



Retail Dive Center Owners:

- Create New Profit Centers
- Offer New Dive Training
- Master New Technology

...When You Start with ANDI!



Illustration by Shlomo Cohen

*The Premier International Educational Agency
for Advanced Diving Technologies.*

ANDI INTERNATIONAL

Welcome to the next generation of innovative dive training and technology!



Since its inception in 1989, ANDI has revolutionized dive techniques and pioneered the use of modern systems and practices for the world diving community.

This brochure will introduce you to ANDI and show how you can:

- **become a part of this exciting new world**
- **provide more service to your customers**
- **keep on top of the latest, risk-reducing procedures and equipment**
- **expand your business for truly breakthrough sales.**



What is ANDI?

ANDI is the only nitrox/technical training agency that is dealer based.

It was founded in an effort to standardize Oxygen-Enriched-Air diving practices and to formulate a standard teaching format for the training of Enriched-Air Nitrox (EAN) instructors.

Its first breakthrough was the development of **SafeAir** -- ANDI's registered term for EAN that exceeded industry standards for purity.

This was followed by the world's first EAN teaching manual, which clearly demonstrated how **SafeAir** diving could apply to all diving activities.

As a result, the health and safety of divers has improved...longer bottom times have been achieved with less risk...and new practices have dramatically cut down needless accidents.

Since then, ANDI established a series of supporting products and procedures that are recognized by dealers as the industry standard. In November 1991, it opened the first **SafeAir** facility overseas.

Under the groundbreaking leadership of Edward A. Betts, ANDI maintains 14 regional distributors and representatives in over 30 countries.

ANDI has truly become the premier international educational agency for advanced diving technologies.

How Will ANDI Benefit Your Facility?

The primary reason for joining ANDI is to increase the profitability of your operation and to achieve unequalled excellence in diver education through an international network of professional training facilities and instructors.

As a certified ANDI facility, you will enjoy the following "members only" benefits:

- An extensive selection of training programs to choose from
- An exclusive license to buy and use ANDI educational materials and copyrighted publications
- Promotion of your facility through national advertising and industry trade show participation
- A full listing on our Internet site
- Comprehensive and cost-effective professional liability coverage available
- Protected student lists. Integrity and confidentiality guaranteed by ANDI.
- Regularly updated training materials in clear, easy-to-understand language
- A turn-key start-up to get you on-line immediately

PLUS...ANDI instructors and instructor trainers **never** compete with **any** ANDI facility. We fully support you, so you can support yourself!

Increase Your Profits with ANDI!

In a time of saturated markets, ANDI affiliation can open new revenue streams for you and your facility.

Offering instruction in a full range of courses, along with technical and supporting products, is one of the best ways to tap this lucrative market.

And that's just the start!

Not only will you be able to sell this advanced education to your existing customers...but to your competitors' customers, too!

As a licensed ANDI dealer in your area, you'll have an unparalleled opportunity to rake in bigger profits.

And because ANDI is constantly improving and refining its products and services, you'll always be on the cutting edge. ANDI programs are designed to give your facility a reputation for leadership in high tech expertise and training.

To give you an example of the kind of profits we're talking about, here's what you can reasonably expect as an ANDI dealer:

Projected 1st Year Dealer Profit \$ from New ANDI Programs						
Facility	LSU Classes	CSU Classes	Gas Sales	Rentals	Service	Totals
A. High vol.	120/yr @\$189 Net \$15,040	120/yr @\$289 Net \$25,440	Net \$6,360	Net \$2,060	Net \$16,800	Total Net \$65,700
B. Med vol.	48/yr @\$189 Net \$5,616	48/yr @\$289 Net \$8,376	Net \$2,960	Net \$764	Net \$6,960	Total Net \$24,676
C. Low vol.	40/yr @\$189 Net \$3,680	40/yr @\$289 Net \$6,480	Net \$2,640	Net \$620	Net \$3,000	Total Net \$16,420

*For full details, contact us for an ANDI Facility Profit Projection.

