



# swimmirror

The Pool Mirror That Enhances Your Swim Training



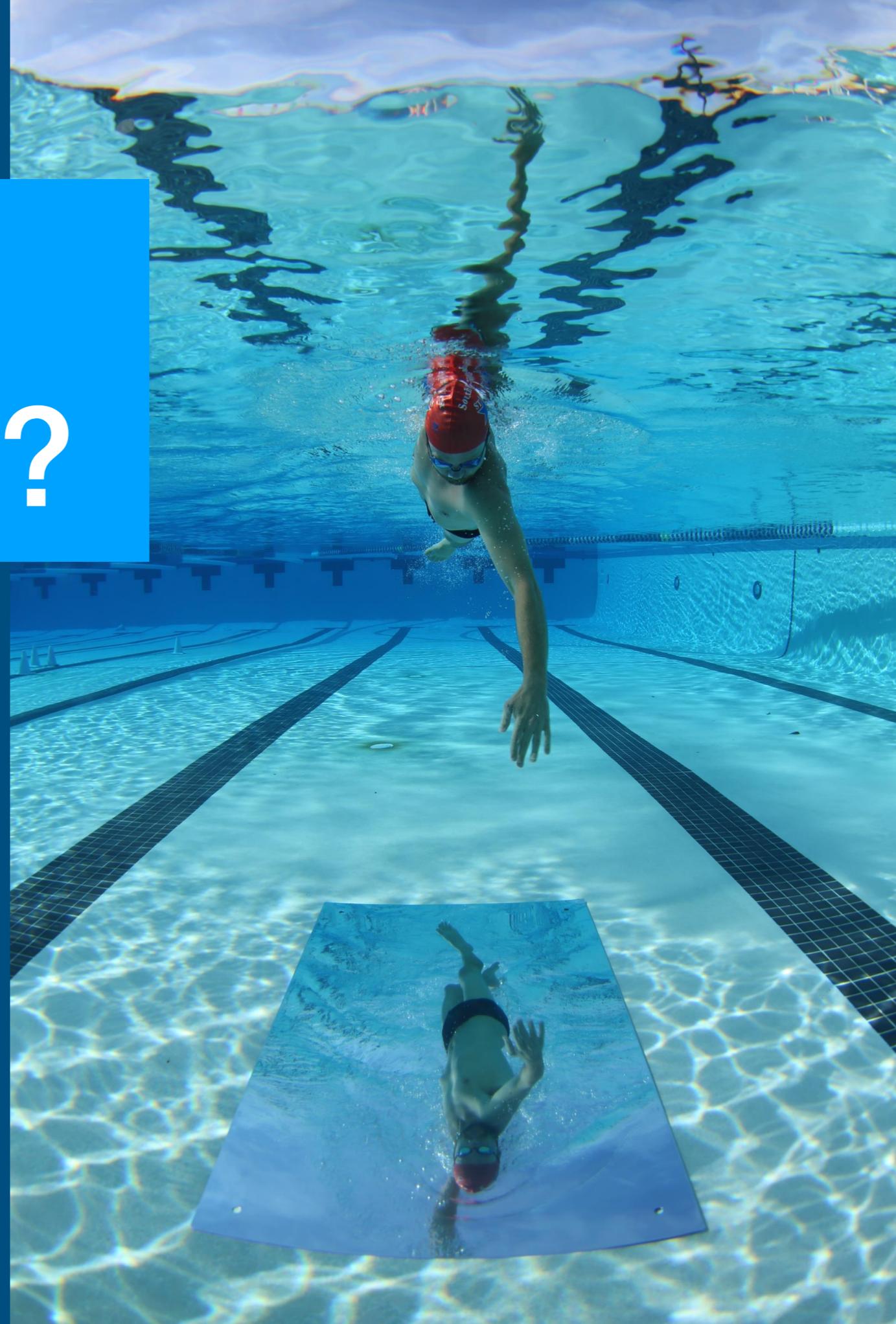
The background consists of several overlapping, semi-transparent shapes in various shades of teal, blue, and dark blue. The shapes are layered, creating a sense of depth and movement. The colors range from light, airy blues to deep, dark blues and teals. The overall composition is abstract and modern.

