

WIBIT BUSINESS **SUCCESS** HANDBOOK

FROM THE WORLD'S
LEADING FLOATING
WATER PARK BRAND



Hello!

bonjour hallo. مرحبا bok hola 你好 ciao

Many pools are having a hard time competing with lazy rivers, beach-like entries, splash play areas and other, waterpark-like amenities in their surroundings. We wrote this guide so that you have a step-by-step plan of how to outfit your pool for fun and attract swimmers back to your facility.

Way back in 1996, Wibit was just a nameless idea bouncing around in our heads between soccer practice and other full-time jobs. By 2000, to our happy disbelief, Wibit had already blown up into a full commercial grade water sports company.

We have been working continuously for over 25 years to make sure that our own standards of quality, integrity, safety and innovation are upheld across the entire industry that we're proud of creating.

Much like our namesake (inspired by our favorite amphibian — the frog), Wibit moves in quick leaps, continually adding products, configurations and activities that excite at every corner of the globe. The foundation of our business success is our steadfast commitment to providing the highest quality products and most exceptional service in the business. Every Wibit owner and operator belongs to our culture of continuous learning, growth and innovation.

Our German company's momentum is fueled by relentless ingenuity, obsession with quality, love of water – and, most of all, making millions of smiles annually.

Welcome to our Wibit world!

Romann Rademacher
Wibit founder & CEO,
watersports park
safety expert



Ralf Schwung
Managing Director



Tarak Charfi
Managing Director



>70
MIO
visitors

>100
countries

>10.000
installations



Core values matter

Even though it was fun, creating this whole industry required some pretty serious focus.

Our core values do a pretty good job of summing up who we are, who we work with and the pillars that we live by.

BEING A RELIABLE BUSINESS PARTNER

We always keep our promises and maintain our customer relationships on a long-term basis.

- We make sure our products are always on stock
- Fast, immediate shipping is our priority
- You can count on us and our expertise also after your purchase



MAKE PEOPLE HAPPY

There is nothing more gratifying than making someone's day. Wibit stands for over 70 million smiles and there are more to come every day.

- Creating unbeatable user experiences is what it's all about. Our pool combinations guarantee fun and friendly competition for all ages regardless of your race, creed, colour, economic background or social status
- Team spirit is important! Being dedicated to what we do is a key to long-term success



DOING IT RIGHT

At Wibit we never compromise on safety and quality. If we do something, we do it right.

- We created the industry and its standard! Wibit helped develop the stringent TÜV safety standards that govern the entire inflatables industry
- When you buy a Wibit, you get a professional solution that has been refined and perfected over almost the last three decades
- We offer 3 years guarantee on all our inflatables



For example solid handles: At Wibit we even focus on the smallest details. Our solid handles are specially designed to avoid any entrapment hazards.

Wibit is part of the Certified Autism Resource (CAR) program. It confirms that our products meet the needs of individuals with autism.



INNOVATIVE THINKING

We're constantly working on new ideas and improve our products and structures in order to offer optimal solutions to our customers.

- New products and technologies maximize their fun factor, safety and ease of use
- Existing products are constantly reviewed and updated with our new step up system being a good example



6 keys

to succeeding with Wubit as a pool operator

Adding value to your pool is no simple task.

The remainder of this Business Success Handbook will help you maximize your pool business.

Your success with Wubit is based on these 6 key elements:



1. CHOOSING THE RIGHT SIZE & STYLE POOL COMBINATION



4. MAXIMIZING FUN WITH PROGRAMMING



2. FOCUS ON SAFETY



5. ADDING VALUE TO EVERY VISIT



3. INSTALLING YOUR POOL COMBINATION PROPERLY



6. OPERATING FOR SUCCESS

>70
MIO
smiles created



1. Choosing the right size & style pool combination

Your pool combination should fit your pool like a glove. There are five key considerations to help you choose the right pool combination:

Water depth & dimensions
The depth and dimensions of your commercial pool will determine what combination size and products will be most suitable. It is important to make sure the minimum water depth indicated by the manufacturer is guaranteed at all times. On top of that, you'll need to ensure adequate distance between the inflatables and the pool's edge.

Purpose
What are your plans for your pool combination? Are you intending to cater to large groups, birthday parties, aquatic exercise groups or else? Make sure the solution you select is tailored to your specific needs and based on the age group you are planning to entertain.

Budget
Cost is a significant and practical consideration and is part of the reason you should look for modular components that can be arranged into various standard combinations and customized configurations, providing a solution for nearly every budget and pool size.



Capacity

The size and cost of your combination are directly correlated to your ideal maximum capacity. The most important question you need to ask yourself is "how many people do I want to accommodate at one time?". Is it 10, 20, 30...? More?



Storage space & manpower

One of the most underestimated factors when purchasing pool inflatables is storage and manpower. In order to make storage, handling and supervision of the inflatables as easy and safe as possible, it is important to look for interlocking, modular components that are certified for safety. The average time needed for setting up an AquaTrack is about 30-40 minutes only.



