

ATOMIC ELEMENTS

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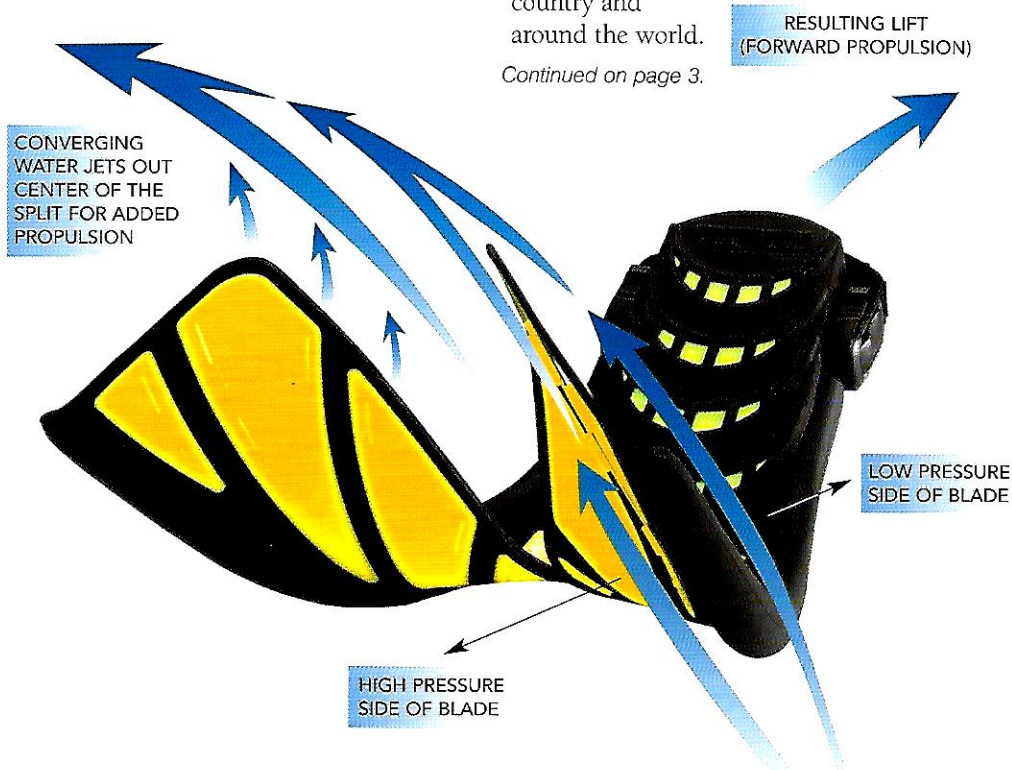
"In the split fin universe, Atomic's tend to rise to the top because they are comfortable," said John Brumm, Director of Rodale's Scuba Lab.

All Split Fins are NOT The Same – Atomic Aquatics SPLITFIN Takes A Good Concept and Makes It Better!

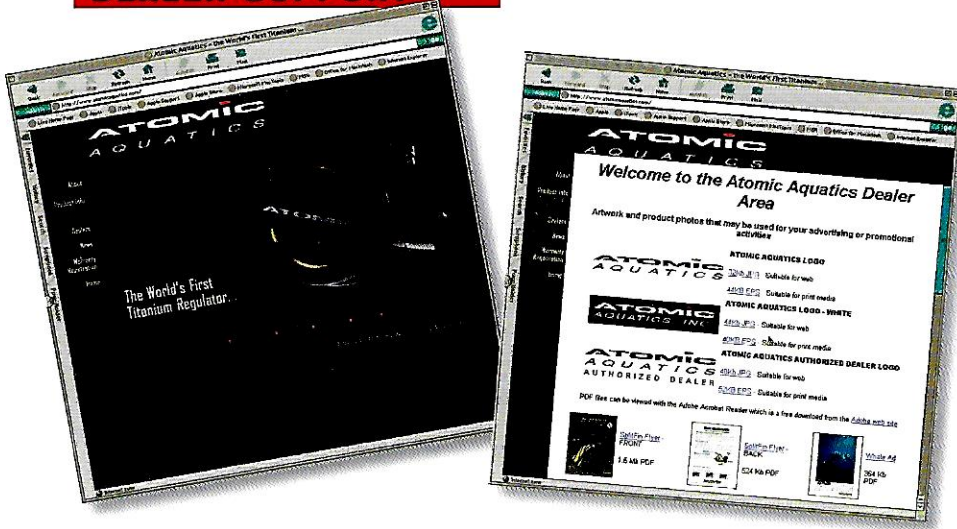
A couple of years ago, Atomic Aquatics licensed a new fin technology that created quite a stir in the dive industry. The propeller-fin technology, as it has become known, is changing the market, as divers discover the benefits of this unique winged blade design concept. While many companies have licensed the Nature's Wing concept, few have created a fin that has proven as efficient, effective and popular as Atomic Aquatic's *SplitFin*.