In addition, you can count on extra profits by:

- Selling a growing volume of **SafeAir** fills as air diving becomes obsolete
- Performing equipment upgrades and oxygen cleaning that will allow your customers to move up to **SafeAir**
- Increased sales with new product innovations from ANDI.

No matter how you slice it -- ANDI helps you make more money and gain more respect in your diving community!

Exceptional Praise Pours In!

Week after week, amazed clients tell us the powerful advantages they've experienced by joining ANDI.

Here are a few of their comments:

"...the ANDI program was exactly what we were looking for: a well-supported, profitable certifying organization [with] no independent instructors and reasonably priced, high quality educational materials. In the light of one year, Paradise Island Divers had outgrown the original SafeAir compressor system....Our records show that over 70% of our air fills are SafeAir (a new profit center).

If your company is looking for a profitable, well-supported nitrox training organization, we highly recommend the ANDI program."

H. Wayne Moose Jr., Paradise Island Divers, North Carolina

"The Technical SafeAir diver course was without a doubt the most enlightening dive instruction I received. I now dive regularly using SafeAir and am confident in extending my skills through the extended range program....The materials provided to us were excellent. Keep up the good work."

M.R., Australia

"As a retail store owner, I appreciate the added profit from the increase in tuition, equipment sales, gas and service...[and by] providing an added benefit to the customer by either extending their time at depth or increasing their safety factor or both."

Wayne Miller, Scuba Schools of America, California

"As with lots of stores across the U.S. this year, our business was not as profitable as it should have been. We were looking for something new and appealing to offer our established divers as well as bring in new ones. ANDI was selected to fill that niche. I would like to compliment you on the thought, effort and time you obviously put into the ANDI products.

The quality of both content and workmanship is quite high and the students in my class are taking notice. I am finding that the ANDI facilities are generally much more versatile, educated and dedicated as far as their training programs are concerned. I would be happy to speak with any facility thinking of offering the ANDI certification program."

Tonya Hubley, Trident Diving, Texas

"I can't say enough about ANDI programs. Their dedication to the retailer and their propensity to promote the correct procedures has enabled my facility to reap better margins, create new profit centers and provide a service that customers seek me out for. If your facility needs more business and you want higher profits...come to ANDI."

Charlie Johnson, Adventures In Diving, California

Isn't it time you were a part of ANDI, too?

**ANDI standards
are in accordance
with NASA, the
Compressed Gas
Association
and these dive
industry leaders:**

- Beuchat, Marseilles, France and its international distributors
 - Bauer Compressors, Inc.
 - Catalina Cylinders
 - Litton Life Support
 - Luxfer Cylinders and its international distributors
 - NASDS
 - National Association of Scuba Educators
 - Oceanic USA and its international distributors
 - Professional Sports, Inc.
 - Sea Quest, Inc. and its international distributors
 - Scubapro USA and its international distributors
 - Sherwood, and its international distributors
 - Thermo Valves
 - Trelleborg/Viking
 - US Divers Company, Inc., and its international distributors
- ...and dozens more!**

Current Class Offerings

**ANDI's well-rounded
course selections
are the best way
to stay on top of
the latest industry
developments:**

SafeAir/Technical Courses

- Limited SafeAir User
- Complete SafeAir User
- Technical SafeAir Diver
- Extended Range Exploration Diver
- Tri-Mix Exploration Diver

Rebreather Courses

- Introduction to Closed Circuit
- Closed Circuit Rebreather Diver
- Semi-Closed Rebreather Diver
- Technical Rebreather Diver
- Semi-Closed Circuit Explorer
- Closed Circuit Explorer
- Emergency Closed Circuit-Bailout System User

Leadership Courses

- Certified Divemaster
- Certified Instructor (to all levels)
- Certified Service Technician
- Certified Gas Blender

How To Get Started

Let us show you how to increase your revenue and secure the future of your business by becoming an ANDI dealer!

To get our facility start-up package...including profit projections, requirements, facility standards, applications and more...just contact us at:

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