ABOUT

# What is SwimMirror?

SwimMirror is a high-strength aluminum mirror that lies on the bottom of the pool, where it allows swimmers to see their swim stroke and adjust technique in real-time!

[Download Our Product Sheet!](#)



SwimMirror's lightweight and simple design allows it to be portable, efficient, and easy to use.

You can line mirrors up end-to-end for long distance swim stroke results or use just one to adjust head position. The possibilities are endless!

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**Dimensions:** 45.5" x 28" x .025"

**Weight:** Only 3 pounds

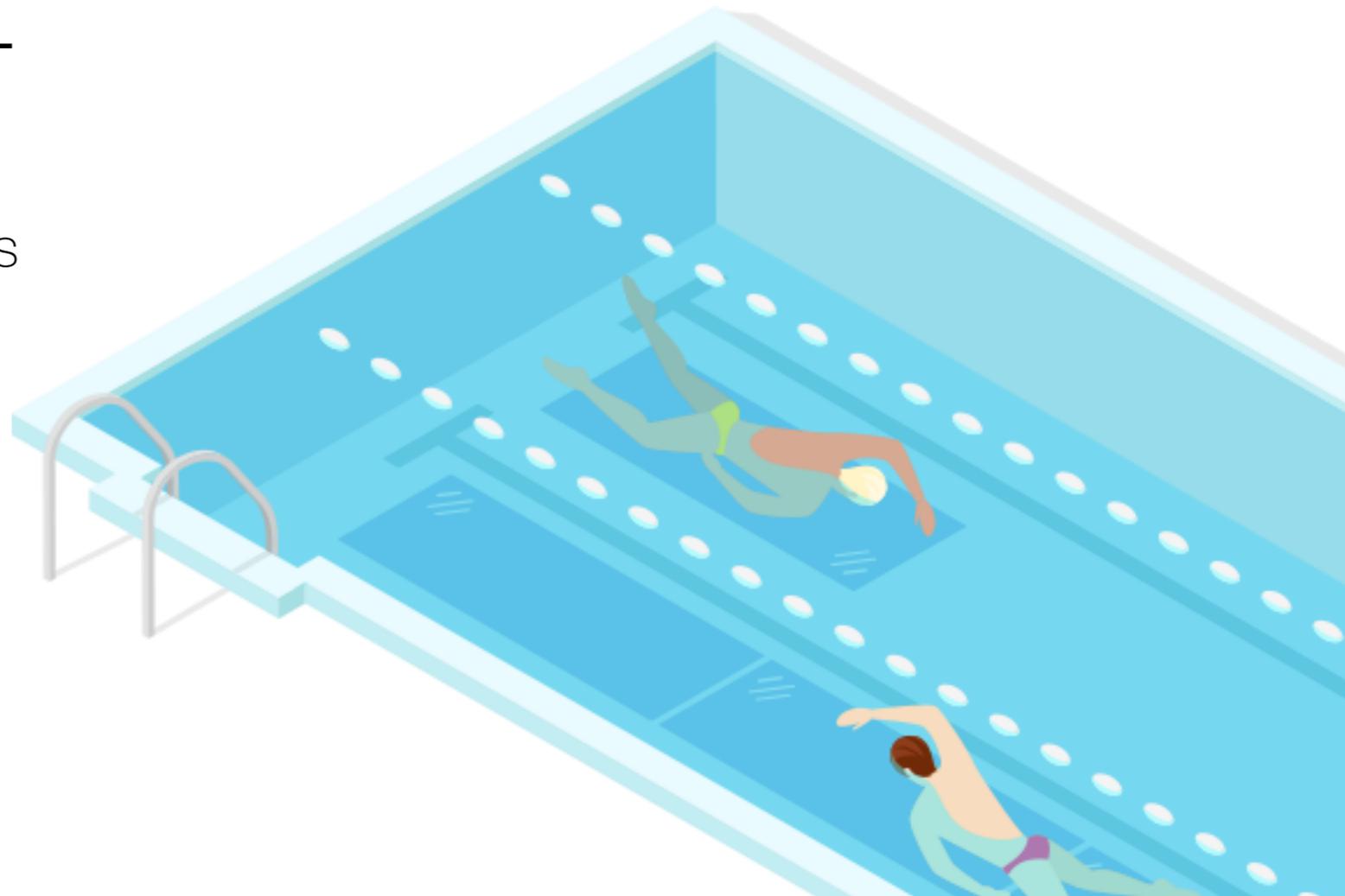
**Material:** High-Strength Anodized Aluminum  
Corrosion-Resistant and Shatter-Proof

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Coaches, Instructors  
and Swimmers of All Ages  
Love SwimMirror!

