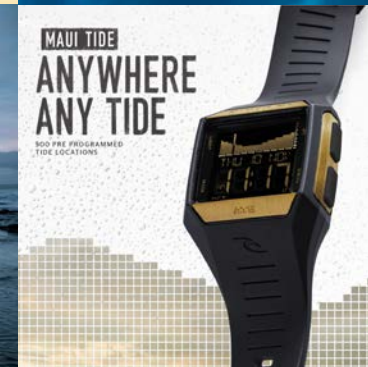
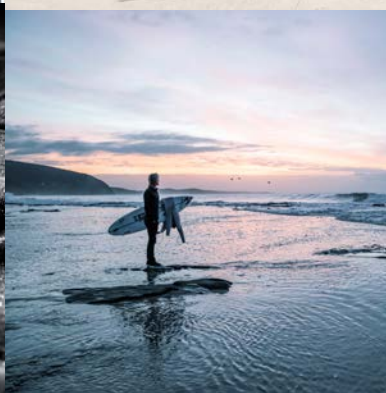




# TRAINING 2018

Watches, Apparel & Equipment





# SELLING TIPS

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## MEET & GREET

- Basic greeting: say “Hi” with a smile
- From the customer’s response, establish whether they are a “talker” or “non-talker.”  
\*Remember: “I’m just looking” is a GOOD THING!
- If they are a “talker” continue the conversation. If they are a “non-talker,” let them keep looking but establish that you’ll return to help them after a period of time.

## DISCOVER THE NEED

Ask:

- What are your likes/dislikes (with regards to the product they are interested in)?
- Who is the item for?
- What do you have now?
- Narrow the selection down to two items for the customer to choose between.

## PRESENT THE SOLUTION

- Present the benefits of the product through a relatable experience - “You know when....”
- Highlight features of the product that improve the overall experience.
- Get them to try the product on!
- Objections: hear them out, re-state the issue. Things like “I didn’t like the colour” or “I didn’t like the fit”; will help you isolate the problem. You can then offer an alternative solution.

## CLOSE THE SALE

“3-Yes Rule” - If a customer replies “Yes” to two consecutive questions, they are more likely to reply “Yes” to the third.

1. “Is that one the right size?”
2. “Do you like the colour?”
3. “Are you going to take that one today?”

Always thank the customer regardless of whether they purchase and invite them back again.





# SEARCHGPS

TRACK EVERY WAVE



SWELL, WIND & TIDE



TRACK YOUR  
SURF

SMALLER  
DESIGN

REAL TIME  
CONDITIONS

ONE TOUCH  
AUTO SET

OTHER  
SPORTS



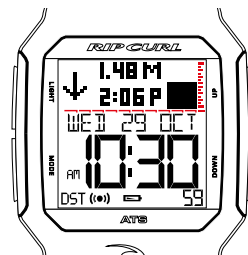
Rip Curl Search GPS App  
Open iTunes and download for FREE.

 **Surfline**

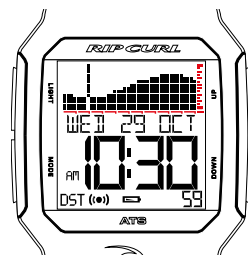


# THE ULTIMATE TIDE LINE UP

- 500 pre-programmed tide locations.



Detailed View



Graph View

**Score the best surf with  
Rip Curl Tide watches.**

Accurate tides for 500 > 1,400 locations.  
Easy to read displays showing the tide  
height and time of the next tide change

## Versatile Tide Display

- Graph View - "At-a-glance" tide display is scaled for each unique location and clearly illustrates spring and neap tides. Actual tide heights are displayed 8 hours into the future and 2 hours into the past
- Detailed View - Clearly displays current tide height and direction, including the numeric time and numeric height of the next tide.

TITANIUM

PINLESS STRAP

TOUGH ROUND

STEEL

MID SIZE

RIFLES Ti AUTO-SET  
**ANYWHERE  
ANY TIDE**

1400 PRE PROGRAMMED  
TIDE LOCATIONS



RIFLES SS TIDE  
**ANYWHERE  
ANY TIDE**

500 PRE PROGRAMMED  
TIDE LOCATIONS



DRIFTER TIDE  
**ANYWHERE  
ANY TIDE**

500 PRE PROGRAMMED  
TIDE LOCATIONS



RIFLES TIDE  
**ANYWHERE  
ANY TIDE**

500 PRE PROGRAMMED  
TIDE LOCATIONS



MAUI TIDE  
**ANYWHERE  
ANY TIDE**

500 PRE PROGRAMMED  
TIDE LOCATIONS



# A MOVEMENT IN STYLE

Rip Curl designers are constantly scouring the world for the latest watch design trends to deliver them directly to you in latest collection.