A consistent "Tester's Choice" by Rodale's ScubaLab, the Atomic *SplitFin* was singled out for innovative features (like the patented EZ-LOK buckle system), performance and comfort. The July issue of Rodale's Scuba Diving magazine quoted ScubaLab officials as saying, "While it excels in performance, no other adjustable fin comes close to the scores Atomic earns for fit and comfort." Similar accolades about the *SplitFin* have come from divers across the country and around the world.

Continued on page 3.



DEALER SUPPORT



Atomic Aquatics Web Site Updated With New Features

Have you ever needed a quality photo of an Atomic product for a newsletter or advertisement? Has a customer wanted to know specific details about the product that only a detailed diagram could provide? Would you like to have your own copy of a recent Atomic Aquatics advertisement? WE CAN HELP!

The Atomic Aquatics website (www.atomicaquatics.com) has an exclusive "dealer only" area that provides Atomic retailers with a wealth of resources, information and material – FREE! It's simple to log on. Simply go to the site, click on the "Dealer" tag on the left side or bottom of the screen. Click on the bold "Dealer Only Area" script. That will take you to the log-in area. Your Atomic Dealer ID (see below) number is your "user name" and your "password" is your Five-Digit zip code. It's that simple.

Not only is there a wealth of information and features *just for dealers*, but there are new sections of the general website as well. You can now enter warranty information online for your customers if you wish. No more filling out cumbersome warranty cards that often get lost or misplaced. When a customer buys an Atomic product, simply log on to the Atomic Aquatics site and go to the warranty information link on the home page. Enter the details. It's simple and efficient.

The NEWEST addition to www.atomicaquatics.com are QuickTime animations of some of the exclusive performance features found only in Atomic regulators. Taken from the actual CAD-CAM engineering models, these full-motion images can give your customers a true sense of how some of the features really work. The next time you visit the Atomic Aquatics site, be sure to watch these highly informative QuickTime movies. (Note: You will need to have "QuickTime" on your computer to view the diagrams).

If you have not taken your own personal "tour" of www.atomicaquatics.com, we invite you to now. There's plenty to see and there will be plenty more to follow as we prepare for DEMA 2002 in Las Vegas, October 22-25.



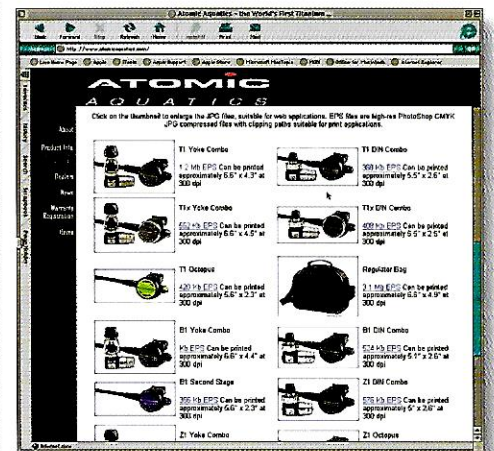
What's My Dealer ID Number?

Every Atomic Aquatics retailer has a Dealer Identification number. We've given you this number to help speed the ordering process and provide you with quick and easy access to the Atomic web site. In case you don't know what your Dealer ID number is, just look at one of your invoices. Here's another way to remember it –

Typically, your Dealer ID number is the first FOUR letters in your store name AND the first TWO letters of your street address. This may differ if your store has multiple locations.

Example: (store name) THE DIVE SHOP
 (address) 12345 Main Street
 Dealer ID = **THED12** **THE DIVE SHOP**
 12345 Main Street

Your Password is Your Postal ZIP CODE



The new Atomic M1 Regulator continues to make news around the world. Diving publications from the US to Australia to Asia have posted stories about the M1. Some of these media outlets include: Action Asia (Hong Kong), DeeperBlue.net (England), Dive Log (Australia), Dive Training (USA), OnScuba.com (USA), Skin Diver (USA)

Did you know...

Atomic's colorful eight-panel regulator brochure, designed by Bonnie Toth Advertising & Design, was recognized as best in the industry by the Diving Equipment and Marketing Association, (DEMA). Look for our latest full-color brochure and sales support piece this Fall. We're working hard to provide you with the tools and materials you need to better sell every Atomic Aquatics product.