AquaTrack



FastTrack 3



WiggleTrack

Once you have determined all of the above, it's time to choose your products!
We've developed a few categories to help you easily select the best combination for your pool:

Budget-Conscious

AquaDuel



Shallow water

SpeedTrack



WiggleTrack



Individual combination

FastTrack 6



Animation

Unlimited individual layout possibilities!

BalanceTrack

FitnessTrack

AquaTrack



High capacity



Individual combinations

Kids combinations (age 4+)

Specially designed for swimmers aged four years and over, Wibit has created the Kids Combinations. Simple obstacles ensure maximum fun in shallow water. It allows supervisors to keep an eye on the entire water park, ensuring safety and enjoyment for the little ones. Wibit Kids can be easily integrated into an existing Wibit SportsPark which ensures maximum fun for all age groups.

KIDS Run

KIDS Course

KIDS Track



Standalone products





2. Focus on safety

Here are some safety-related key points that we pay special attention to when developing our product:

Safety certification

Our products meet international safety standards. Every single one of our products is TÜV approved and most of our inflatable modular products fulfill the requirements of EN ISO 25649.

Secure anchoring options

We offer secure anchoring options and instructions. Our products are equipped with anchoring attachments that allow attaching secure anchoring devices like bungees, ropes, etc. This will keep the products in position and ensure a safe distance to the pool's edge.

Entrapment hazards

During the development of our products, we ensure that any kind of entrapment hazards in our products are prevented.

Warning labels

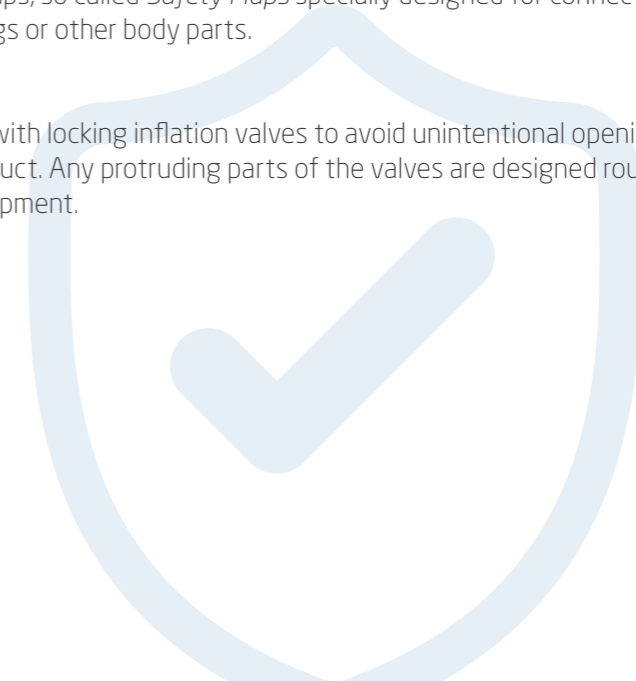
We use clear warning labels, markings and consumer information that are visible directly on the products. The intended number of users, load capacity, place of use, risk hazards, performance and relevant safety information are clearly indicated with graphical symbols.

Connection system

Our products are designed in such a way that there are only minor gaps between connecting parts. For modular products we use cover flaps, so called *Safety Flaps* specially designed for connecting products. This avoids entanglements of feet, legs or other body parts.

Locking inflation valves

Our inflatable products are equipped with locking inflation valves to avoid unintentional opening which could result in a sudden collapse of the product. Any protruding parts of the valves are designed rounded and do not create a risk of entanglement or entrapment.



3. Installing your pool combination properly

It is important that your pool combination is anchored and set up properly.



Anchoring

Floating pool combinations have to be properly anchored for maximum security. Depending on the pre-existing attachment features in your pool, products can be anchored either horizontally to the pool edge using bungees or vertically to the pool ground using anchor sacks.

For combinations that do include high sliding or jumping products it is recommended to use Wibit pool booms – especially designed for pools that are limited in width (e.g. pools that need to keep lanes open for swimmers).

Our Wibit experts can help you choose the right techniques for your specific products and commercial pool. Please make sure to keep a minimum safety distance of 3 m / 10' to the edge of the pool or any other solid objects.



Make it last

Proper maintenance increases the lifespan of your pool combination and reduces the likelihood of material breakdown or damage. We are happy to explain how to maintain the quality and appearance of your products at your location.



Play sooner

We provide installation manuals for each product to make the setup as fast and smooth as possible.



Pool booms



Anchor sacks



Bungees



4. Take the adventure even further



Wibit is more than just products on the water.

Wibit products promote social interaction, balance, coordination, and motor skill development for people of all ages. Arranging games and hosting events can take it a step further and enhance the attraction of your pool.

Games

Whether it's playing tag, teaming up, racing or imagination games, organized play is a great way to make sure every person is involved and engaged. It's also a great option for team-building activities or field trips.

Events

Hosting birthday celebrations or other themed events on a Wibit is an easy way to keep people entertained for hours. Wibit parties are popular with parents and kids around the world.