# THE LENGTHS WE GO TO:

From the world's first tide watch for surfers in 1992 to the revolutionary SearchGPS, and countless developments in between, Rip Curl firmly maintains its position as the leader in surf watch innovation.

## FACTORY

Since the beginning, all Rip Curl watches have come from a single supplier. Our exclusive dust-free, temperature and humidity controlled Swiss Standard Assembly Area ensures industry leading quality and consistency.

## PRODUCT TESTING

Building the ultimate surf watch demands quality control measures that far exceed industry standards. Rip Curl's multi-stage pre-assembly component testing in heat and cold, then 100% individual watch waterproof testing takes surf watch durability to the next level.

## WARRANTY

Rip Curl watches are backed by one of the best warranties in the business and industry acclaimed after-sales service to support it. 5-Years Movement, 2-Years Water Resistance, 1-Year Battery.



## WATER RESISTANCE RATING

WATER RESISTANCE CASE RATINGS	RAIN, SPLASHES, ETC.	SHALLOW SWIMMING, POOL, SHOW- ER, SNORKLING.	SURFING & OTHER HIGH VELOCITY WATER SPORTS.	SCUBA DIVING STANDARD DEPTH.
50 METRE	YES	YES	NO	NO
100 METRE	YES	YES	YES	NO
200 METRE	YES	YES	YES	YES

ALL RIPCURL WATCHES





# ANTI X SERIES

ANTI COLD ANTI WIND X ANTI RAIN

TEAM TESTED, THE RIP CURL **ANTI SERIES** WAS BUILT OUT OF THE NEED TO BE DRIER, WARMER AND MORE COMFORTABLE IN A WIDER RANGE OF CONDITIONS.

AN EVOLUTION IN CLASSIC SURFWEAR, **ANTI-SERIES** BRINGS TECHNOLOGY AND PERFORMANCE TOGETHER TO CREATE THE ULTIMATE PRODUCT FOR LIFE ON THE SEARCH.



A variety of internal lining & padding options to keep you warm.



Laminated & bonded fabrics eliminate wind chill.



Durable Water Repellent (DWR) treatments protect you through rain & storms keeping you dry.

*Matt Wilkinson & Owen Wright*



# ANTICOLD



A variety of internal linings and paddings that keeps you warm in the elements.

## FEATURES & BENEFITS

### High performance fabrics.

Anti fleece uses a number of fabrics that keep the warmth in and the cold out.

- **Polar fleece** - Quality polar fleece is very wind resistant, light weight and due to the amount of air trapped in the fiber, has much greater thermal performance than standard fleece.
- **Soft shell Nylon** - When bonded with polar fleece, this fabric has a great look and is almost 100% wind proof and water resistant.





# ANTI WIND



Laminated and bonded fabrics eliminate wind chill allowing for ongoing thermal support.

## *BONDED FABRICS*

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Bonding fabrics is the process of taking two separate fabrics and combining them into one using heat, pressure and a bonding agent. This results in a fabric that is light in weight and mass and keeps the benefits of the two original fabrics. In Anti Series we have combined fabrics that have great external qualities with polar fleece lining which results in a fabric that's light weight and will keep you warm in the harshest of elements.





# ANTI RAIN



Seam sealed, DWR and water repellent treatments protects you from the rain and storms keeping you dry majority of the time.

## *DWR TREATMENT*

Rip Curl's top-end DWR Treatment is a chemical treatment that is applied to particular fabrics that makes them water repellent. We have applied this treatment to fabrics that normally have absorb water. The result is a garment that looks and feels like a standard fleece/jacket/denim but will keep you dry when caught in the elements. This treatment also results in garments being very stain and odour proof. If the water can't get in, the stains and stink can't either.







## INSTORE PACKAGE

To help maximise sales around Rip Curl's unique Anti-Series range, we offer a variety of POP assets when ordering deep within the capsule. The support package include Custom Window options, Merchandise Plans, high quality Anti-Series Hangers, and other in-store POP options. Along with the trade marketing tools provided,

we will also continue to support and advertise the Anti-Series range through digital channels, magazine and team endorsement - all in an effort to boost your sell-through and push the range to it's full potential. On top of this, you will also receive social packs to push through your own social channels.



