



# 2017 Planning Guide

Your New Aflex Aqua Adventure Waterpark



[www.aflextechnology.com](http://www.aflextechnology.com)



# Thank you for considering Aflex inflatables!

Invest in your own profitable waterfront recreation business with an Aflex Technology inflatable waterpark.

Aflex Aqua Adventure Series Waterparks transform any waterfront into an irresistible 'wipe-out' style floating playground. Start with one of our standard waterpark combos, or pick and choose your favourite obstacles to create your own custom aqua park.

## Powerful revenue generating assets

Our satisfaction guarantee and manufacturer's warranty



Your own business with full client support from Aflex



Opportunities galore – offer something different to your local community!

## Why work with Aflex?



# Highlights of Aflex Aqua Adventure Waterparks

## Unique Tubular Design

No other inflatables have the massive 3D action unique to our tubular obstacles, designed for maximum fun and challenge with reduced water coverage.



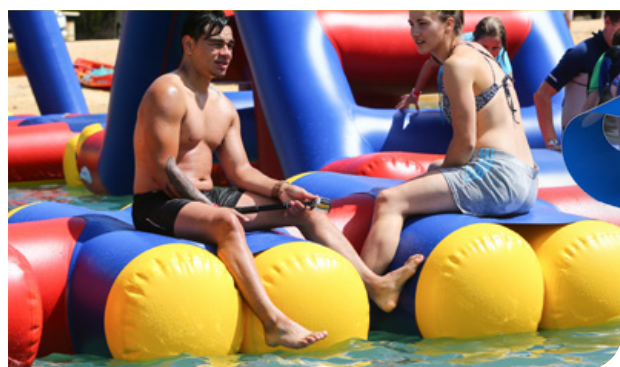
## The Original Wet Entry Technology

Aflex designed the original wet entry technology, with a built-in PVC step making re-entry easy for users of all ages and sizes.

Aflex Re-Entry Pods (dual and single), Entry Pad, X-Hurdle, X-Marks the Spot and Star Raft all incorporate our wet entry system.

## Modular System

Enables endless configuration possibilities, and means you can add extra modules in future as funds allow.



## Velcro and Buckle-free Connecting Sleeves

Our unique linkage technology enables you to connect your inflatable waterpark modules quickly and easily. Made from welded heavy duty commercial-grade PVC, with no Velcro, no buckles, no straps.

## Quality tested for ultimate durability

Our products are manufactured with New Zealand made quality, compliant with relevant safety standards and all components exceed quality compliance testing.



# Expect the Complete Package from Aflex

Our extremely personalised and made-to-order service enables us to create something unique for you, to meet your investment objectives, business goals and users' needs.

With our extensive experience, customisation capabilities and high quality manufacturing techniques, choosing Aflex inflatables for your location is simple!

## A Customised Design for Your Location

That is compliant with safe water depths, suitable for your location and so you don't end up with a stock-standard waterpark the same as everyone else!

We'll provide technical CAD drawings of your unique configuration.



We can even completely custom brand your waterpark like this one we created for Cartoon Network at Atlantis Resort, The Bahamas.



## Assistance with Documentation

Including our Proposal Template, Risk Management Guidelines, and any other documentation required for your local authorities and/or stakeholders.

## Marketing Support

Including a Marketing Kit to get you started containing templates, content and plenty of ideas to ensure your waterpark is packed full of excited visitors!





## Satisfaction Guarantee & Warranty

For additional confidence in your new Aflex products, all of our inflatables include a one year manufacturer's warranty. We also offer our unique Aflex Satisfaction Guarantee - our assurance to you that your Aflex product will work for you in your environment.

## Comprehensive Operations Guide

Provided with all orders, our Operations Guide contains all the information you need to know in order to operate your Aflex inflatables safely.



## Safety First

Aflex products boast minimised entrapment hazards, reduced water coverage, unique velcro-free connecting sleeve system, comprehensive instructions and more to ensure maximum safety. We will always ensure the products you purchase are compliant with minimum water depth requirements for your location.

## Training, Maintenance and Installation

Our Operations Guide explains how to install and care for your Aflex inflatables, however we also offer on-site services to install your waterpark and train your staff.



## The BEST Client Care & Ongoing Support

We're a friendly bunch here at Aflex, we are Kiwis after all! Our service doesn't end once you've bought the product, we'll always be available on the other end of the phone or email to help you with any questions you might have.

