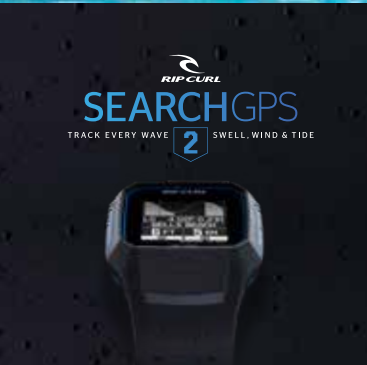




# TRAINING GUIDE 2018-19

Watches, Boardshorts & Bikinis



# 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.



# WATCH TRAINING GUIDE 2018-19



## WHAT'S NEW

### NEW CONSTRUCTION

- Smaller size ... all day-everyday wearable comfort.
- More Durable ... custom dual injected strap is lighter and 10 times stronger.
- Impact and wear resistant polyfiber case

### REAL TIME CONDITIONS ... SURFLINE COMPATIBLE

SearchGPS 2 brings real-time Surfline condition reporting to your wrist. The Rip Curl GPS 2 watch updates wave size, swell direction, wind, and tide data, refreshing throughout the day, as Surfline posts condition updates.

### GO SURF/GO TRACK

- Use the GO SURF feature to track surfing. Use the GO TRACK feature to track any other activity. GO TRACK is a great broad based activity tracker that has extra data like average speed, total distance and pause/resume tracks. GPS 2 uses the same charger cable as GPS 1 and Titanium Auto-Set

FULL INSTRUCTIONS AVAILABLE AT : [WWW.RIPCURL.COM/WATCHES](http://WWW.RIPCURL.COM/WATCHES)



# SEARCHGPS

TRACK EVERY WAVE



SWELL, WIND & TIDE



## ONE TOUCH AUTO-SET

Easily set tide & time data for your home break or 1,400 other locations around the surfing planet with our one touch GPS Auto-Set function. That's right. One touch and your tide watch is set to the nearest wave.

## 1,400 TIDE LOCATIONS

1,400 tide locations let you know the best time to get in the water, wherever you are!

## TIDE - WIND - SWELL

Press the right button on your watch in TIME MODE to view wind and swell data from our partners at SURFLINE

## CHARGING YOUR WATCH

Charge your watch by connecting it to your computer's USB port. It takes approximately three hours for the battery to fully charge.





# Rip Curl Search GPS App

Open iTunes and download the FREE app.

## HOW IT ALL WORKS

The Rip Curl SearchGPS2 Watch and Search App are a revolutionary way to track your surfing and other activities. You can now re-live your top speed, distance travelled, wave count and session time. Track your other activities from surf to snow, run to swim, as your watch connects to satellites orbiting the earth.



## SETTING THE TIDE & TIME

One Touch Auto-Set

Set the tide data for your local break or 1400 other tide locations with the One Touch Auto-Set function. Hold **SELECT** in time-mode to perform GPS Auto-Set.

*GPS will not work indoors*



## TRACK YOUR SURF OR ACTIVITY

### GO SURF

Navigate to MENU > TRACK > GO SURF or GO TRACK  
Once your position is fixed press SELECT > START SURFING

### END ACTIVITY

Press DOWN button to navigate to END > SELECT



## PAIR PHONE AND SYNC

### DESKTOP APP

Connect your watch to your computer using the USB charging cable provided. Download and install the latest computer syncing software from [www.ripcurl.com/searchgps](http://www.ripcurl.com/searchgps) Follow the instructions to create and connect to your Rip Curl Search account.

### IPHONE

Download the Rip Curl Search iPhone App from the Apple App Store to pair your Rip Curl SearchGPS 2 watch wirelessly via bluetooth.