SplitFins Continued from page 1.

When your customers look to purchase fins, here are several selling tips you can use to show potential buyers that all “split fins” are not the same!

Atomic SplitFins Are Built Differently: A bit longer than others, the Atomic SplitFin features an extended power rail that delivers added leverage in the water. Flex battens built into the blade create the optimal wing shape as the diver kicks. The rigid sole plate molded into the bottom of the foot pocket acts to transfer the kick energy directly to the blade without power loss. It also wraps around the sides of the foot pocket to create the strong, durable lugs for buckle attachment. When you put the Atomic SplitFin next to others it is easy to see (and feel) the difference.

Atomic SplitFins Require Less Energy: The split blade concept helps divers slice through the water with reduced drag. When you put this together with the strength and durability of the Atomic

SplitFin, divers don't have to work as hard to achieve the same results as traditional blade fins. Further, by reducing the amount of energy/work in the water, divers use less air and can enjoy more time underwater!

Atomic SplitFins Bridge the Gap: Some in the marketplace believe standard blade fins will always offer better performance. Others are convinced the Nature's Wing concept is the wave of the future. Atomic engineers designed our SplitFin as a bridge between the two fin types. Stronger material helps create the leverage and power required to move quickly in the water. The “split” design helps the diver conserve air and energy. Owners of other brand split fins have complained of their fins being too soft or flimsy, and having to kick faster and more often to get the same propulsion. The Atomic design solves this problem. They can be used with the same relaxed kick style as the paddle fins yet enjoy the benefit of added efficiency and less effort of the split fin design. Atomic SplitFin is a perfect marriage of the two concepts.

ATOMIC DEALER PROFILE

Jet Seat Upgrades Become Easy Profit Center at Visibility Unlimited

When Atomic Aquatics first announced its “Jet Seat” first stage regulator upgrades, Cathy Aggelopoulos at Visibility Unlimited in Orland Park, Illinois saw an opportunity. An innovative marketer, Cathy immediately sent out postcards to all Atomic regulator owners inviting them to come in and upgrade the performance of their regulators.

“I sent out an eye-catching postcard to all my customers telling them they could upgrade their pre-Jan. 2002 B1, Z1 or T1 first stage to deliver the same performance that the new M1 offers for just \$65,” Aggelopoulos said. “That's the same price as a service, but they would have an upgraded product.”

A lot of customers (40 percent) who received the mailing responded. “We found that it took less than fifteen minutes to do the upgrade and our customers love the service and the performance.”

This is an opportunity to offer your customers a valuable upgrade and keep them current with what's new.

Aggelopoulos is one of the innovative Atomic Aquatics dealers located across the United States and abroad. Her aggressive approach to marketing Atomic Aquatics products is highly evident in her store located just outside of Chicago.

The Atomic Aquatics Jet Seat Upgrade kits (\$28.50 *COB*) are available now and fit every Atomic Regulator. For more details, contact your Atomic Aquatics Sales Rep.



Head technician, Roy Jamason of Visibility Unlimited, installing a jet seat upgrade. Roy has been performing scuba repairs for more than 15 years.

Atomic's patented EZ-LOK Buckles: The feature that everyone is talking about! It's never been easier to don and doff your fins. The patented EZ-LOK buckle system was designed for comfort and convenience. Simple, one-handed release of the buckle from the fin, and reattachment is a snap. A quick pull of the strap tightens it whether in or out of the water. Built by engineers who know diving, there is no buckle design that beats the Atomic EZ-LOK system.

Nothing Is As Comfortable as the Atomic SplitFin: Divers look for performance, but also comfort in the products they purchase. The Atomic SplitFin was engineered to deliver comfort without sacrificing performance. In a recent interview, John Brumm of Rodale's ScubaLab pointed out, “In the split fin universe, Atomic's tend to rise to the top because they are comfortable.” We suggest a side-by-side comparison – few fins on the market can match the Atomic SplitFin for its comfortable fit.

TECHNICAL MINUTE:



**FRONT COVER RING
Rim Clamp**

ATOMIC AQUATICS
Peterbuilt Co. Part # 24-200-200
Dealer Price: \$16.00

The Rim Clamp may be used to loosen stubborn front cover rings (02-0014-00) on Atomic Aquatics second stage assemblies.