Perfect for:

- Swimming Lessons
- Swim Training
- Swim Technique
- Underwater Fun
- And more!





## Improve Instantly

Improve your swim strokes in real-time by seeing your technique while you practice.



## Simple Setup

No construction or extra attachments required!  
Simply put it down and start swimming.

# Benefits



### Long-Lasting

SwimMirrors are lightweight, corrosion-resistant and shatter-proof.



### Minimal Maintenance

Just rinse and air dry for future use—no extra work is needed for SwimMirror upkeep!

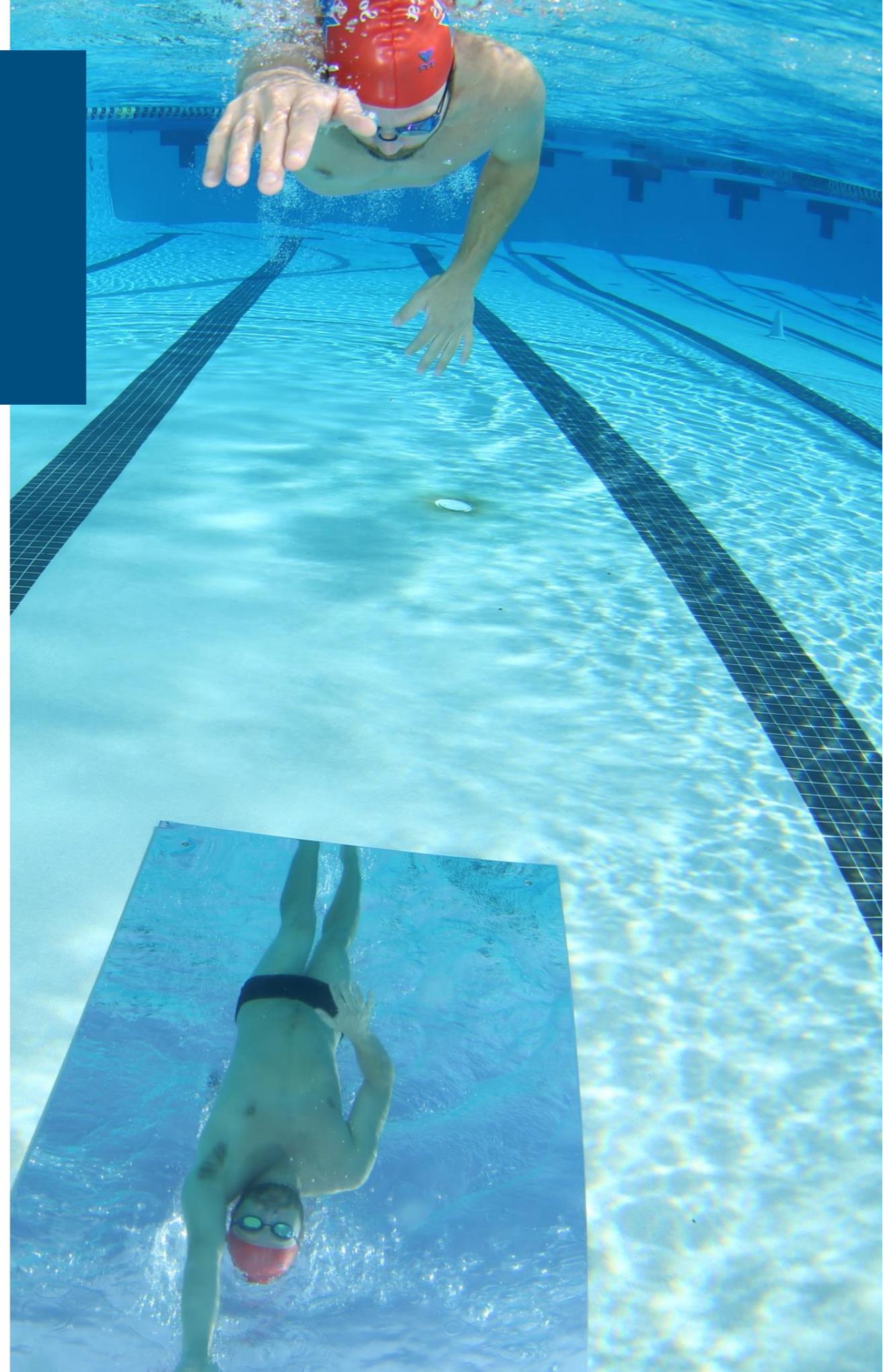
# Benefits

# Perfect for Novice & Advanced Swimmers!

SwimMirror helps novice and advanced swimmers improve:

- Endurance
- Technique
- Stroke

All in real-time, for instant results!



A person is standing on a rectangular mat that is partially submerged in a swimming pool. The mat is positioned at the edge of the pool, and the person's reflection is clearly visible in the water below. The person is wearing dark shorts and is looking down at their reflection. The water is clear and blue, and the pool deck is visible in the background.

# Perfect for Children!

SwimMirror help children get acclimated to water by being:

- Engaging
- Fun
- Reassuring

By overcoming their fear of water, children develop swimming skills!



# Audiences



## Swim Coaches

### **Motivation**

- Teaches and promotes good swim techniques
- Expert level swimmer
- Understands the benefits of good swimming technique

### **Pain Points**

- Has trouble correlating message
- Can't show students their mistakes until after
- Thinks swim tools can be costly and ineffective

### **Conversion Tactics**

- Increase students' performance
- Use new ways of thinking to promote good swimming techniques
- Relay his message in real time to students
- Easy repeat buyer

## Motivation

- Wants to promote healthy and safe swimming for all ages
- Developing new and exciting strategies and ideas
- Always looking to stay ahead of the curve
- Finding ways to captivate young as well as older audiences

## Pain Points

- Swim tools may be seen as a toy versus tool
- Budget constraints based on membership