*\*To improve GPS accuracy keep your watch above the waters surface when possible.*

WELCOME  
TO  
THE  
SEARCH

Rip Curl SearchGPS Watch features  
[ripcurl.com/searchgps](http://ripcurl.com/searchgps)

Detailed Instructions  
[ripcurl.com/help/searchgps](http://ripcurl.com/help/searchgps)

Terms & Conditions / Privacy Policy  
[ripcurl.com/searchgps/tc](http://ripcurl.com/searchgps/tc)

Warranty / Support  
[ripcurl.com/help/searchgps](http://ripcurl.com/help/searchgps)

# 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.

## ALL RIPCURL WATCHES



## WATER RESISTANCE RATING

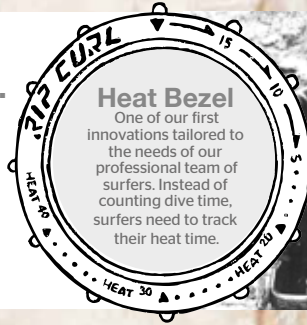
WATER RESISTANCE CASE RATINGS	RAIN, SPLASHES, ETC.	SHALLOW SWIMMING, POOL, SHOWER, SNORKLING.	SURFING & OTHER HIGH VELOCITY WATER SPORTS.	SCUBA DIVING STANDARD DEPTH.
50 METRE	YES	YES	NO	NO
100 METRE	YES	YES	YES	NO
200 METRE	YES	YES	YES	YES

# THE HISTORY OF RIP CURL WATCHES

## 1989

### In the beginning...

- The first Rip Curl watch is designed and manufactured.
- Swiss & French-made watch parts.
- Not yet waterproof.



## 1992

### 100% Waterproof Tested

- RC watch chairman, Peter Hodgart's, vision of making a true surfers watch.
- 100% waterproofness became a reality.
- Heat Bezel is introduced to the help surfers keep track of their heat time.

## 1996

### The Tidemaster

- The 1st Tidemaster watch is designed.
- An analogue tide watch that contains full tide range and moonphase information.



## 2001

### Wave Energy System

- The surf industries 1st "no battery required" watch hits the market.
- The Rip Curl wave energy watch runs without the need of a battery.

## 2006

### Ultimate Oceansearch

- Another first, The Oceansearch featured the world's first digital compass.



## 2010

### Tidemaster2

- Tidemaster 2 successfully merges the watch that made us famous with the performance and accuracy of a digital module.

## 2014

### World's first GPS Surf Watch

- After two decades of being on the cutting edge of tide technology, Rip Curl watches is set to revolutionise surfing forever with the worlds first GPS surf watch; The SearchGPS.



## 2018

### GPS 2

The Rip Curl SearchGPS2 Watch and Search App are a revolutionary way to track your surfing and other activities. You can now re-live your top speed, distance travelled, wave count and session time. Track your other activities from surf to snow, run to swim, as your watch connects to satellites orbiting the earth.



# THE ULTIMATE TIDE LINE UP

• 500 pre-programmed tide locations.



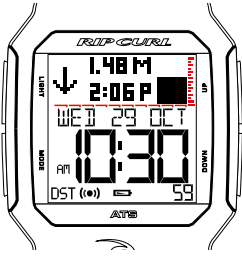
TITANIUM

PINLESS STRAP

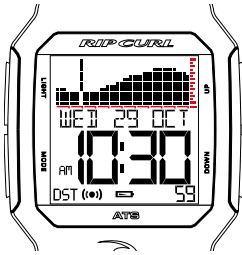
TOUGH







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.

H ROUND

STEEL

MID SIZE



# AUTOMATIC MOVEMENTS

- Movement of your wrist winds the watch.
- Can be wound by hand if needed.
- Fully wound watch can last for up to 2 days.
- **No battery required. Ever!**



# STYLE WATCH MERCHANDISING

OUR CABINETS NEED TO GIVE THE CONSUMER A PATH TO PURCHASE THAT IS CONSISTENT, EASY TO NAVIGATE & PROMOTES A SMOOTHER CONSUMER JOURNEY.

WE HAVE SEGMENTED OUR WATCH RANGE ACCORDING TO CUSTOMER BUYING BEHAVIOUR. HERE ARE SOME EXAMPLES OF A SEGMENTING A WATCH CABINET

## KEY POINTS

- **Gender first; Seperate mens and womens watches**
- **Tide with Tide; group all the tide watches together**
- **Style watches higher in cabinet; more expensive watches higher up**
- **Youth and Rubber watches at the bottom; lower price points lower in cabinets**
- **Follow catalogue order for STYLE and then for SURF if ever in doubt**

## CABINET STYLE 1



## CABINET STYLE 2





# My Bikini







# TRAINING GUIDE 2018/19

We're pretty excited to introduce you to Rip Curl's 2018/2019 My Bikini range.