Fitness classes

Pool combinations can be more than just fun! Wibit offers a great platform for all ages and fitness levels to exercise. Aquatic exercise is a safe and fun way to strengthen core muscles, improve balance, and enhance cardiovascular fitness.

Schools

The skill and confidence-building aspects of a Wibit can completely change a child's relationship to the water. Even the most fearful ones quickly discover that they have the skills to run across modules that are sometimes even difficult for adults. Also the helps them to learn how to deal with unexpected scenarios (falling into the pool!) whilst having fun.



5. Adding value to every visit

Every customer experience matters. Having a floating pool combination enhances every pool-goer's time in the water.

Creating a top-tier user experience every time keeps people engaged, happy and coming back for more. Additionally, it will positively impact your food and drink sales.



New customers

Making sure that everyone loves their first experience on your floating combination is important. All Wibit products are designed to be all-inclusive so that everyone can join in on the fun. They are easy to use, easy to understand and safe for all ages to interact with.



Repeat customers

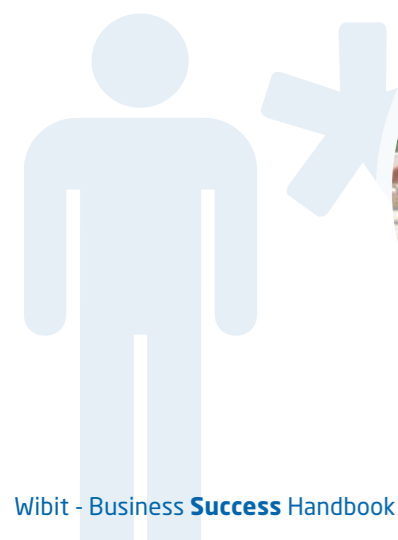
Turning your pool combination into a feature that keeps people coming back is a great way to build up a base of repeat customers. The modularity of Wibit products allows you to mix and match your elements to create a new experience every week. What's more, new elements are being developed on a regular basis, so you can always add to your existing lineup to pump up fun even more.

Think about offering different games on different days to incentivize return visits or introduce "Wibit wednesdays". Be imaginative and listen to your customers! Keep offering the most popular activities.



Play times and wait times

Customer satisfaction will be contingent on how long people have to wait to play. Managing play times and wait times effectively ensures a better experience for all visitors.



6. Operating for success

By maintaining regular pool procedures, you ensure that people can safely enjoy your products for a long time.

Take a moment to think about how you will implement these 3 protocols:



Cleaning & maintenance protocol

- Make sure your staff know how to properly clean the products
- Create a maintenance plan to help you keep track of any damage that needs to be dealt with
- Learn how to complete small repairs quickly and effectively



Storage protocol

- Products need to be dried and deflated before they are stored to prevent the formation of mold or damage
- The place where you store your products should be clean and dry, free from rodents or other items that might harm the products and not have high temperature fluctuations



Safety protocol

- Assigned guards should practice and review procedures before being scheduled to guard the pool combination

Free guidelines, manuals and the complete **Wibit expertise included** with every PoolTrack purchase



Success stories

Discover what other pool operators are saying about their Wibit experience:

Our new pool track at the SO Sofitel Hua Hin fits perfectly into our surroundings and is in line with our playful branding. Our guests love the Wibit track. It is perfect for kids and teenagers and even parents are having a great time on it. Working with the Wibit team was very smooth and the track turned out amazing - generating both buzz and a unique selling point for the hotel. Everything was very professional and we are very happy with the results."

Chanrutt Thayartsuwan, SO Sofitel Hua Hin | Thailand



We moved away from other inflatables and now only purchase Wibit Sports products and equipment because of the many options they offer. Wibit also offers fitting buoyancy aids for their products which eliminates the need to run competency swim tests saving on staff costs and reduces complaints from customers. The modularity of all products also allows us to change and adapt our tracks to fit in any size pool and keep the public happy with a different variety of rotating equipment. As Wibit equipment does not need consistent air flow, it makes it safer and easier to set up and pack down. We also love the customer service we receive from the whole Wibit team who is always willing to go the extra mile to ensure we are satisfied customers"

South Australian Aquatic Centre, Adelaide | Australia

Customized
color and logo
options

I am the mother of a young family and we recently discovered Wibit at the Olympic Pool. It has been completely life changing. Our daughter is now loving water play, swimming, and her attitude about water has completely changed because of the Wibit. It is so well set up here and, although she is on the young side (6), it has seriously helped our family get active, get out of the house on weekends but stay in the city. Most of all, it is so much fun! It is incredible for our daughter to realize that she has skills, even being smaller, lighter, to climb and run across modules that are sometimes even difficult for adults. I believe there are incredible skill- and confidence-building aspects of the Wibit that may not be apparent to the kids themselves because they are so distracted by all the fun. We really are big fans and love the Wibit at the Olympic Pool. Last year I could hardly get my daughter in the water, and now we cannot get her out of the water. I am thoroughly convinced that there is a safety education element to the Wibit, too - as children have to deal with unexpected scenarios (falling into the pool!) and learning to balance and climb."

Deborah O. and family | Montréal Olympic Pool





Check out for further information:



Let's talk!

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