

SwimWays®

a Water-full life!



2014 Product Catalog



READY FOR FUN? JUST ADD WATER! SwimWays makes water wonderful—with incredible pool toys, fun floats, and cool toys that help families transform ordinary pool time into a water-full adventure.

Every day in the water is like a mini-vacation. It's where kids and parents come together to play, to splash, to learn—and to **CREATE MEMORIES THAT LAST A LIFETIME**. We're passionate about helping families make the most of this time, by delivering products they really want—with innovative design, high-quality materials and a strong focus on safety. It's no wonder your customers ask for our best-selling products like **SPRING FLOAT®**, **TOYPEDO®** and **SWIM STEPS™** by name.

Yet we never stop challenging ourselves to improve. In 2014, we're unveiling **eye-catching new packaging** and a fresh brand focus on our SwimWays website. We're excited to announce the launch of our **VERY FIRST LINE OF SWIM GEAR**, featuring goggles, masks and snorkels that are leak-resistant, latex-free and fog-resistant. We're also entering the popular noodle category, with product made right here in Virginia Beach. Check out the bright new colors and **FRESH GRAPHICS** on our Swim Steps™ and Spring Float® lines, too.

And because kids' imaginations never rest, ours don't either. We've created daring new dive games like flexible **FISH STYX™**, plus crazy water shooters like our **PINWHEEL SQUIRTER™** and **Sea SQUIRTERS™**. We're also unveiling the fantastically fun **SQUID DISK™**—a flying disk that flings water as it soars through the air. Time to relax? Unfold a super-portable **aquagami™**, the fun float and a poolside lounge in one.

Plus, only SwimWays has exclusive rights to **Marvel® and Disney® POOL TOYS**—including incredibly hot sellers like Disney Princess and Minnie's Bowtique, as well as superheroes like the Avengers Assemble. With The Amazing Spider-Man 2 arriving in May 2014, you won't want to miss out on action-packed sales.

Our 2014 catalog is only the beginning. As a SwimWays Dealer Partner, we can help you out with point-of-purchase sales tools and video messaging—plus special deals, excellent customer service and retail exclusives your customers won't find anywhere else. Together with our sister brands **COOP®** and **Kelsyus®, SwimWays is helping everyone enjoy a MORE WATER-FULL LIFE!**

visit us at
WWW.SWIMWAYS.COM



**DIVE INTO OUR
online community!**



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FSC LOGO

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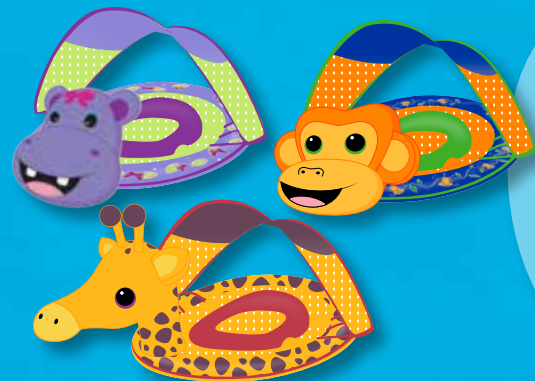
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PRESCHOOL**

*Items not found in mass merchants or club warehouses

READY TO DIP THOSE TINY TOES IN THE WATER?

Start with SwimSteps. For more than 40 years, parents have trusted our patented floats and swim-training gear to help build their children's confidence in the water. A lifetime of strong swimming skills starts here!



NEW

Baby Spring Float Animal Friends™ Item #11682

Our amazingly popular Baby Spring Float™—now with colorful creatures to make floating more fun!

- Parents love the shade canopy.
- Animal heads twist and turn for added interactive fun.
- Features eye-catching bright graphics that babies and parents love.
- All the deluxe features of the Baby Spring Float™.
- Three styles available: Hippo, Monkey and Giraffe.

Ages: 9 to 24 mos
Case Pack: 6 (2 of each style)

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swim step 1

"IT'S MY first time
IN THE POOL"

Swim Step 1 supports young children as they are introduced to the water, helping them stay comfortable and happy.



NEW STYLE
50+ UV

Swim Diaper™ Item #11045

The perfect coordinating reusable swim diaper for the early Swim Steps. Liner with fabric cover provides reassuring protection against leaks. Three styles: blue, pink and lime.