We love bikinis! When they start arriving into store, it means summer is almost here.

We are a brand that was born in the ocean. Bikinis are what we do. Whether it's surfing, beach active or fashion, we have the right bikini to fit every body.

This booklet gives you the low down on our key design trends, sizing and care instructions. Most importantly, it highlights our Fit Guide. Support and coverage are major factors when finding the best fit. Use both this booklet and our product swing tags to find the right bikini for your customer.

Enjoy your Summer in #MyBikini.

# B I K I N I F I T G U I D E

Rip Curl presents a fit system to help you choose the best bikini for your body type.



## S U P P O R T

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### LIGHT SUPPORT

Flirty and fun for an A or B cup and petite frame.



### GOOD SUPPORT

Comfort and confidence for an A to C cup.



### FULL SUPPORT

Both style and excellent support for a C to DD cup.

# C O V E R A G E

---



## **FULL COVERAGE**

Full coverage to flatter a curvy body shape.



## **GOOD COVERAGE**

A modest fit that looks good on every body.



## **CHEEKY COVERAGE**

A flattering and comfortable shape with a little bit of cheek.



## **SKIMPY COVERAGE**

A brief fit with minimal coverage.



The Surfer's  
**Bikini**

MIRAGE



## PERFORMANCE LYRCA

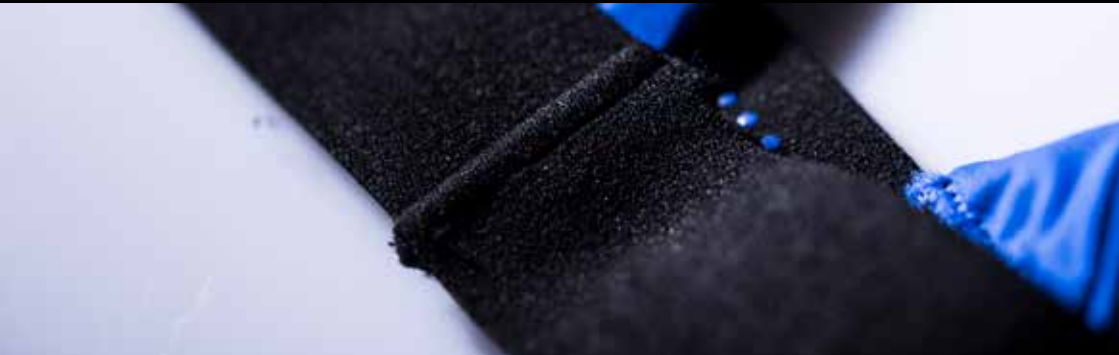
Highest quality compression lycra sourced from Italy.

*This is the best of the best.  
By combining our knowledge of surfing  
and technical fabrics, we've created  
the ultimate performance bikini.*



## MINIMAL STRUCTURE

Seamless construction and reversible options enhance comfort and support.



## MESH AND LASER CUTTING

To create water drainage for streamlined comfort.

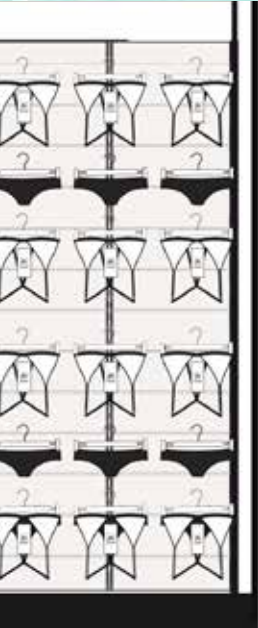
## HYDROPHOBIC

Water repellent treatment to assist in quick drying.



# MERCHANDISING BIKINIS





- Walls should be approximately 2200-2400mm high so all product is within reach.
- Bikini tops to be at the front, if you're back filling with pant.
- Group stories vertically on the wall.
- Group Mirage/performance swimwear together.
- Advertised styles should be at eye height.
- Where there is back fill units, place only 1 size set of each colour out on display.
- Hang sizes from smallest to largest, front to back if front hung or left to right if side hung.



