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Swim Equipment Supplier Projects Increase in Competitive Product Sales

Adolph Kiefer and Associates conveys optimism as it prepares for the upcoming competitive swim season.

ZION, Ill. (August 20, 2009) - With the competitive swim season quickly approaching and the biggest racing lane sale of the year ready to launch, Adolph Kiefer and Associates projects an increase in commercial swim equipment sales. Considering the state of the economy, this forecast may seem radical. But, the company has good reason to be optimistic.

According to Kiefer Co-President, Bill Fischer, "Savvy facility operators aren't dwelling on the economy. Instead, they are evaluating their programs and considering ways to provide more value. When all is said and done, it is quality and value that will determine who comes out on top. Our job is to help our customers get there."

One way Kiefer is helping its customers is by providing special pricing on Kiefer's Olympic quality racing lanes. From August 20th to September 20th, customers will receive 10% savings on Kiefer Wave Eater and Kiefer Advantage Racing Lanes. According to Marketing Director, Robin Kiefer, "This is a great opportunity for facilities who have been considering new racing lanes, but have held off due to cost concerns."

Kiefer has already started to experience an increased interest in competitive equipment. In fact, Kiefer has a few big venues in the pipeline that it hopes to secure within the coming weeks. In preparation, the company has organized a second shift production team to meet the demand. This will allow Kiefer to maintain fast turn-around on customized commercial equipment without sacrificing the customer experience.

Sean Iversen, Kiefer's Commercial Sales Engineer, says that the entire Kiefer team has been working hard to meet customers' needs and expectations. Iversen explains, "We've developed new ways to accommodate a wide range of budgets. Our custom work remains top-notch. And, we are excited to introduce a new brochure that highlights our competitive equipment."

Of course, Kiefer is not immune to the harsh realities of the economic recession. In fact, the staff admits that maintaining a positive outlook can be challenging at times. Fortunately, the company receives a daily dose of inspiration in its founder—Adolph Kiefer. At 91 years of age, Adolph comes to work every day brimming with the same ambition he had as a teenage Olympic World Champion. In fact, during a recent company meeting, in his typical brusque manner Adolph

rallied, “Swimming is on the rise! The spirit of competition is on the rise! Let’s keep ‘em swimming!”

About Adolph Kiefer & Associates

Adolph Kiefer & Associates was founded by Olympic gold medalist swimmer Adolph Kiefer in 1947. As the official aquatics supplier to the 1948 U.S. Olympic Swim Team, Kiefer's company introduced the nylon swimsuit as a lightweight alternative to wool and cotton suits and cost alternative to the silk suits used at the time. The 1948 Olympic Games debut launched the revolutionary nylon Kiefer suit to create a competitive swimming standard. Mr. Kiefer continues to dedicate his life to helping swimmers of all ages and abilities pursue dreams of swimming glory. The company sponsors a full calendar of competitive swimming events and is a top competitive swim team supplier. For more about Adolph Kiefer & Associates, visit www.Kiefer.com.

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