# Is a waterpark business profitable?

## ABSOLUTELY!

Many of our clients over the years have reported full **return on investment** within the first season of using their new Aflex products. There are many waterpark operators all over the world running successful businesses, and you can do it too! See below a basic budget template that gives you an example of how profitable your Aflex waterpark could be.

## Sample Budget

<b>e.g. 1 November to 31 March each year</b>		
Days of Operation	150	7 days a week excluding Xmas Day
Allow for Weather Closure	15	Allow for 10% of days closed due to weather
<b>Net Operating Days</b>	<b>135</b>	
Hours of Operation 10am-6pm	8	
<b>Total Hours</b>	<b>1080</b>	<b>daily hours x net operating days</b>
Users per day	200	8 hours a day, average of 25 users/hr
Total Daily Revenue from Children @ \$15/hr	\$1,800	Based on 60% of users being children (120/day)
Total Daily Revenue from Adults @ \$20/hr	\$1,600	Based on 40% of users being adults (80/day)
<b>Total daily revenue estimate</b>	<b>\$3,400</b>	
<b>ESTIMATED REVENUE</b>	<b>\$459,000</b>	

<b>PRODUCT</b>		
Outlay for standard waterpark	\$150,000	Generic cost estimate including anchoring, accessories and freight.
<b>TOTAL PRODUCT COST</b>	<b>\$150,000</b>	

<b>OPERATIONS</b>		
Personnel - Wages (approx 12 staff)	\$200,000	
Insurance	\$5,850	
Marketing	\$5,000	
Maintenance	\$2,500	
Off Season Storage	\$1,750	\$250/month for 7 months
<b>TOTAL OPS COSTS</b>	<b>\$215,100</b>	

<b>NET PROFIT ESTIMATE Year 1</b>	<b>\$93,900</b>	Your profit AFTER 100% return on investment!
<b>NET PROFIT ESTIMATE Year 2</b>	<b>\$243,900</b>	
<b>NET PROFIT ESTIMATE Year 3</b>	<b>\$243,900</b>	
<b>TOTAL NET PROFIT AFTER 3 YEARS</b>	<b>\$581,700</b>	

Please note the content of this sample budget is to be used as an information guide only.

## Additional Revenue Streams

You might also consider additional revenue streams like:

- Refreshments, snacks, beverages
- Branded merchandise including t-shirts, caps and rash tees (*we can help you with this!*)

You could see nearly  
**\$600,000**  
**profit**  
in just three years!



Resort?  
Cable Ski Park?  
Wherever your aquatic  
location, give it the  
**BEST**  
**Point of Difference**  
with an Aflex waterpark!

# How do I select the right products for my location?

By considering each of these questions, we will be able to gather plenty of information in order to customise a perfect waterpark for you. If it sounds overwhelming, don't panic! We'll guide you through the process.

## Your Location

### Is it Sea/Lake/Other?

### What is the depth of water?

So that we can ensure the waterpark is going to be safe and compliant with water depth recommendations.

### What size is the area you have available?

### What are your anchoring conditions – sandy bottom, stony, muddy, other?

So that we can recommend an efficient anchoring system to minimise environmental impact.

### What are the tide heights (if applicable)?

### What is the tidal flow/current (knots)?

### Windage/Exposure of your location?



## Your Goals

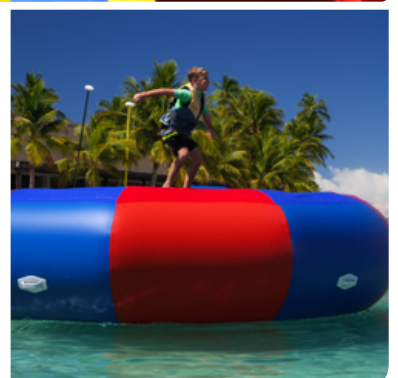
### What is your target age range?

We can select obstacles that will create a challenging course, depending on the age group.

### Are you looking at something that can be setup semi-permanently or something you can setup and take down regularly?

### What is your budget?

We'll make sure you get the best bang for your buck! If funds allow, you might consider complementary products such as standalone toys and games, or an Aflex Tiny Tot Obstacle Course for younger children so that your primary waterpark can be more challenging for older users.



“

We have just returned from holidays on Plantation Island and our kids absolutely loved the water park there.