# BIKINI CARE INSTRUCTIONS

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We provide a care instruction card to accompany each bikini purchase. To prolong a bikini's life, refer to the swing tag instructions and follow these pointers:

- Hand wash separately in cold water with a liquid detergent. Do not use softener.
- Drip dry in the shade.
- Rinse thoroughly after use.
- Do not wring, soak or bleach the garment.
- Do not leave rolled up wet.
- Do not iron.
- Do not dry clean.
- Be careful wearing in chlorinated water as it may damage your bikini. Ensure you rinse thoroughly after use.
- Fake tanning products and some sunscreen lotions may damage swimwear. Take extra care in the application of these products & always ensure they completely dry before they come in contact with your swimsuit.
- In order to remove trapped sand, gently run your fingernail over the dried swimwear fabric.
- Avoid contact with rough surfaces as this may cause some pilling to the swimwear fabric.

## **NEOPRENE SWIMWEAR REQUIRES A LITTLE EXTRA CARE...**

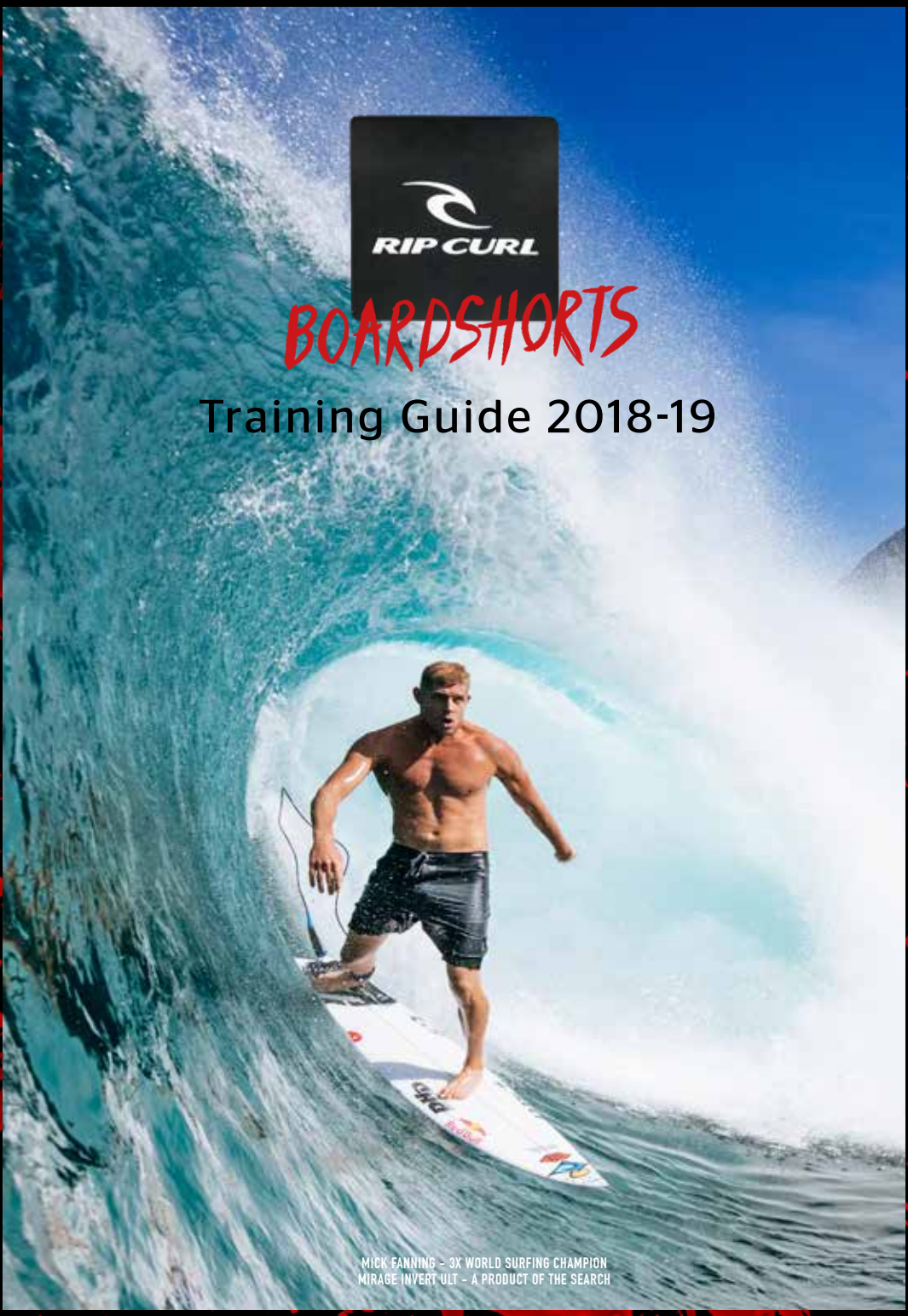
- Do not wear your neoprene bikini in chlorinated water.
- Store your neoprene bikini flat to ensure it doesn't crease.
- Do not hang with clips as it will cause indentation marks on neoprene fabric.