Small: 6 mos, 13-18 lbs
Medium: 12 mos, 18-22 lbs
Large: 24 mos, 22-30 lbs
Case Pack: 12 (1 small of each style, 2 medium of each style, 1 large of each style)



www.TEACHMEtoSWIM.com

Sun Canopy Baby Boat™ Item #11875

Features the bright colors babies love, with the safety features and sun protection moms want!

- Smart, removable shade canopy.
- Wide circumference and fun wings enhance stability.
- Sits low in the water with a comfortable and secure seat.
- Features heavy-duty PVC welds for added peace of mind.

Ages: 9-24 mos
Case Pack: 6 (3 of each style)



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NEW
STYLE

Baby Spring Float™ Assortment Item #11604

All the features of the original Baby Spring Float in printed styles.

- Low seat provides stable center of gravity.
- Three popular themes: Sailboat, Butterfly and Whale Spout.
- Carry/storage bag included.

Ages: 9-24 mos

Case Pack: 6 (2 of each style)



NEW
STYLE

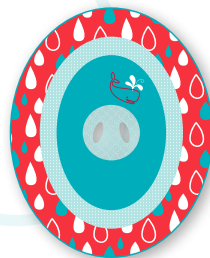
Baby Spring Float™ Item #11608

Comfort and convenience for baby and mom – the original best-seller!

- Mesh play space for toys and splashing.
- Dual-inflation chambers and low seat enhance security.
- Folds easily for storage in included carry bag.

Ages: 9-24 mos

Case Pack: 6



www.TEACHMEtoSWIM.com



Baby Tug Boat™ Item #11622

It's baby at the helm in our top-of-the-line float.

- This action-packed baby float is filled with play features, including a steering wheel that turns and bells that sound.
- Easy-to-remove canopy.
- Four-position adjustable seat grows with your child.
- Convenient bottle holder.

Ages: 9-24 mos

Case Pack: 1

SWIMWAYS
PROUDLY SUPPORTS
Operation Smile
Creating New Smiles
Changing Lives Forever

5,000
KIDS HELPED...
and counting!



NEW
STYLE

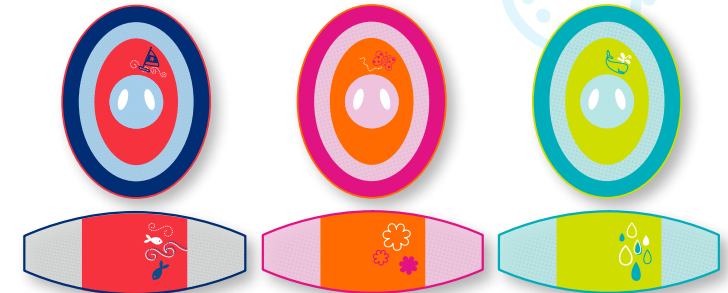
Baby Spring Float™ Sun Canopy Assortment Item #11606

All of the features of the popular Baby Spring Float Sun Canopy in three fashionable styles!

- Three popular themes: Boat, Butterfly and Whale.
- Two-position, removable Canopy. Mesh sides provide visibility.
- Carry/storage bag included.

Ages: 9-24 mos

Case Pack: 6 (2 of each style)



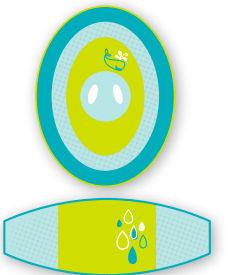
NEW
STYLE

Baby Spring Float™ Sun Canopy Item #11649

Whale (only)

Ages: 9-24 mos

Case Pack: 6



NEW
STYLE

Baby Spring Float™ Activity Center with Canopy Item #11601

SWIMWAYS
SELECT

Baby Spring Float introduces baby to an engaging pool pal!

All of the design features of the original, plus:

- Adjustable, removable canopy.
- Interactive play station with activities for every developmental stage.
- Octopus arms hold toys baby can touch and activate: squeaker, rattle, stacking rings, teether and soft touch star.
- Carry/storage bag included.

Ages: 9-24 mos

Case Pack: 6



SWIMWAYS
SELECT

Baby Spring Float Sun Canopy™—Mommy & Me Item #11559

Our best-selling Baby Spring Float™—now upgraded for two!

- Float together and make swimming more fun.
- Our incredibly popular Baby Spring Float™—now with a detachable float rest for Mom.
- Durable fabric-covered inflation with patented inner spring technology and removable canopy.
- Use the Baby Spring Float alone, or attach Mom's float ring.
- Convenient carry tote included for storage and portability.