The product is fabulous!

DANIELLE COONEY, AUSTRALIA

# What do our clients say?



## Plantation Island Resort, Fiji

“

*The waterpark has been a great success, cannot keep kids off it. Excellent product and even better service.*

MICK ILLINGWORTH, CHIEF ENGINEER,  
PLANTATION ISLAND RESORT, FIJI

## JB Ski Cable Park, UK

CUSTOMERS SAY...

“

*“The best place ever” rated by my children.*

“

*Great day there, so much fun.*



## Atlantis Resort, Bahamas

“

*The additional pieces this year are amazing. They not only provide easy access back onto the course but enhance the look and overall experience as well.*

POP2LIFE MEDIA

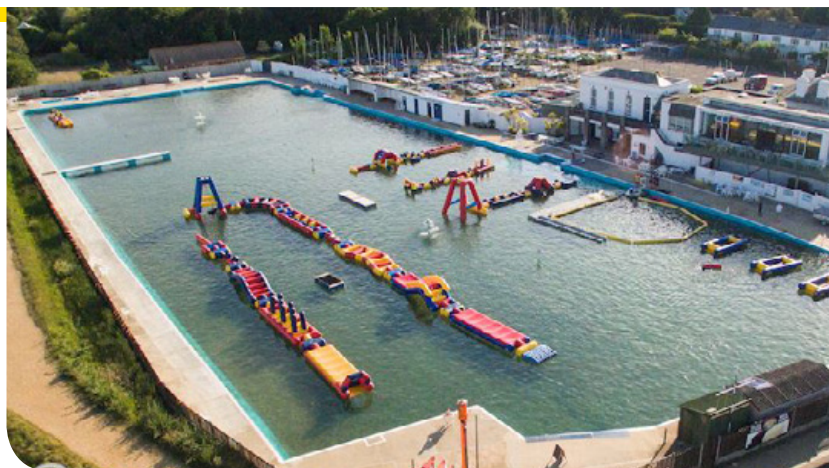


## Lymington Seawater Baths, UK

“

*We've had amazing feedback with your products. August 2015 sales up 115% on 2014 so we're really happy here!*






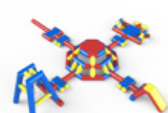



HUGO AMBROSE, LYMINGTON  
SEAWATER BATHS, UK





# What are my options?

You might choose to start with one of our existing combinations, which may already suit your location well or you might like to switch around a few obstacles to create something more unique.

AQUA ADVENTURE COMBOS		DIMENSIONS	MIN. WATER DEPTH
	<b>Aqua Adventure Epic</b> AA-001-00	36.5m L x 40.5m W	2.25m
	<b>Aqua Adventure XL</b> AA-002-00	44.5m L x 27m W	3m
	<b>Shallow Water Loop</b> AA-008-00	24m L x 16m W	1.55m
	<b>Kaiteri Challenge</b> AA-003-00	34m L x 8m W	2.25m
	<b>Star Path</b> AA-006-00	18.5m L x 5m W	1.65m
	<b>Fun Zone</b> AA-004-00	17m L x 16m W	1.9m
	<b>Action Zone</b> AA-007-00	12m L x 8m W	2.25m
	<b>Chillout Zone</b> AA-005-00	19m L x 6.5m W	1.5m
	<b>Design Your Own</b>	Select your favourite modules to design your own unique waterpark package.	

## Optional Extras

### Life Jackets

In a range of children's and adult's sizing.



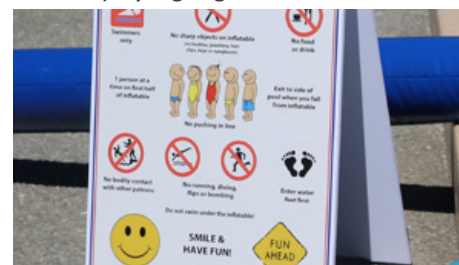
### Uniforms and Merchandise

Including tees, caps, beach towels and more.



### Signage

Including branding and customised rules of play signage.



# Frequently Asked Questions

## How and where are your Aqua Adventure Series Waterparks made?

Our Aqua Adventure Series are sealed inflatables that are completely airtight when inflated. The modules are hot air welded by our skilled team in our Nelson, New Zealand factory.

## What fabric is used and how durable is it?

We manufacture our waterpark products from a custom-formulated PVC that has been developed especially for our unique requirements. This fabric is extremely specialised, high quality and durable for use in open water situations. Should damage occur, this fabric is easily patched.