# BOARDSHORTS

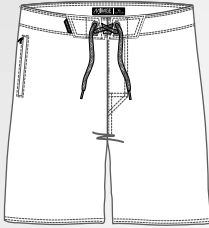
## Training Guide 2018-19



MICK FANNING - 3X WORLD SURFING CHAMPION  
MIRAGE INVERT ULT - A PRODUCT OF THE SEARCH

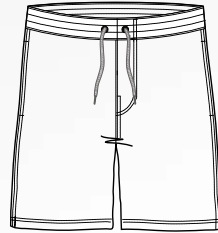
# BOARDSHORT SEGMENTATION

## MIRAGE THE ULTIMATE BOARDSHORT



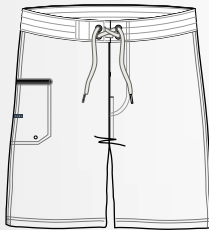
4-Way Marled Elastostretch Fabric. Ultimate light weight construction Mirage Ultimate waistband closure system with locking silicone infused draw cord. Welded seams with taped side seam Hydrophobic quick drying properties.

## LAY DAYS SIDE POCKET BOARDSHORTS



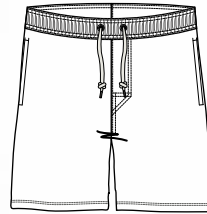
Easy wear everyday boardshorts Hand pockets. Modern functional design Quality crafted construction.

## CLASSICS THE ESSENTIAL BOARDSHORT



The essential boardshort Timeless Simple functional design. Durable construction and fabrics. Great value

## VOLLEYS ELASTIC WAIST BOARDSHORTS



Elastic waist Waistline Drawcord Shorter volley fit. Durable fabrics

# BOARDSHORT FIT & FABRIC GUIDE

### MIRAGE ULTIMATE

Ultimate stretch & Durability

### MIRAGE PRO

High performance stretch

### MIRAGE CORE

Premium Stretch

### TRI-BLEND STRETCH

Poly/Cotton Blended Fabric with Stretch

### RIPSUEDE

Traditional, durable Surf Fabric

17 INCH -----  
18 INCH -----  
19 INCH -----  
20 INCH -----  
21 INCH -----





**TOUGH WHERE YOU NEED IT,  
STRETCH WHERE YOU FEEL IT**

# 3-2-ONE

**THE ULTIMATE SEARCH BOARDSHORT**

*ULTIMATE MIRAGE  
STRETCH  
FRONT PANEL*

*SUPER STRETCH  
NEOPRENE  
SIDE PANELS*

*REEF PROOF  
CORDURA  
BACK PANEL*



1002

006



RIP CURL  
BOARDSHORTS

# MADE

MATT WILKINSON - CONNER COFFIN - WORLD SURFING





# FOR WAVES

CHAMPION GABRIEL MEDINA - 3X WORLD SURFING CHAMPION MICK FANNING & OWEN WRIGHT



RIP CURL

# MIRAGE

## THE ULTIMATE BOARDSHORT

AT THE HEART OF THE DEVELOPMENT OF MIRAGE  
IS THE FACT THAT WE ARE SURFERS.

CRAFTED IN CONJUNCTION WITH OUR ELITE TEAM,  
EACH SHORT HAS SURVIVED DAY LONG SURF SESSIONS,  
ENDLESS TUBES AND LIFE ON THE SEARCH.

CONSTRUCTED FROM THE MOST ADVANCED  
HYDROPHOBIC STRETCH FABRICS, THEY TRULY ARE  
THE ULTIMATE BOARDSHORTS

## ZIP POCKET

Zip pocket with welded internal pocket bag reduces bulk in this critical area.



## SILICON DRAWCORD

Silicon drawcord keeps closure secure.



