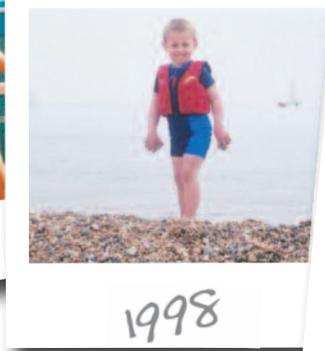
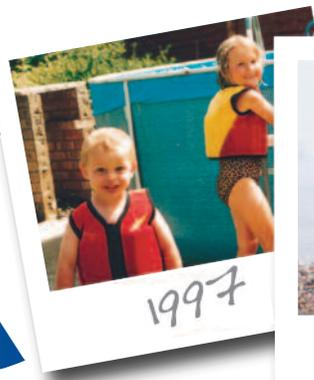




Konfidence®



That all children may experience the joy of swimming and ultimately graduate as Swimologist's.



20 years of Konfidence®

In 1998 we launched the Original Konfidence Jacket onto the market in the UK.

It was available in a choice of one colour (Red) across three sizes, (small, medium and large). It took 5 years for Konfidence to become an over-night success. In that time new designs were added, new products complemented the Jacket and by 2003 Konfidence was established and leading the way in supplying buoyant aids to swimming onto the UK market.

20 years later we sell around the world from Holland to Hong Kong, from Switzerland to South Africa, from the US to the Ukraine and all points in-between. We've done this by concentrating on core values:

- Creating products that improve people's lives
- Making our products the best they can be
- Using only the best materials available
- Sourcing responsibly
- Treating customers fairly and with respect

Our aim is for all Konfidence customers to feel safe in the water and have fun in the sun. As a way of helping to raise awareness of the need to ensure all can swim, we promote our concept of 'Swimology' where all children should have the opportunity to learn to swim and enjoy the water. We call all who can swim Graduates of Swimology.

The Products

Our products fall into 5 main categories:

- Buoyancy
- Baby Swimming
- Sun protection
- Wetsuits
- Toys and Accessories



Over 50 awards won in the last 5 years



Our products fall into 5 key ranges designed to transition our customers from their initial experience in water with Mum and Dad, or carers, at baby swimming classes through learning and practicing swimming to holidaying by the pool or on the beach.

All products are tested rigorously by recognised organisations across the world such as Intertek, SGS and Bureau Veritas. This is to ensure that all materials are safe to use and will stand up to use in hostile environments such as chlorinated water, salt water and bright sunlight.

Alongside this, our buoyancy devices, the Original Konfidence® Jacket and Konfidence® Floatsuit, are tested to the latest official safety standards in Europe, Australia and South Africa so you and your customers can be certain that they are the best and safest products on the market.

Our design process calls for a balance between fashion and function. We endeavour to create designs that appeal to both parents and their children with bright, colourful patterns that co-ordinate across the range. Allied to this, we incorporate functional elements that help to improve comfort and safety. These elements include our trademark bright yellow back on all Konfidence® Jackets to improve visibility in and around the water and also the soft Lycra™ binding around the edges of our Babywarmas to help prevent chafing babies' skin.

All in all, our keen eye for quality, design, safety and value means that we have the best all round package available in the baby swimming, learn to swim and children's' beachwear market.



Konfidence® Baby Swimming... keeping babies safe and secure from 0 - 2 years.

Expertise, quality and safety.

Firmly established within the field of Baby Swimming, Konfidence® works closely with organisations like the STA (Swimming Teachers Association of Great Britain; www.sta.co.uk) plus swim schools around the world to develop high quality products which keep babies safe, comfortable and content in the water.

We know that it's not until a baby is around 16 months that they actually start swimming. However, it's widely recognised* that babies should be encouraged to take to the pool as soon as possible from birth.

Our products help provide the confidence both baby and parent need to make swimming with your baby enjoyable and rewarding, so that they can move from the initial stages to swimming more easily.