Hangers



Custom Banner + POP Support



Custom Window







# F-LIGHT

LIGHTWEIGHT  
TRAVEL BAGS

## WHAT IS F-LIGHT?

SUPER LIGHT TRAVEL BAGS THAT WEIGHS LESS, IS STRONGER AND MORE DURABLE THAN COMPETITORS LUGGAGE.

F-LIGHT TRAVEL BAGS OVERCOME THE PROBLEMS THAT TRAVELLERS HAVE DEALT WITH IN THE PAST.

- SUPER LIGHTWEIGHT, ADAPTABLE AND VERSITILE.
- STRONG AND DURABLE THAT WILL STAND UP TO THE DEMANDS AND TORTURE PLACED ON BY BAGGAGE HANDLERS AND OTHERS.
- PACK LIGHTER, TAKE MORE, NO EXCESS CHARGES.



# F-LIGHT

LIGHTWEIGHT  
TRAVEL BAGS



## GLOBAL

795mm x 420 x 315  
LARGE

**3.6kg**

**100**  
LITRES

SUITABLE FOR 2 WEEKS  
OR MORE



## TRANSIT

780mm x 340 x 240  
MEDIUM

**2.4kg**

**50**  
LITRES

FOR A WEEKEND OR  
ONE WEEK AWAY



## CABIN

470mm x 330 x 230  
SMALL

**2.2kg**

**35**  
LITRES

OVERNIGHT CARRY ON  
CABIN SIZE





# F-LIGHT

LIGHTWEIGHT  
TRAVEL BAGS



## FEATURES: HOW TO SELL, IN THIS ORDER

- SUPER LIGHT, DURABLE COMPRESSION MOLDED BASE
- HIGH PERFORMANCE DURABLE POLYESTER DOBBY FABRICS
- SANDWICH OPENING CONSTRUCTION
- ALUMINIUM TELESCOPIC HANDLE
- INLINE SKATE WHEELS
- SELF STANDING
- LOCKABLE ZIPS

## BENEFITS:

- UP TO 30% LIGHTER THAN COMPETITORS - ITS SUPER LIGHT!
- SAVING YOU MONEY ON EXCESS BAGGAGE CHARGES - 1KG OVER = \$10 EXTRA PER KG
- THE MOLDED BASE WITH SMOOTH ROUNDED EDGES IS MORE DURABLE THAN THE TRADITIONAL CONSTRUCTION OF PLASTIC BOARD WITH STRAIGHT EDGES AND STITCHING.
- THE UPPER CRUSHES FLAT INTO BASE FOR EASY STORAGE.
- F-LIGHT WARRANTY RETURNS LESS THAN 1%.



# RIP CURL LEATHER WALLET

*Premium Stylish Leather Wallets  
With A Technical Point Of Difference  
And Unique Selling Proposition.*



BUILT IN PROTECTION FROM CARD SCANNERS  
TRYING TO STEAL YOUR IDENTITY OR CREDIT  
CARD INFORMATION





## What is RFID?

Radio Frequency Identification is new technology now commonly used in credit cards and Australian passports. This enables you to swipe the object near an RFID reader and in seconds the transaction or transfer of information has been completed.