## Conversion Tactics

- New tools can create buzz for your business as an upsell
- Offers instant results for any student at any level
- Used by Olympic swimmers to increase their own potential



Swim Schools



Parents

### **Motivation**

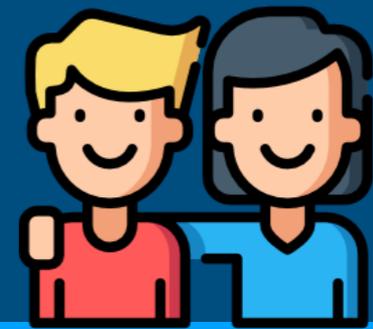
- Great new tool to get children excited for the water
- Always looking for beneficial ways to increase child safety
- Find it as a suitable way to teach children themselves

### **Pain Points**

- SwimMirror may be hard to store and keep safe
- Not suitable for a child to use by themselves

### **Conversion Tactics**

- Shatterproof and non-breakable due to aluminum design
- Price point is cheaper than lessons and more effective for endurance
- Keep children occupied and engaged with increased technique



Children

## Motivation

- New way to play in the pool
- Increase swimming efficiency
- Great for parties and events (line them up end to end)

## Pain Points

- Not enough capital. May require parent to purchase
- Younger children may require adult supervision

## Conversion Tactics

- Easy to set up and install
- Requires no maintenance



Universities

### **Motivation**

- Great for instant feedback
- Allows coaches to train instantly instead of recording
- Keeps alignment and technique tight
- Will purchase multiple for the team

### **Pain Points**

- May need to test the “water” before investing in multiple
- Needs to be instructed on the benefits versus cost

### **Conversion Tactics**

- Easy to travel with in bus or car
- Requires no maintenance
- Increased technique equals more wins and sponsorships
- Used by Olympian swimmers

# Universities We Serve:



THE  
FLORIDA STATE  
UNIVERSITY



Missouri  
State

KU THE UNIVERSITY OF  
KANSAS



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And So Many More!

# Other Customers Include:



Plus Local Florida High Schools:





The background consists of several overlapping, semi-transparent shapes in various shades of teal, blue, and dark blue. The shapes are organic and curved, creating a layered, abstract effect. The colors range from light, airy blues to deep, dark blues, with some teal accents. The overall composition is modern and clean.