## SURF GRIP

Waistband technology that defies gravity. Surf Grip styles have a 360° internal waistband pattern that keeps your boardshort from moving when in the water.



## WELDED SEAMS

Welded seams provide ultimate comfort and friction-free performance. This eliminates any abrasion or rash points.



## LASER CUT TABS

Laser cut tabs ensure a flat finish to boardshort closure while paddling.



## ELASTOSTRETCH 5

Marled Elastostretch 5 premium stretch fabric is the ultimate in performance comfort and durability with quick drying hydrophobic properties.





# BOARDSHORT MERCHANDISING



## LIFESTYLE BOARDSHORTS



LAY FLATS  
FOR YOUR BOARDING LIFE



## PERF BO





- Walls should be approximately 2200-2400mm high so all product is within reach.
- Vertically group boardshorts by segmentation groups
- Mirage/Performance boardshorts need to be the at the front of store/start of boardshort wall.
- Front hang as much product as possible.
- Hang leg lengths top to bottom, shortest to longest.
- Advertised styles should be at eye height.
- Where there is back fill units, place only 1 size set of each colour out on display.
- Hang sizes from smallest to largest, front to back if front hung or left to right if side hung.



PERFORMANCE  
BOARDSHORTS





# RASH

## UPF 50+

### ULTIMATE SUN PROTECTION - LAB TESTED AND APPROVED

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.



## QUALITY MATERIALS

The highest quality materials are utilized in the construction of Rip Curl's Rashvest range. Because fabric weight, weave and colour can vary in their performance properties and sun protection qualities, constant testing means we can certify the quality of all the materials we use.



# VESTS



## CHLORINE FRIENDLY

The pool is a great place to use Rip Curl Rashvest. Chlorine is a strong chemical that jeopardises the integrity of the elastane in the garment. Rip Curl now offers selected garments in Chlorine Friendly material, which will keep their structure, shape and performance even when worn in Chlorine swimming pools.



## RANGE OF FITS



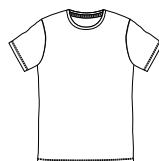
**Performance Fit:** Body fitted to increase efficiency in the water by reducing drag.



**Relaxed Fit:** A slightly looser fit for more comfort and relaxed wearing.



**T-Shirt Fit:** A traditional T-Shirt block for maximum comfort and casual look





# F-LIGHT

LIGHTWEIGHT  
TRAVEL BAGS



## CABIN

DOMSTIC  
CARY ON

**2.2kg**

**35**  
LITRES

## GLOBAL

CHECK IN

**3.6kg**

**100**  
LITRES

## TRANSIT

INTERNATIONAL  
CARRY ON

**2.4kg**

**50**  
LITRES

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.



## 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



**SEARCHER**

35  
LITRES

900g



**SURF**

40  
LITRES

1.2kg



**POSSE**

34  
LITRES

800g



**ULTRA**

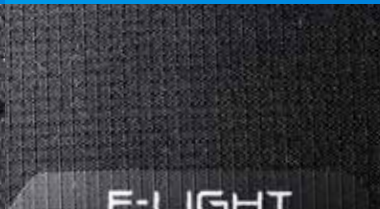
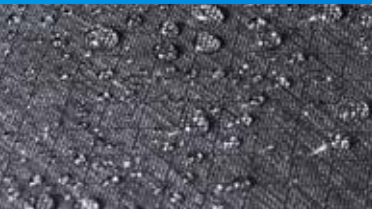
30  
LITRES

700g

HYDRO PROTECH - WATER  
RESISTANT COATED FABRIC

450D MINI RIPSTOP FABRIC

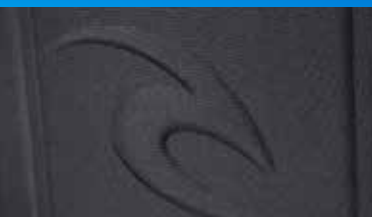
LIGHTWEIGHT TELESCOPIC  
HANDLES



LIGHTWEIGHT AND DURABLE  
MOULDED EVA BASE

CLIP & CONNECT - MAKING  
TRAVEL EASIER

TOUGH BASE - HARD WEARING  
PROTECTIVE BASE



# RIP CURL LEATHER WALLETS

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

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.



## 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.



# 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)

