KROHNE Marine, as part of the wider KROHNE Group, designs and installs monitoring and control systems for merchant ships in an age where regulations have never been more stringent. Speaking from the division’s headquarters in Norway, Global Industry Division Manager Tommy Gabe updated Inside Marine on how KROHNE Marine is keeping a long-term view – while meeting remarkable immediate-term demand. Tony White reports.

KROHNE Marine is one of the smaller divisions in terms of team size in the entirety of the worldwide KROHNE Group. Yet the work it does is vital and is relied upon by giants of the marine world, such as Mediterranean Shipping Company (MSC), as much as smaller independent shipping businesses plying their trade in what are ever-more complicated waters today.

The marine world has never been more demanding, neither more connected – and the accuracy of the information those at sea are able to draw from to safeguard the environment, but also maximise vessel efficacy, is vital. KROHNE Marine’s contributions to this need include the CARGOMASTER® tank level gauging system for liquid and tanker cargo measurement, and also EcoMATE™, a bunkering and fuel consumption monitoring system that gives at-a-glance environmental data readouts with pinpoint accuracy.

Scale and agility – the best of both worlds

KROHNE Marine last featured in Inside Marine in 2016, and since that time has enjoyed a growing demand for its solutions, as well as strengthening alliances with a number of key marine industry players worldwide. Global Industry Division Manager Tommy Gabe was appointed to his position in KROHNE Marine in April 2018. He took up the story.

Mr Gabe joined a 25-strong team within KROHNE Marine – a lean and streamlined division, yet one backed up by the resources and 3,700-strong worldwide workforce of the KROHNE Group. Indeed, the agility of KROHNE Marine, coupled with the backing of an international conglomerate, is one of the key points of strategic strength for the business.

KROHNE Marine collaborates with the technical management, product development and sales teams of the larger KROHNE organisation to maximise its reach worldwide.

“The marine division of KROHNE remains in its picturesque Norwegian seaside location. We have developed a number of interesting projects in the market over the past few years, and strengthened our organisation,” he said. “In addition to my coming onboard the company, another sales manager was added. My sales and product management background goes back 20 years, six of which were within the marine equipment segment of a competitor of KROHNE Marine.”

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“We have 16 production facilities across 12 countries,” Mr Gabe highlighted. “It is a big family, of which our 25 staff can seem like a small part – but we use the resources of the KROHNE Group wisely and our people have decades of know-how in marine solutions.”
Beyond just regulations

The technology that KROHNE Marine offers to market has been recognised both by market leaders and regulatory bodies. EcoMATE™ was designed purposely to be EU MRV and IMO DCS compliant, and like CARGOMASTER®, operates via an IACS approved and user friendly Microsoft Windows interface.

“As ship owners and operators become ever-more engaged in monitoring their fuel efficiency, cutting fuel expenditure and ensuring compliance aboard their fleets, KROHNE Marine has had the opportunity to shake hands with a broader variety of leaders in the field than ever.”

“Having completed pilot installations with MSC last year we have now started the privileged enterprise of retrofitting the company’s Italian fleet of container vessels with our EcoMATE™ fuel consumption and bunker monitoring system,” Mr Gabe highlighted. It is a remarkable opportunity for KROHNE Marine – and a timely one for all involved.

“Now IMO regulations were implemented as of 1st January 2019, and together with the MRV regulations as came online a year prior, these incentives are driving a lot of the activity we are seeing today,” Mr Gabe noted.

“Ship owners and operators require more knowledge on their fuel consumption and emissions than ever. We have good feedback from the market for our products – particularly for our cloud solution which can provide individual ship and fleet information to operators onshore offices.”

He added: “All in all, there are more than 1,500 ships equipped with KROHNE solutions worldwide. I’m proud to say we have a number of the world’s leading shipping companies as part of our customer portfolio.”

Keeping up with demand

“In a rush to comply with changing requirements and new regulations, ship owners turn to marine equipment suppliers and EPCs. Even though newbuilding figures remain low, KROHNE Marine is part of a global movement where suppliers, activities are being demanded more of than ever before.

“Working with world leaders of the marine market keeps us on our toes - they require performance and efficiency that is world class,” Mr Gabe said. “However, we have seen that numerous smaller ship owners have become an increasingly important part of our business as we progress too.

“For example, one might not immediately presume Italy as a market with such high potential today, yet those opportunities have proven abundant. It has taught us not to gauge the potential of a given territory solely by the number of ship owners active there.”

By devising its own solutions, conducting preinstallation surveys and expedited turnkey installations – in some cases under 16 hours for a full fuel consumption and carbon emission monitoring system – KROHNE Marine has more than strengthened its reputation in the industry. Going forward, the issue of 2019 and beyond seems to be ensuring that reputation is put into action as effectively as possible.

“Regulations are pressuring owners to retrofit, but we also face the challenge of having to be everywhere at once in many respects,” Mr Gabe remarked. “However, with KROHNE Group – who reported a turnover of €495 million - behind us, we are confident in growing our workforce and production capacity to meet growing demands.”

He concluded: “We see that trade and crude oil figures are up and we are optimistic that newbuilding activity will pick up, but do not anticipate we will see 2007 numbers again soon. Our priority moving ahead is adding functionality to EcoMATE™ and CARGOMASTER®, but also conceiving entirely new solutions to help ship operators worldwide.”