

AkzoNobel appoints Captain Glenn Shephard to lead global Brand Ambassador campaign for its yacht business

23 June 2026: AkzoNobel has announced the launch of a new global campaign, headlined by Brand Ambassador Captain Glenn Shephard, showcasing how to achieve the best yacht coating performance throughout the refit process.

Well known for his role on *Below Deck* as Captain of *Parsifal III*, the 54-metre Perini Navi-built superyacht, Captain Glenn has over 25 years of experience in the superyacht industry and more than 200,000 nautical miles logged. Through a full coatings refit of his own Jeanneau Sun Odyssey 42DS, *Avalon*, AkzoNobel is documenting the application process and real-world performance of AkzoNobel's International® and Awlgrip® product ranges, shining a spotlight on the importance of surface preparation, application technique and specialist knowledge in achieving exceptional coatings results.

During the refit, *Avalon* will undergo a complete underwater and topside transformation using premium coatings from the International® and Awlgrip brands. Below the waterline, the yacht will be protected with International® Micron® 99, a high-performance, multi-season self-polishing copolymer (SPC) antifouling system. Designed to maintain a smoother hull surface over time than conventional antifoul coatings, Micron 99 helps reduce drag, supporting improved speed, fuel efficiency and overall performance throughout the season.

Above the waterline, *Avalon* will be refinished using the Awlgrip system, including the recently launched Awlgrip Gloss Finish Primer. Combining the functions of a finish primer and show coat in a single product, Awlgrip Gloss Finish Primer streamlines the application process while delivering a high-gloss surface that makes it easier to identify and eliminate imperfections.

The application project will be managed by leading superyacht coatings specialist, Nautipaints, at the STP Shipyard, in Palma, Majorca, one of Europe's premier refit facilities.

As the centerpiece of this campaign, *Avalon's* refit will generate a series of educational and inspirational content providing informative insights for both professional applicators, as well as superyacht and yacht owners. Captain Glenn will also join AkzoNobel at its stands at both Monaco Yacht Show and METSTRADE later this year, where he will engage with visitors and share first-hand insight into the coatings refit of *Avalon*.

Captain Glenn Shephard commented: "A yacht like *Avalon* becomes part of your life. You spend countless hours aboard, so looking after her properly matters. For me, this refit isn't just about making the boat look good, it's about protecting her for the years ahead and making sure she's ready for whatever the next voyage brings. I'm looking forward to sharing the journey and what we learn along the way because I know many owners and crews face the same decisions when it comes to caring for their boats."

Alongside Captain Glenn's project, AkzoNobel is also collaborating with a diverse and inspiring group of yachting and liveaboard Brand Ambassadors, including Stella.Overboard, Luc Milam, Odd Life Crafting and When.Sailing. The campaign will showcase solutions across the Awlgrip, International®, Interlux® and Sea Hawk® brands, highlighting different application environments, boat types and usage patterns.

Together, they demonstrate the versatility and proven performance of AkzoNobel's yacht coating systems across a broad spectrum of real-world scenarios, while also illustrating the depth of the company's technical expertise as a yacht coatings partner.

This multi-project approach forms part of a wider strategy to deliver practical, experience-led content that demonstrates the full application process, from surface preparation through to final finish, to provide boat owners with valuable insight into best practice, product selection and long-term performance.

Eve Lenez, Global Yacht Segment Manager at AkzoNobel, added: "Behind every great-looking yacht or boat is a partnership between skilled applicators, the right products and an owner who values both. With Captain Glenn at the

helm of this campaign, we're bringing those worlds closer together, giving owners insight into the craft, supporting the professionals who deliver it, and showing how our yacht coatings perform in real world situations, not just on paper.”

With projects spanning professional refit and owner-led applications, AkzoNobel's latest Brand Ambassador campaign highlights the company's commitment to supporting both professional stakeholders, such as applicators, refit yards and yacht builders, and end users, bridging the gap between technical expertise and real-world experience.

Follow *Avalon's* refit journey via Instagram at [capt_glennshephard](https://www.instagram.com/capt_glennshephard), <https://www.instagram.com/awlgripfinishes/> and <https://www.instagram.com/intlyachtpaint/>