Ages: 9-24 mos

Case Pack: 6 (3 of each style)



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swim step 2

"I'M READY TO paddle and splash"

SWIM STEP 2 PROVIDES SUPPORT WHILE CHILDREN LEARN TO BALANCE AND PADDLE – IMPORTANT PRE-SWIMMING SKILLS.



NEW STYLE

Swim Vest™ Item #11238

Contemporary style in a great pre-swim aid for kids.

- Sturdy foam inserts provide balanced flotation.
- Front zipper with safety closure for easy on and off.
- Three styles: blue/blue, pink/orange, and lime/blue.

Ages: 2-4
Case Pack: 6 (2 of each style)



NEW STYLE

Swim Sweater™ Item #00233

Asked for by name, Swim Sweater helps kids explore the water with confidence!

- Stable, circular torso design rides high on child's chest for extra stability.
- Perfect for use during potty training.
- Two pre-swimming positions.
- Sun sleeves add extra UV protection.
- Three styles: blue/blue, pink/orange, and lime/blue.

Ages: 2-4
Case Pack: 6 (2 of each style)



swim step 3

"TEACH ME to swim
SO WE CAN play together"

SWIM STEP 3'S GRADUATED SUPPORT GIVES PARENTS A SWIM TRAINING SYSTEM – ALL THE TOOLS KIDS NEED TO FEEL EMPOWERED IN THE WATER.



NEW

Kick Trainer™ Item #11039

Ready, set, kick! Our new kickboard is great for gliding.

- A full-size, EVA foam kickboard that's built to last.
- High-performance design features a sleek, hydrodynamic nose.
- Textured, molded surface is soft on skin.

Ages: 5+
Case Pack: 6
(3 of each style)



Sea Squirts™ Swim Assist Vest

Item #41040—Small
Item #41053—Medium
Item #41066—Large

Finally—a swim vest kids will actually want to wear!

- Flexible back fin makes the vest a lot more fun to wear.
- Smart buoyancy technology helps kids achieve proper swimming position—and gives them greater control and stability.
- Three flotation pads are easily removed by parents, helping kids gradually gain confidence in water.
- Totally comfortable, thanks to quality neoprene, a heavy-duty zipper and a breathable fabric liner.
- Four fun styles, each in three sizes – orange, blue, pink and black.

Case Pack: 4



NEW STYLE

50+ UP

Power Swimmer™ System

Everything parents need to teach their children swimming skills!

- Graduated flotation advances swimming ability at the child's own pace.
- Hidden pockets keep flotation pads secure.
- Adjustable cords help create a snug fit and keep kids feeling confident.
- Styles in all three colorways: pink/orange, blue/blue, and blue/lime.

Small Item #00192

Give confidence to the youngest swimmers!
Ages: 2-3
(Approx. 20-35 lbs.)
Case Pack: 6
(2 of each style)



Medium Item #00193

Perfect for kids who are ready to swim!
Ages: 3-6
(Approx. 35-55 lbs.)
Case Pack: 6
(2 of each style)



Large Item #00195

Sized just right for older kids.
Ages: 6-9
(Approx. 55-80 lbs.)
Case Pack: 6
(2 of each style)



Kids flotation

WHAT BETTER WAY TO BUILD SWIMMING CONFIDENCE

THAN BY BRINGING BEST FRIENDS TO THE POOL. POOLIGANS PROVIDE SEA CREATURE FLOTATION FOR ADDED SECURITY AND POOLSIDE COMFORT. THE TRUE STANDOUT FOR 2014 – THE SEA SQUIRTS PFD. U.S. COAST GUARD APPROVED FLOTATION FOR DAYS IN THE POOL, LAKE OR ON A BOAT.

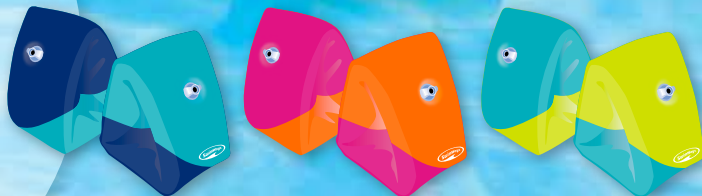


NEW STYLE SOFT Swimmies™ Item #00056

Soft, high-quality polyester fabric won't stick to skin.

- Safety features include dual inflation chambers and child safety valves.

Ages: 3-5
Case Pack: 12
(4 of each style)



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NEW STYLE

Sea Squirts™ PFD Life Jacket

Item #41000—Small

Item #41014—Medium

Item #41027—Large

Our popular personal flotation device combines safety and style.