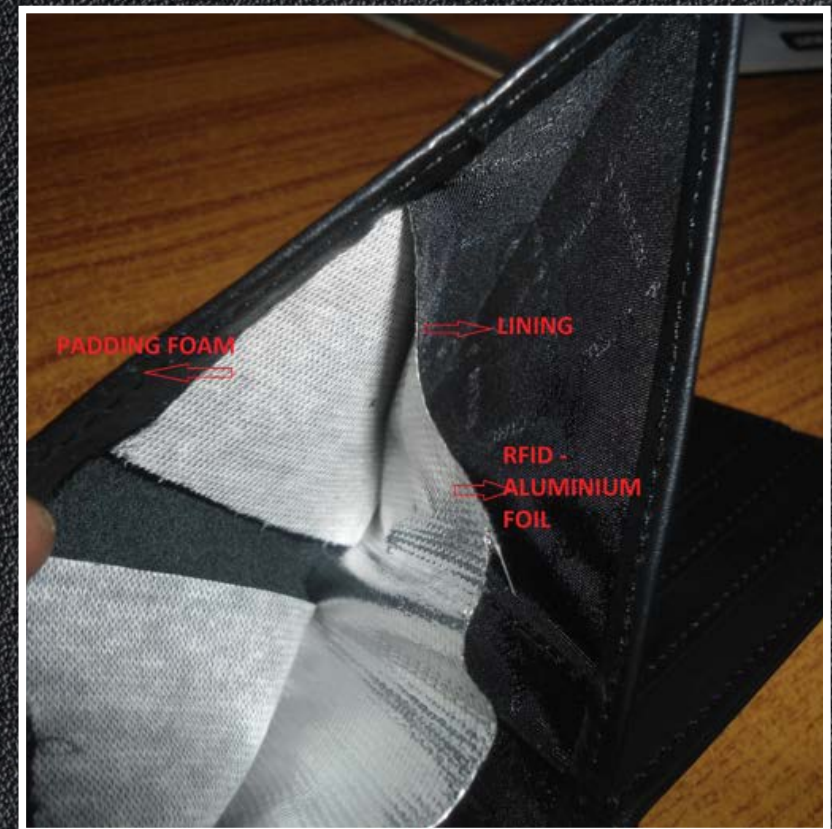


## Did you know?

Identify thieves can carry a small RFID reader in their pockets and by simply standing next to you with your credit card or passport in your pocket, their reader can download all your credit card details and personal information. Within an instant your personal details can be stolen and used for criminal purposes.

This is what the RFID protection material looks like inside a wallet. It's a specialized woven metallic material that blocks RFID scanners.

RFID Protech only works when the wallet is closed, its not a feature in the small pull out wallet in the 2 in 1 format.





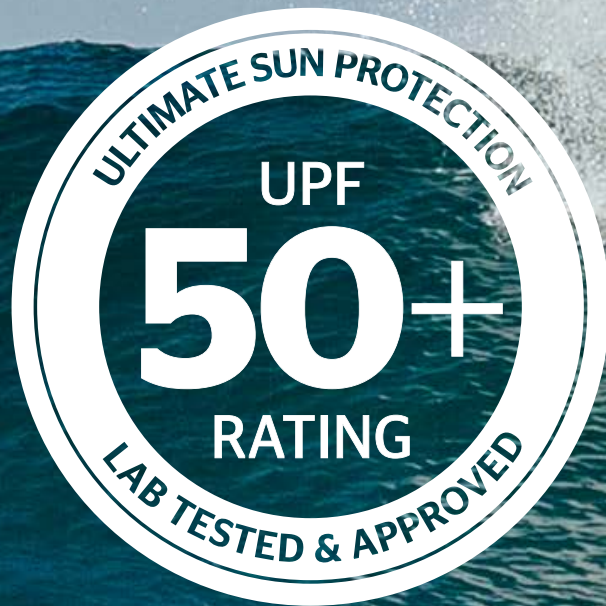
# RASHVESTS

**UPF: ULTRAVIOLET PROTECTION FACTOR**

**A FABRIC THAT IS UPF 50 ALLOWS 1/50TH  
OF THE SUN'S UV RAYS THROUGH.  
ALL RIP CURL RASHVESTS HAVE  
A 50+ UPF RATING**

Not all U.V protection garments are the same.  
We ensure that all our materials are laboratory tested  
and certified as having a 50+ UPF rating which is the  
highest U.V protection rating available.

Without this constant testing and certification  
materials can vary in their sun protection qualities  
because of fabric weight, weave and colour.



CONNER COFFIN



## PRODUCT TRAINING

Knowing our world-class product will make for a better customer experience and ultimately result in increased sales. For all of your product training needs, visit;

<https://www.youtube.com/ripcurlelearning>

## RIP CURL SERVICE CENTRE & WATCH WARRANTY INFORMATION

1. Five years on movements from the date of purchase.
2. Two years on waterproof from the date of purchase.
3. One year battery warranty.

Note: the case, crystal glass face & band are not covered by warranty.

- Always send through proof of purchase.
  - RA Number not required.
  - All quotes \$50 and under will be processed unless otherwise stated.
- All serviced watches receive NEW WARRANTY on repair.

### RIP CURL AUSTRALIA SERVICE CENTRE

101 Surfcoast Hwy, Torquay, Vic. 3228  
Tel: 03 5261 0022 Fax: 03 5261 4700  
Hours, 9am to 5.30 pm Mon-Fri E.S.T.  
Email: [service\\_centre@ripcurl.com.au](mailto:service_centre@ripcurl.com.au)

