only for her Imtech Marine hybrid propulsion system, but she is also the first commercial ship fully built and delivered on the Clyde in five years. The investment reinvigorated Clydeside shipbuilding, doubling employment at Ferguson Shipbuilding. The yard's first female apprentice shipbuilder, Jill Hughes, worked on the contract. (Photo by Peter Devlin, courtesy of CMAL/Golley Slater PR). Read more starting on pg 32.



At Yellow & Finch Publishers, owners of SBI, we circumnavigate the maritime world to bring you back the latest industry news. Find out what the 'Word on the Sea' is with Dennis Vinkoert.

## Below Zero & 50 Metres High

Yellow & Finch's Dennis Vinkoert in Rostock, Germany

As a journalist, I often get invited to events because companies recognise the importance of professional publicity. And, such was the case for **Liebherr's** RL-K Customer Day in Rostock, but as I discovered (and to my delight) **ShipBuilding Industry** was the only press invited.

To present Liebherr's newly developed RL-K 7500 offshore subsea crane for the first time, the company hosted an international crowd of more than 80 lead by Sales Managers **Iwan Scholte** and **Arie Punt**. The entire stay was a real pleasure, especially my unforgettable – and unfortunately for you off-the-record – talk with Liebherr's Sales Director of Offshore Cranes, **Alexander Klimmer** about the latest developments in offshore crane technology. I can tell you, though, there are big things brewing on the horizon.

Despite the sub-zero temperature someone, *somehow*, talked me into squeezing in a transfer basket to view the crane's AHC accumulator modules and winch – 50 m up in the open air (insert expletive). Believe me, the icy wind felt even icier up top. Nonetheless, the demonstration was impressive – this crane, with a knuckle boom and Active Heave Compensation for subsea operations, can lift up to

270 t above the surface and handle loads down to a depth of 3,400 m. Considering a typical heavy lift crane, without subsea functionality, lifts only up to 300 t – this is a big deal.

When I was back on the ground, I must say the family-owned Liebherr was extremely hospitable.

In fact, Sales Director and Board Member **Leopold Berthold** along with CEO **Isolde Liebherr** and her daughter **Stéfanie Wohlfarth** (pictured top left) participated in the day's full programme. As second-generation CEOs, Dr. Liebherr runs the company with her brother Dr. **Willi Liebherr**. Family members **Sophie Albrecht**, **Jan Liebherr**, **Patricia Rüb** and **Stéfanie Wohlfarth** serve as third-generation leaders to set the company's course for the future.

And, who knows, maybe by the time the third generation takes over, their cranes will be hoisting people 400 m in the air. Future journalists, you've been warned.

“

*[Liebherr's subsea crane]  
can handle loads down to  
a depth of 3,400 m...  
this is a big deal.*

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