- Parents love the safety features; kids love looking cool.
 - U.S. Coast Guard approved PFD.
 - Cool, contemporary design that kids will love to wear with quality neoprene cover, heavy-duty zipper and inner liner.
 - Six fun styles: Pink Dolphin, Blue Dolphin, Orca, Yellow Tang, Purple Tang and Clown Fish.
- Case Pack: 4



Pooligans™ Item #12315

Because they should always swim with a buddy!

- Sweet, huggable plush toys with buoyant flotation.
- Fun as a float; perfect for poolside comfort.
- Anti-microbial with quick-dry outer fabric and stuffing.
- Four fun styles—dolphin, penguin, polar bear, and shark.

Ages 4+

Case Pack: 6 in a PDQ



Scan to learn more!



NEW STYLE

SPRING Float® Kid's Boat™

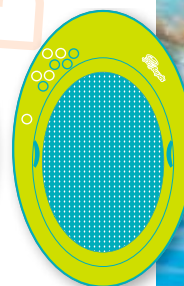
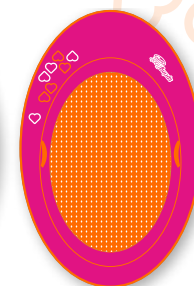
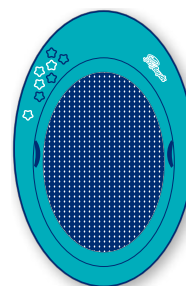
Item #13104

All the great features of the Spring Float—designed specially for kids!

- Springs open for instant fun!
- Contoured inflatable and sturdy handles are perfect for the way kids play.
- Mesh interior is cool and comfortable.
- Carry/storage bag included.
- Three assorted colors: blue, pink, and lime.

Ages: 5+

Case Pack: 6 (2 blue, 2 pink, 2 green)



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swim gear



**WHEN YOU LIVE THE
WATER-FULL LIFE, YOU
DESERVE SWIM GEAR
THAT REALLY WORKS.**

THAT'S WHY SwimWays IS EXCITED TO ENTER THIS KEY CATEGORY FOR THE FIRST TIME—BRINGING SWIM FANS HIGH-QUALITY GOGGLES, MASKS AND SNORKELS THAT ARE LATEX-FREE, FOG-RESISTANT AND LEAK-RESISTANT. BRIGHT COLORS AND COOL GRAPHICS ARE A LOOK KIDS LOVE—AND LOVE TO WEAR.



FISH FACE GOGGLES™

A new line of smart swim goggles from the brand parent's love!
• High-quality materials—fog-resistant, leak-resistant, and latex-free.

FISH FACE GUPPY™ Item #12067

• Four colorful styles included.
Ages: 3-8
Case Pack: 18



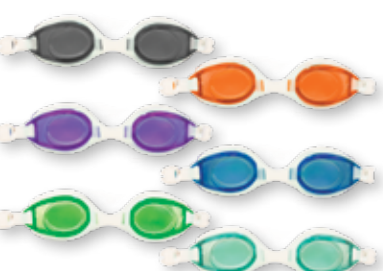
FISH FACE TARPON TRAINER™ Item #12065

• Three-pack includes orange, blue and green.
Ages: 3-8
Case Pack: 6



FISH FACE DOLPHIN™ Item #12068

• Six colorful styles included.
Ages: 6-12
Case Pack: 12



FISH FACE MARLIN PRO™ Item #12069

• Three performance styles included.
• Includes two extra nose pieces.
Ages: 12+
Case Pack: 12



GOGGLEMATES™ Item #12396

Show your swim style—and get goggles on and off easily.
• Ouch-free! No more annoying and painful hair pulling.
• Integrated neoprene strap for the Dolphin Goggle.
• Plus, they float!
• Three Styles included.
Ages: 6-12
Case Pack: 12



DIVER DOWN MASK™ & DIVER DOWN MASK & SNORKEL™

- Wide dive-mask style protects both eyes and nose
- High-quality materials—fog-resistant, leak-resistant and latex-free
- Bright colors and a comfort fit that kids and adults love
- Three styles included

DIVER DOWN MASK™ Item #12061

Make cool underwater views even more awesome!
• Three styles included.
Ages: 5-12
Case Pack: 6

DIVER DOWN MASK & SNORKEL™ Item #12066

All the benefits of our Diver Down Mask—plus the fun of breathing underwater!
• Three styles included.
Ages: 5-12
Case Pack: 6