The Konfidence®
Babywarma®
 Open flat Neoprene swimsuit
 Soft Flexible and adjustable as baby grows



- Regulates babies' temperature for longer
- Great for Baby Swimming Lessons
- Gives parent or caregiver a better grip on baby
- 100% UVPF on covered parts
- Soft flexible neoprene for extra comfort
- Fully adjustable Velcro® fastening
- Wrap design is fully adjustable to create perfect fit as baby grows
- Flatlock stitching and soft Lycra edging ensures maximum comfort

Adjustable shoulder straps

Soft lining for extra comfort

2mm Neoprene for flexibility,

Wrap design is fully adjustable to create perfect fit as baby grows

Flatlock stitching and soft Lycra edging ensures maximum comfort

The unique marque of innovative quality from Europe's leading designer of premium protective swimwear for babies, infants and children.



Bottom opening to allow easy nappy changing

Opens completely flat so baby can be laid inside
 Width and Length are adjustable



Strawberry



Clownfish



Polka Dot



Sea Friends Navy



Sea Friends Pink



Feargal & Crabby



Otto & Mishelle



Mia





The Konfidence®
AquaNappy™
 One-size-fits-all Swimming Nappy
 Now mandatory in all public swimming pools for the under 3's.

- Triple layer protection
- Elasticated legs and waist
- Re-usable, eco-friendly
- No liner, inner nappy or cover needed
- Suitable for children aged 3-30 months
- Adjustable popper and Velcro® fastenings



Navy Polka Dot



Clownfish



Sea Friends Pink



Sea Friends Cyan



Sea Friends Navy



Strawberry



Blue



Pink



Red



Pink Polka Dot



Pink Hibiscus



Blue Stripe







Seabiskit



Feargal & Crabby



Joni



Mia the Mermaid



Cyan/Clown



Navy/Polka



Red/Strawberry

The Konfidence® NeoNappy®

Soft, neoprene swim nappy cover.
Baby Swim School approved - for use on top
of a re-useable or disposable swim nappy

- Double layer protection when used with Konfidence Aquanappy
- Soft supple neoprene
- Elasticated legs and waist with soft Lycra hems to give a secure, yet comfortable fit







The Konfidence®
Aquaband™
 Neoprene ear band to
 protect against cold
 and infection



Ideal for when a Doctor recommends additional ear protection in the water
 Great for children or adults with ear complaints such as glue ear or swimmer's ear

- Soft, seamless neoprene construction for comfort
- Use with or without ear plugs (included)
- Secure highly adjustable hook and loop Velcro® tabs
- Protects against cold water and ear infection
- Sizes for children and adults
- Ideal for swimmers of all ages who don't like or don't want water in their ears.

Konfidence® Paddlers™
 Neoprene water socks protect little feet from hot or cold surfaces

3 months – 3 years

- Soft ultra-thin neoprene
- Seamless construction
- Keeps feet warmer in cold water
- Protects feet from hot sand, sharp items and infection



The Konfidence® Roll n Go
 Neoprene BabyChanger
 Neoprene Changing Mat providing safe, warm, hygienic surface to lay baby on either at pool side or in changing rooms.

- Wipe clean surface
- Warm Nylon upper layer
- Non-slip neoprene bottom later
- Easy to carry design.
- Ideal outside as well.





BUOYANCY

Swimming with style For any age

Whatever age a child or adult learns to swim they need to feel secure within the water environment, be it pool or beach.

The Original Konfidence® Buoyancy Jacket

Konfidence® Buoyancy Jackets give individuals the confidence they need and keeps them looking stylish too. Crucially, our Jackets give the wearer a more natural swimming position than traditional swimming aids, which makes learning easier.

Konfidence® Floatsuits

Our new Float Suits have been developed for those who prefer a more traditional style of swimwear whilst still maintaining the Konfidence® values of quality, comfort and safety.

They also offer great sun protection from harmful UV rays.



Red



Blue palm



Pink Hibiscus



Polka



Scoot



Hamptons



Marthas



Lycra soft binding prevents chaffing

Lycra soft binding prevents chaffing

Jacket style for added comfort and

Soft, flexible Neoprene for safety and buoyancy



Full instructions for float removal printed on inside of jacket

Internal zip guard to prevent rubbing against skin or suit

Chunky YKK zip

Velcro zip guard to keep zip in place



Yellow back for high visibility by the pool or on the beach



Chunky YKK Zip with velcro guard to keep in place



Easy to use removable 8 float system for adjustable buoyancy

Here's the clever bit, up to 8 removable floats worn in outer pockets - you can take them out as your child learns and gains confidence

The Original Konfidence® Jacket™

Konfidence® Jackets give individuals the confidence they need and keeps them looking stylish too. Crucially, our buoyancy Jackets give the wearer a more natural swimming position than traditional swimming aids, which makes learning easier.