Sales

# Online Sales YTD

## **Sales for the Year (YTD)**

- > Sales are \$12,747.74
- > Average Order \$303.53
- > Total Orders 44

## **Current Months Sales (September)**

- > Sales are \$2,593.25
- > Average Order is \$216.10
- > Total Orders this month 12



# Sold by the Following Retailers:



# American Douglas Metals



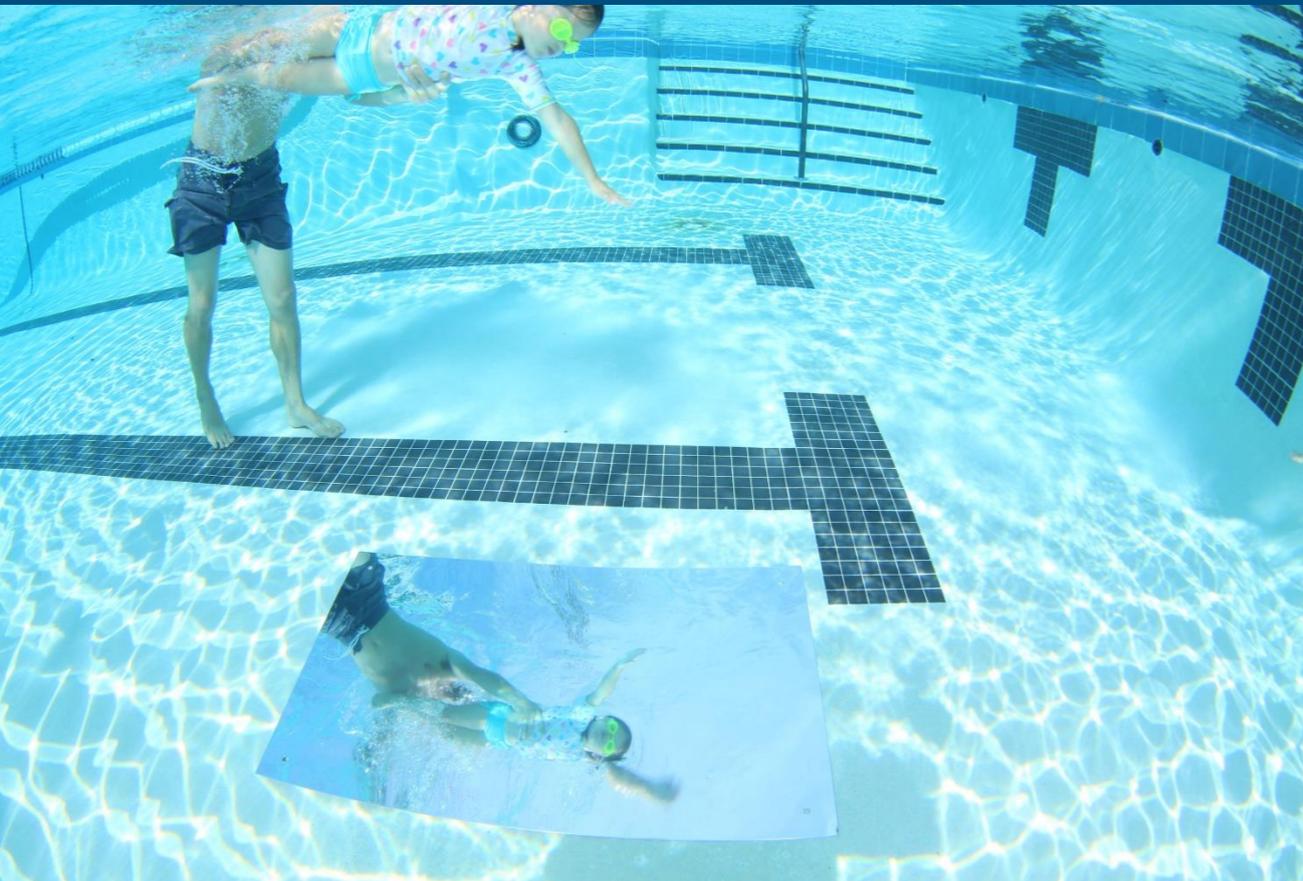
SwimMirror is proudly made in the USA by American Douglas Metals (ADM), a third generation, family-owned and operated metal servicing company established in 1976.