When performing service on a regulator, try putting the second stage regulator in an ultrasonic cleaner for several minutes with warm water to loosen the threads on the front cover ring. If you find yourself with a front cover that is still tight, place the Rim Clamp around the front cover, which will allow you the opportunity to apply extra leverage, and then loosen the cover ring.

DEALER TO DEALER:

In tough economic times, every tip and idea helps. Many Atomic Aquatics dealers have asked for some helpful hints and selling strategies to better market the Atomic line. We've gathered many of these ideas and will present them here in the "Dealer-to-Dealer" section of Atomic Elements from time to time.

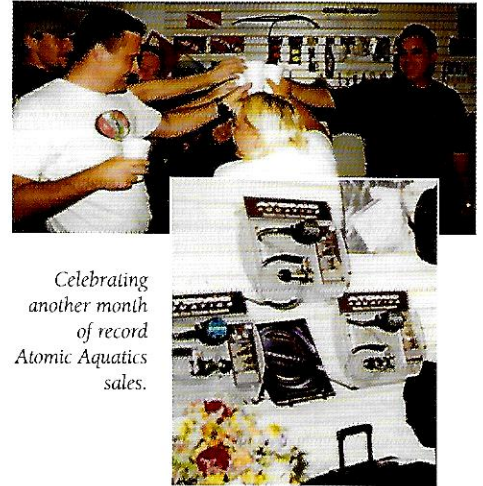
When They Try It, They Buy It!

David Badali at Orlando Scuba Center in Orlando, Florida has no problem selling Atomic regulators to his customers and he's quick to tell you why. "Everyone in our store - from the instructors to the guys behind the counter - dive Atomic regulators. So, when customers ask which regulators to buy, the choice is a simple one."

While the store does stock other brands, Badali made it easy for his staff to see the difference an Atomic regulator delivers. "We've taken our staff diving and done regulator exchanges at 100 feet just to let them experience the difference. The regulator sells itself through its performance, but add to that the enthusiasm that my staff shows when they talk about an Atomic reg-

ulator and it makes closing the sale simple." In terms of sales, Badali is quick to point out that the Atomic regulators outsell their nearest high-end regulator by a two-to-one margin. "There's no question that the Atomic product is superior."

But it's not only the staff that have an opportunity to try Atomic regulators first hand. Orlando Scuba Center puts the product directly into their customers hands - with great results. "We've taken several B1s and made them available for anyone who wants to try one. So far, it's been a great investment because our customers can experience the superior performance Atomic products deliver." Badali says he encourages any retailer who wants to suc-



cessfully sell Atomic's line of regulators to let people try the product, and when they do, they usually make a purchase.



B1 Summer ATOMIC ELEMENTS Newsletter Promotion!

There's a reward for taking the time to read this newsletter!!

When you buy any B1 regulator between August 1 and August 31, we'll send along a free padded travel bag (a \$60 value) FREE!

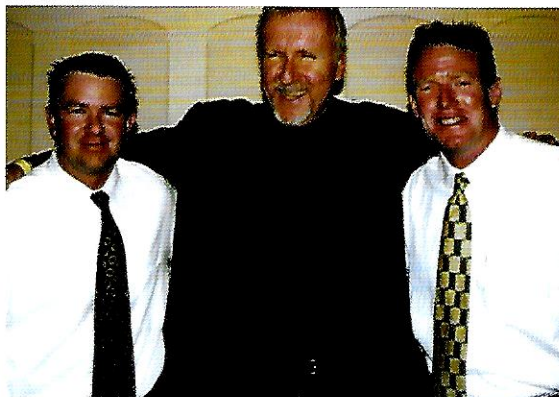
Simply tell your sales representative that you saw the offer in the *Atomic Elements* newsletter and you qualify. There is no limit, so buy as many B1 regulators as you like and we will add on the travel bag.

Look for more "newsletter promotions" in coming issues of Atomic Elements.

James Cameron, Atomic Aquatics Team Up For Local Wreck Diving Group

Academy-Award winning Director James Cameron was on hand to personally thank Atomic Aquatics representatives Seamus Callaghan and Jeff Allen at a recent gathering of the California Wreck Divers Club. Atomic Aquatics was pleased to lend their support to this prestigious club by donating an M1 Regulator and Atomic SplitFins for their recent fund-raiser.

Cameron, an avid diver who is well-known for his work on Titanic, Terminator and The Abyss, was given a one-of-a-kind Atomic Aquatics T1 regulator that included a personal inscription from Atomic Headquarters. For more information on the Atomic Aquatics special celebrity diver program, contact your Atomic Sales Representative.



Left to right: Jeff Allen, James Cameron and Seamus Callaghan.

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