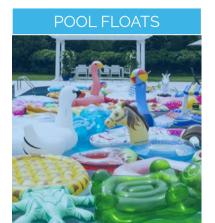
## SWIMINE®

Every Season is #SwimlineSeason!

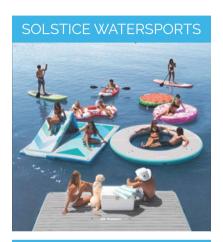
#### **Comprehensive Suite of Pool Accessories & Toys**













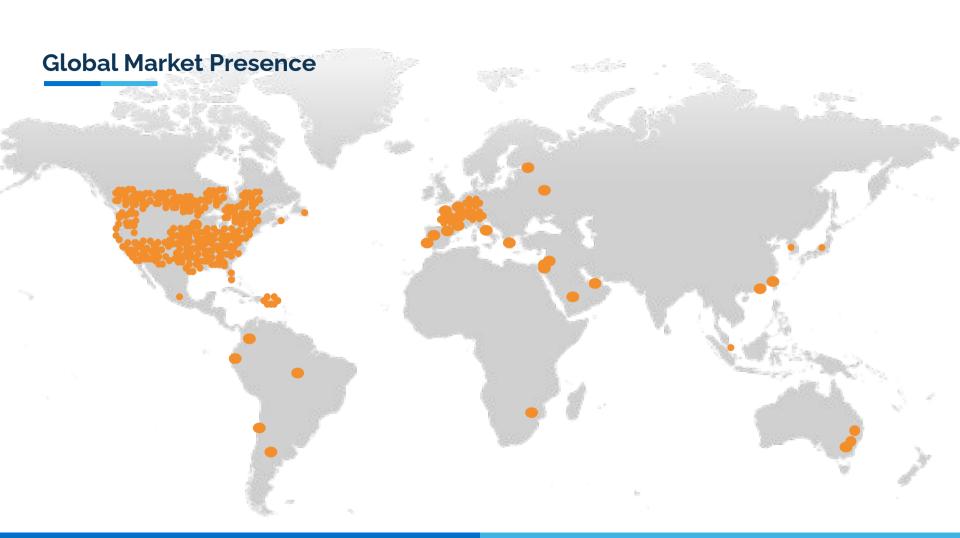
#### **About Us**

Swimline is a family owned and operated business founded in 1971 and is the leading manufacturer of high quality pool products. At its inception, Swimline was the largest manufacturer of above-ground pool liners, covers, and all related accessories.

In 1990, Swimline founded International Leisure Products, which expanded the product line to pool toys, games, fun floats and accessories. With this vast array of pool products, Swimline continued to deliver on the needs of its reputable business partners to provide quality products.

Four years later, in 1994, Swimline acquired United Leisure Industries HydroTools Inc., which allowed the company to manufacture traditional pool accessories such as leaf skimmers, pool filters, and a wide range of maintenance equipment to keep pools in top shape. HydroTools furthers our commitment to supplying quality products to the pool trade.

To capture the full spectrum of the industry, Swimline dove into the water sports market in 2007 with its new emerging brand Solstice. Continuing to tap into this sporting goods market, Solstice expanded in 2009 to include boats, kayaks, and inflatable stand up paddle boards. Our latest addition of towable items in 2017 brings our light hearted inflatable fun shapes to the water sport community.



## Family of Innovative Brands



















## **Setting The Trend**

With our Copyrighted Swan setting the trend, our innovative ideas & quality continue to bring a ton of success to the inflatable category.





## **Staying Ahead in 2021**

Keeping Swimline in the lead.

- → New Packaging
- → New Marketing Strategies
- → New Floats/Trends
- → Enforcing Copyright & Trademarks
- → Competitive Pricing
- → Building New, Sustainable Business Relationships

## **New Packaging**

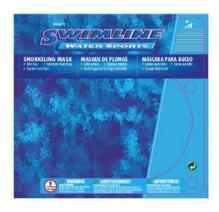












## **Marketing Strategy**



#### **Consumer Facing Trade Shows & Events**

- South Beach Food & Wine Festival
- Coachella
- Infatuation EEEEEATSCON









#### **Social Influencers**

- @GirlWithNoJob
- @SomethingNavy
- @MomCrushMonday
- @TheFatJewish
- @PureFlorida
- @LucieBFink
- @OliviaCulpo
- @MarniDanielle
- @BoyWithNoJob
- @HannahBronfman
- @BrendanFallis
- @Dallrulz
- @GirlandtheBay
- @FinFunMermaid
- @Marissa\_Everheart
- @Silvialicious
- @JenSelter