For over 40 years, ADM's focus has been on providing top-notch quality in all our steel and aluminum products, including SwimMirror.



ADM's original line of aluminum products, including SwimMirror, are known for their low maintenance, high-quality and recyclability.

Why do we choose aluminum for these products?



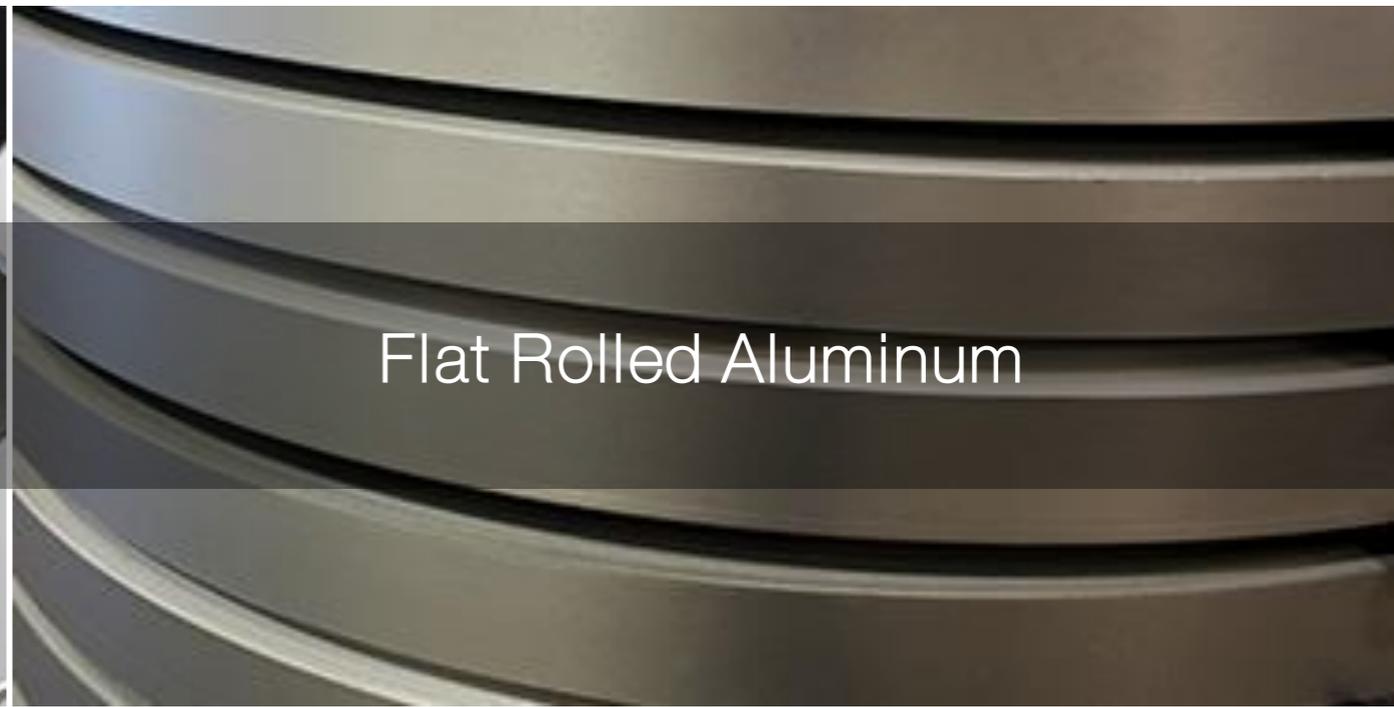
- Lightweight Structure
- Resistance to Corrosion
- Malleability
- Long Life Span

The low profile design of our aluminum products also allows them to become seamlessly integrated with the existing environment.