Tested rigorously by Intertek, SGS and Bureau Veritas to ensure all materials will stand up to use in hostile environments such as chlorinated water, salt water and bright sunlight.







The Konfidence® Floatsuit

A traditional swim suit with fully adjustable buoyancy

- A traditional swimsuit with a twist.
- The Float Suit works in the same way as the Konfidence® Jacket with its eight removable floats
- Enables young swimmers to gradually get used to swimming without aids.



- Perfect for holidays by the pool!
- The Lycra suits give a minimum of 40+ UPF to offer excellent sun protection as well.



Pink Stripe



Blue Stripe



Pink Hibiscus tshirt



PolkaDot



Mia print



Clownfish



Polka Skirt



Seabiskit



Pink Hibiscus





Konfidence.

Adult and Youth

Konfidence[®] Jackets[™]

Perfect for teenagers and adults
who are learning to swim or are
less confident in the water

- Widely used in aqua-therapy to assist with rehabilitation and for wearers with disabilities or conditions that prevent them being independent in the water
- Same 8 float adjustable buoyancy as the Original Konfidence Jacket
- Strap is adjustable, removable and optional
- Super comfortable and stretchy neoprene construction





WETSUITS



Stay warm - look cool!

Our wetsuits are stylish, so everyone who wears one feels good, in or out of the water.

They help prevent chills on cooler days and keep in the warm when swimming, diving, body-boarding or surfing.

UV protection beneath the suit is 100% guaranteed, plus they're quick-drying too.



Konfidence®

Warmma Wetsuits

Neoprene swimsuit for kids.

Great in cool swimming pools or on the beach to protect from chills without the need to wear a full wetsuit.

- Soft, flexible neoprene to keep them warm in and out of the water
- 100% UV protection
- Bright colours for hi-visibility
- Adjustable shoulder straps
- Flat lock stitching and soft Lycra edging prevent

Warmma Wetsuits & The Original Konfidence® Jacket
- a great combination!



Fuchsia Wave

Nautical Wave

Red Wave



Navy/Palm

Navy Hibiscus Pink



Konfidence®

Shortie Wetsuits

3mm 'proper' neoprene wetsuits for cooler seawater use. Beautifully constructed and detailed.

- High grade neoprene
- Soft nylon facing.
- Smooth skin o-ring detailing to arms, legs and neck to prevent chafing.
- Sturdy high quality flat lock seam construction
- 100% UV protection on covered parts.





SUN PROTECTION



Advanced materials and technology

Safe and flexible

UV rays can be harmful, even in the UK, and as they can penetrate through water, it's always worth covering up as much as possible as well as applying a water resistant sunscreen. Our ranges of Sun Protection Clothing are designed to be worn in or out of the water, and with an SPF 50+, they offer 98% protection from UV rays.

Made from quick drying fabrics in a fantastic range of colours for increased visibility these are a must-have item for any day out on the beach, pool or just messing around in the garden!



Palm



Hibiscus



UV Reversible Bucket Hats



UV Legionnaires Hats



Konfidence®

UV protective Suits, Shirts, Shorts and Hats.

Lycra swimwear providing maximum protection from harmful UV rays.

- Made from highest quality soft Lycra, which has been rigorously tested for colour fastness and durability
- All day sun protection on covered areas
- Great for younger children as less need for sun block on covered areas
- Poppers on smaller suits for easy nappy changing



Konfidence®

Adult PBT Rash Vest and Shorts & Kids and Adult Neo Rash Vests.

'Demand led products for all ages'

Over the years we have been approached to help solve problems that are occurring in or around water. Two such solutions are our PBT shirts and shorts sets and our Neo rash vests.



Adult



Children's

The Konfidence® Neoprene Rash Vest.

Specifically created to help maintain an even core upper body temperature when constantly in and out of the water. Much easier and more appropriate than a full wetsuit. Easy to get on and off, stylish and flattering.

- Ultra thin neoprene
- Soft Nylon backing
- Seamless flatlock stitching



The Konfidence® PBT Rash vest and Shorts.