## Do I need to worry about product height, obstacle height and slide height?

As safety is paramount to Aflex, we work closely with our customers checking water depths/fall heights using the industry standard formula, to ensure your inflatables are in safe water depths for your visitors to use.

## What is the minimum water depth for Aflex inflatables?

We adhere to minimum water depths as per the Australian Standard AS3533.4.5 calculation.

**Minimum water depth = (platform height in metres + 1.8m (average height of user)) / 2**

E.g. Minimum water depth for 1.1m high slide becomes  $(1.1m + 1.8m) / 2 = 1.45m$

## What is the price of your products?

We offer products to suit all budgets and are happy to provide a price list when you enquire.

## How do I set up my inflatable waterpark and how long will it take?

To inflate each sealed inflatable, simply unroll, remove the valve cap and fully inflate until firm with a high pressure blower, linking the obstacles with Connecting Sleeves before inflating. Carefully lift into the water and secure at the anchor points. Allow 30+ minutes for a small obstacle course, to upwards of 3 hours depending on how many modules and how many blowers you are using. For large waterparks, we offer installation services for an additional fee.

## What is the lifespan of an Aflex inflatable?

Aflex inflatables will remain in good condition for 3 years on average with regular maintenance and product care. We have clients that have had their inflatables for 5+ years, and their inflatables remain sound for continued use! Routine inspections of your Aflex inflatables are recommended.

## How are Aflex products shipped?

This depends on your time frame and the quantity of products. Many products are air freighted for prompt delivery. For larger orders, we often recommend sea freight for better shipping economy. On enquiry, we can quote shipping to your specified location.

## What accessories will I need for my Aflex inflatables?

Our friendly sales team will ensure you will have all of the required accessories for your inflatables. Carry sheets are included with your products, and blowers are sold separately.

For more frequently asked questions, please visit [www.aflextechnology.com/pages/faqs](http://www.aflextechnology.com/pages/faqs)

## Company Background

Aflex Technology is owned and operated by Martin and Karen Stratford.

When Martin and Karen founded the business – initially Stratford Canvas, before transforming into Aflex Technology in the mid-1990s – an evolution of products began, offering an increasingly diversified inflatable product range that is now distributed to more than 18 countries.

The headquarters and factory are located in Nelson, New Zealand.



# Complementary Products

## Sealed Toys & Games

Many of the products from our range of sealed toys & games make excellent additions to your aqua park.



VENTURA VOLLEY



RINGO



DINKY DINGHY

You can view the full range of sealed toys & games at [www.aflextechnology.com/collections/sealed-toys-games](http://www.aflextechnology.com/collections/sealed-toys-games)

## Aqua Fun & Tiny Tot Series

Our Aqua Adventure Waterparks are our GIANT models, however did you know that we also offer a smaller scale Aqua Fun Series, as well as our Tiny Tot Series developed especially for the youngest swimmers? A smaller Aqua Fun or Tiny Tot course set up near your Aqua Adventure Waterpark ensures that there is plenty of fun and challenge for all ages.



AQUA FUN SERIES



TINY TOT SERIES

## What should I do next?

An Aflex Aqua Adventure Inflatable Waterpark is the dream business you've been looking for.

Any questions you have, simply give us a call or send us an email, we are here to help and our service is always with a smile!

**Request an obligation-free quote today.**

**Email:** [info@aflextechnology.com](mailto:info@aflextechnology.com)

**Worldwide Phone:** +64 3 546 6747

**Australia Freephone:** 1800 147 017

**New Zealand Freephone:** 0508 423 539



[Facebook.com/AflexTechnology](https://www.facebook.com/AflexTechnology)



[Youtube.com/AflexTechnology](https://www.youtube.com/AflexTechnology)



“

*It is fantastic!*

ROSS GREENAWAY, GENERAL MANAGER  
PLANTATION ISLAND RESORT, FIJI

**Contact our friendly team today  
to bring Aflex Inflatables to your location!**

[info@aflextechnology.com](mailto:info@aflextechnology.com)

Worldwide Phone +64 3 546 6747

Australia Freephone 1800 147 017

New Zealand Freephone 0508 423 539

**aflex**<sup>®</sup>

[www.aflextechnology.com](http://www.aflextechnology.com)