EXPEDITION MASK™ & EXPEDITION MASK & SNORKEL™

EXPEDITION MASK™ Item #12062

All the high-quality features of the Diver Down Mask—now for bigger kids and adults!
Ages: 12+
Case Pack: 6

EXPEDITION MASK & SNORKEL™ Item #12063

Ready to really dive? Add a cool snorkel to our popular Expedition Mask.
Ages: 12+
Case Pack: 6



Noodles & accessories



WANT TO OFFER YOUR CUSTOMERS ONE OF THE MOST POPULAR POOL TOYS OF ALL TIME?
JUST USE YOUR NOODLE!

Swimways now makes two sizes of brightly colored noodles right here in Virginia Beach. And for a new twist on this cool classic, check out our line of innovative noodle accessories.

Swim Noodles and Super Swim Noodles™

Item #12329 (REGULAR)

Item #12328 (SUPER)

Because it's simply not summer without a noodle! Or 10!

- Vibrant colors stand out in-store: blue, purple, red, green and yellow.
- Regular (55" in length and 2 3/8" diameter)--28 in a display.
- Super (55" in length and 3 1/4" diameter)---15 in a display.

Ages: 5+

Noodle Loops™

Item #13174

More noodles, more fun!

- Create rafts and floats for hours of fun entertainment.
- Each pack includes three sets of elastic noodle loops. Each loop holds five noodles.

Ages: 5+

Case pack: 12



Noodle Sling™

Item #13176

It's the best seat in the pool—just add a noodle!

- Add a noodle and you're ready to float.
- Two cool colors: bright lime and reflex blue.
- Fits most noodles.

Ages: 5+

Case pack: 12



*Noodle not included.



Noodle Head Shooter™

Item #13170

Our new super squirter shoots water up to 10 feet!

- Add a noodle and make a monster ride-on.
- Squeeze underwater, then squeeze again to spray water.
- Three fun styles appeal to girls and boys.
- Flexible PVC heads fit Super Swim Noodles.

Ages: 5+

Case pack: 6



float

RELAX
IN PERFECT HARMONY
WITH THE WATER!



Swim-Up Seat™ Item #13396

Introducing a fun new way to float!

- In the water or by the pool, it's a comfy way to chill.
- Great for conversations—sit in the water and float chest-deep.
- Prevents poolside wear-and-tear on bathing suit bottoms.
- Contoured, lightweight and built from material that is nearly unbreakable.
- Perfect buoyancy for adults up to 250 pounds.
- Nests easily for smart, stylish merchandising in PDQ display.
- Case Pack: 4



Scan to learn more!



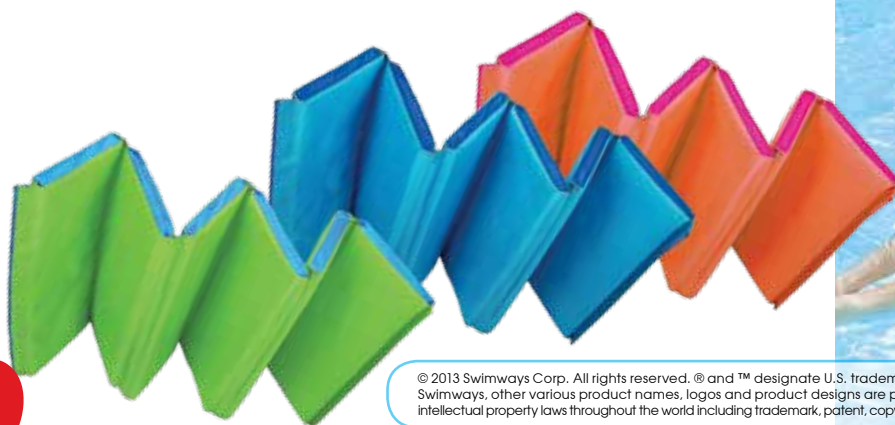
NEW

Aquagami™ Item #13308

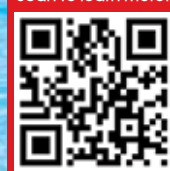
A cool and comfortable float that's always ready to go!

- Unfolds instantly when you're ready to relax.
- Accordion-style float folds away fast for smart storage.
- Thick flotation panels are perfectly padded for the water—or for lounging poolside on a chaise lounge.
- Available in three styles.

Case pack: 3 (1 of each style)



Scan to learn more!



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