Swim teachers were constantly struggling with Lycra shirts and shorts that degraded over time and constant use in chlorinated pools. Our answer was to use PBT. Not a memorable name but nevertheless a soft, stretchy and hardwearing material that holds colour and doesn't fall apart.

- Stretchy PBT lycra style materials
- Great colour fastness
- Maintains shape well



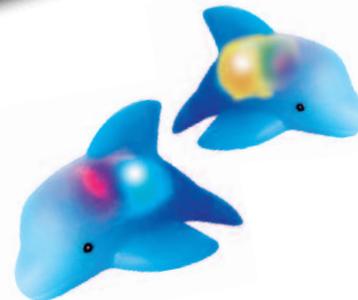
TOYS GIFTS & ACCESSORIES



Making learning fun

Pool and bath toys are important in encouraging children, especially babies, to make that next splash or their first 'stroke' in the pool. Some help to stimulate and sustain interest when the child is in the water, whilst others make excellent swimming aids for the more advanced.

Konfidence® swimming accessories make a visit to the pool or beach more relaxed and can help parents keep the kids comfortable, warm, organised and happy.



DiveStiks



These swimming aids are designed to sink in water as an aid to encourage submersion and control. Of course, they're great fun as well! Kids will have hours of fun as they imagine diving down for buried treasure.

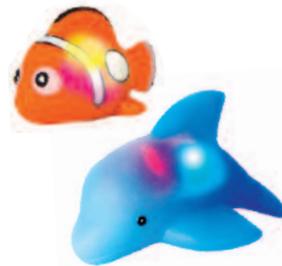


Neoprene Ball



Throwing and catching, the simple things in life can be even more fun when water is involved!

Floating Binkies



Used in the pool to encourage your little one to swim towards them. Or just make bath time even more fun with a couple of these floating around!

Floating Binkies Multi Pack



The Binkies have proved so popular we've introduced this great value for money, three character multi pack.





'Workin' on my Swimology'



Premium Swimology pool and beach Duffle Bag

No trip to the pool or beach should be without this top quality, heavy duty, nylon Duffle Bag. Rope cord closure, security clip and wide adjustable shoulder strap. A really nice bag.



Lightweight Swimology pool and Kit Bag

Lightweight version of our Swimology bag with drawstring closure made from nylon and white piping. Ideal for keeping your kit together on trips to the local pool or beach.



In 1998 when we first started Konfidence it was so that people like us had the chance to give their children the confidence to learn to swim without fear or trepidation. It would also give us as parent/caregivers the confidence that while our young ones were learning to swim they would have enough buoyancy to keep them afloat. A by-product of all of this was that they could relax and enjoy the water while at the local pool or on holiday. Younger siblings could keep up with older ones while wearing their Konfidence Jacket. We received countless letters and then emails (email wasn't so prevalent back then) telling us exactly this so we knew we were on the right track.

However we are not and never have claimed to be swimming teachers. We are first and foremost parents who want the best for our own children. We have been asking parents to test and report back on our products for many years. More recently at Sam's suggestion we started calling these parent testers and their children 'Swimologist Ambassadors'. The feedback and response to our ambassadors of Swimology was fantastic. However off the back of this we realized that the teaching of Swimology (learning to be able to swim competently) was not available to all. Some reports even suggested that as many as 40% of children* in the UK were reaching 11 years old unable to swim.

So with that we decided to champion the idea that all children should be given the opportunity to gain that most important qualification, being able to swim and thereby call themselves Swimologist's. The saying goes

"You may study all the '-ologies' of the world, but if you do not learn swimology, all your studies may be prove useless."

So launching into our third decade we will be formally making it our mission to help guide as many children all over the world towards becoming baby, student and ultimately graduate Swimologists.

'That all children may experience the joy of swimming and ultimately graduate as Swimologist's.'



• Daily Telegraph report <http://www.telegraph.co.uk/women/mother-tongue/9650491/Nearly-half-of-British-children-cant-swim-and-its-their-parents-fault.html> 2nd Sept 2017



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konfidencevideo



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KonfidenceUK_Swimming

Front cover photo supplied courtesy of Tim-Campbell-Smith, showing his 4 year old son jumping into a pool wearing his Konfidence jacket on.
Tim said: "It is the definition of confidence. Later that holiday he swam a length without it; it had done its job!"