

ASSA GAINS BACKING OF TWO NEW PARTNERS

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The Australian Swim Schools Association (ASSA) has secured two new Partners in its Preferred Suppliers categories: protective ear drops brand SwimSeal and water analysis technology supplier D4 Digital.

Commenting on the partnerships, ASSA Chief Executive Ross Gage stated that both products fit ASSA's criteria of being a good-fit, having a fine reputation and bringing value to ASSA Member Swim Schools.

According to Gage "SwimSeal is relatively new to Australia, but brings with it a high level of acceptance in the USA and UK; and D4 Digital having been successfully supplying swimming centres with the water testing needs for some time."

Brian Connors, Chief Executive of SwimSeal Australasia, said that they are "delighted and honoured to be an official partner of Australian Swimming Schools Association.

"We recognise the importance for people of all ages and from all walks of life to be able to swim and be safer in the water. SwimSeal Protective Ear Drops helps keep more people in the water for longer and more often by preventing water-related ear infections and pain, caused by retained water.

"In addition to supporting vital learn to swim and drowning prevention programs, our partnership with ASSA will help get our message of the preventative properties of SwimSeal to swimmers, parents, coaches and aquatic centre staff".

SwimSeal will be distributed to swimming centres by another ASSA Partner - Vorgee.

D4 Data's Sharyn Davies relates that they are "enthusiastic to supply high quality water analysis equipment and supplies to ensure a safe environment for swimmers to learn to swim.

"We are proud to support the Australian Swimming School Association in its mission to provide a service to our community with the mission to reduce drowning."