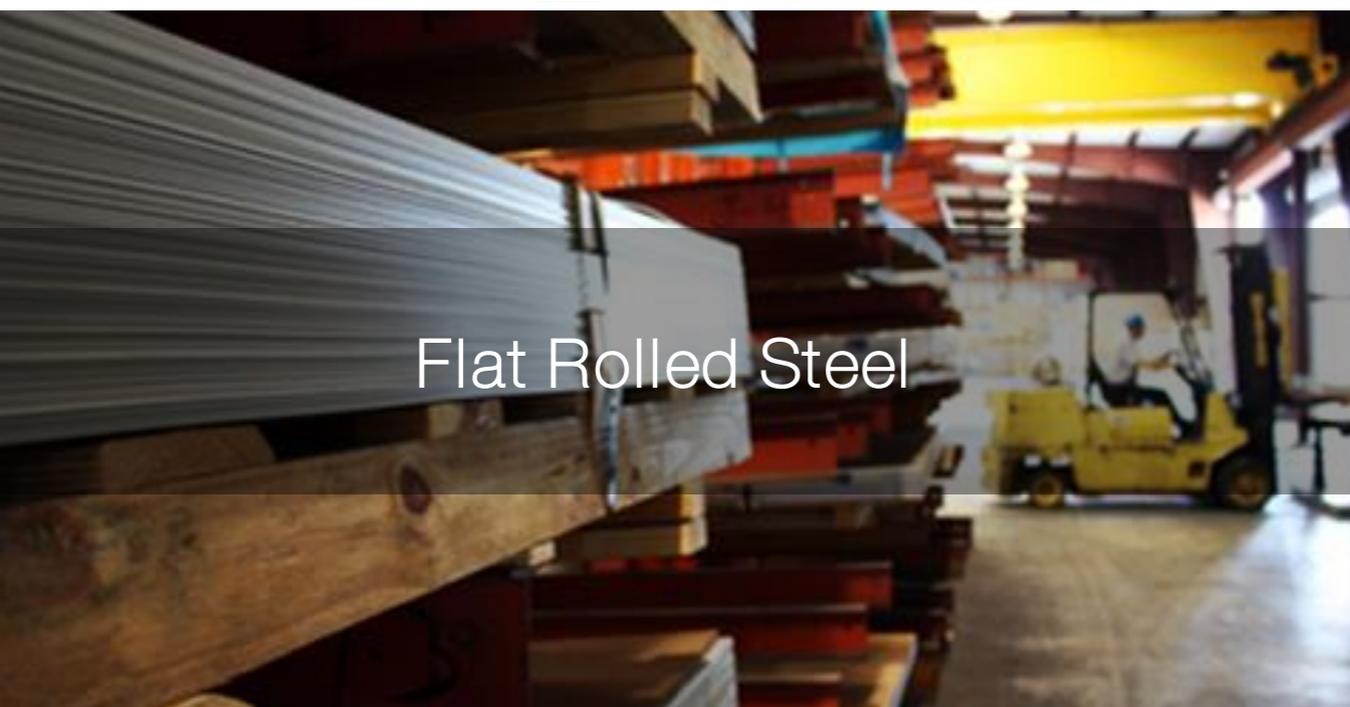
ADM is committed to providing the US metal manufacturing sector with complete service options, including processing, fabrication, assembly, warehousing and distribution.



Aluminum Extrusions



Flat Rolled Aluminum



Flat Rolled Steel



and More!

# Endorsements



“

[SwimMirror] is a great tool to help improve your technique, because the athlete can actually see themselves in motion. That's next to impossible to do unless you're filming an athlete... but the feedback is instant with SwimMirror.

”

***Endorsed by Rowdy Gaines:***

- ***Three-Time Olympic Gold Medalist***
- ***International Swimming Hall of Fame Member***
- ***ESPN and NBC Sports Swimming Analyst***
- ***VP of Central Florida YMCA Aquatics***



***Endorsed by Amanda Beard:***

- ***7-time Olympic Medalist***
- ***International Swimming Hall of Fame Member***
- ***Co-founder of Beard Swim Co. Swimming School***



“

[SwimMirror] is pretty versatile. It doesn't matter if [you're] a little 6-month-old infant or a 60-year-old adult... that's what's so fantastic about it. It can be applied in so many different ways to help with all these different skills we're trying to achieve.

“



## Start Selling SwimMirror Today

Increase your business and offer this amazing swim training tool in your store today!

MSRP \$94.99

Contact Us Today!