#### **Digital Advertising**

















#### **Print Advertising**







## Floats & Trends - Humongous Unicorn Sprinkler























































































































## Floats & Trends - Patterns & Prints









## **Toys & Games**





















## **Copyright & Trademarks**

















## **Exclusive Floats Program**







## **Exclusive Packaging Program**







#### **Swimline Liners & Covers**



#### **Expanding HydroTools Maintenance Program**

Item #70200

## FROG LOG Critter Saving Escape Ramp

- Frogs
- **❖** Toads
- Salamanders
- Bees
- Ducklings
- Birds
- Mice
- ❖ Small turtles

- Small hedgehogs
- Chipmunks
- Bats
- Small rabbits
- Squirrels
- Lizards
- Snakes
- Geckos

#### 食食食食 Works Amazing!!!

By Ian Craig on August 22, 2017

I do not often write reviewes, but this product is so good, that I felt that I had to. We recently installed an in ground pool and the first week, were getting 3 to 5 frogs per skimmer basket each morning (we have 2 skimmers). We bought two of these and placed them next to the skimmers (about a foot to 18" from the skimmer, on the shallow end side). Since we placed these in the pool, we have not had a single frog in the skimmer baskets. We have had them in place for about 3 weeks so far. When we bought them, I thought they would help a little and keep a frog or two our, but I am completely amazed at how well this product works. Highly recommend this to anyone with a pool that has a frog issue. Great invention!!





#### 會會會會會 Fantastic!

By Bonny on October 24, 2017

Verified Purchase

We kept removing poor frogs from our pool, and once we bought this it was like magic - no frogs from then on! Love it.





★★★★ amazing how well it works

By Kepowisz on March 5, 2017

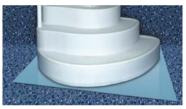
**Verified Purchas** 

## **Expanding HydroTools Maintenance Program Cont.**

**Ladder Mat & Step Pad** 

Item #87951-87959





**Ladder Weight Anchor Bag** 

Item #87935





**Liner Coping Strips** Item #8915



**Liner Bead Lock** Item #8911



**Skimmer Winterizing Kit** Item #89343



**Winter Cover Clips** Item #89135



Winter Cover Cable Winch Item #1010





**Winter Cover Vinyl Clad Cable** Item #1005

## **Expanding HydroTools Maintenance Program Cont.**

Above Ground Cover Wall Bag Item#1002



**Inground Pool Water Tubes** 





**Air Pillows** Item#1144/1145/1148/1515





#### **Solstice Watersports**

In 2007, the Solstice brand emerged from its mother company Swimline, expanding into high end water sports & luxury lifestyle pool items with high quality pool float collections. Continuing to break into this sporting goods market, Solstice expanded in 2009 to include boats, docks, kayaks, and inflatable stand up paddle boards. Solstices' exceptional attention to quality and detail translates directly to our unparalleled customer satisfaction.



#### **Expanding Solstice Watersports Program**









#### **INFLATABLE DOCKS**





30805: 8' x 5' x 6" Capacity: 4-6 Persons

30605: 6' x 5' x 6" Capacity: 3-5 Persons

31010: 10' x 10' x 6"

31008: 10' x 8' x 6"

Capacity: 6-8 Persons



#### **LUXURY & ACTIVITY DOCKS**







#### **Expanding Solstice Watersports Program**





#### Sol Fit Aquatic Fitness Mat Uses:

- · Provides a fun way to exercise.
- · The incredibly stable structure allows you to perform your favorite Yoga, Pilates, or other workouts on the water.
- · Perfect for the pool, lake, bay, etc.
- · Use the D-rings to connect to your pool or lane lines.
- · A new workout class opportunity for gyms, resorts, recreation centers, & more.
- · Make your basic exercises more challenging by adding an on-water balancing component.

#### Kit Includes:

Carry Bag FCS Style Fin High Pressure Pump w/ Gauge

Vinyl Repair Kit

#### **DIVE PLATFORM** Solstice Item #32434 3' x 4' x 4" · Highly visible red & white color for safety · Complete with flag pole & legal sized diver down flag · 6 super-strong reinforced handles on sides · 9 stainless steel D-ring tie downs · HR valve for easy inflation/deflation Inflate to between 10-12 PSI · Lightweight 14.5 lbs. · Surface capacity: 175-225 lbs.

#### **Dive Platform Uses:**

- · Perfect for dive shops, dive boats, onshore diving, and/or excursion companies.
- · A base platform for securing dive gear such as air compressors (Hookah), tanks, weights, tools, and other gear.
- · Meeting and/or resting platform for dive groups, classes, or lessons.
- · Highly visible device to indicate dive location with legal sized diver down flag.
- · Utilize D-Rings and handles to best configure your particular dive set up; including anchoring, drop lines, and securing gear.

#### Kit Includes:

Flagpole with Legal Flag Carry Bag High Pressure Pump w/ Gauge Vinyl Repair Kit

# SWALIME® **Thank You**

Visit us at Swimline.com





