



To: **All Enriched-Air Training Facilities**
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What's In A Name?

I am often asked "What is SafeAir? How is it different than Nitrox?" The short answer is: "Since SafeAir is defined as a nitrogen/oxygen blend where oxygen levels are between 22% and 50%. It is no different than Nitrox 22% to 50%" (At least by the Oxygen analyzer). While this answer suffices the most basic customer question. It is not complete enough to show THAT THERE IS A DIFFERENCE! Let's face it. Every facility needs an edge in marketing THEIR program over COMPETING programs. SafeAir does stand for quality and consistency. SafeAir does stand for equipment standards. SafeAir does promote "Safer Diving", subtly. Selling SafeAir makes the facility MORE MONEY! SafeAir IS different, by design! We are proud of it and relish the questions. We think you will too if you knew more about ANDI and SafeAir.

Any first year advertising apprentice will tell you that a good product is important but success depends on marketing. We live in a world where there are few secrets.... few breakthrough products. For a product to succeed it must have "marketing appeal" for the public. SafeAir provides that to the scuba diver. Let's look at just one example from outside the diving world. (There are many. This is just one). It is no secret that "diamonique, diamonaire or diamonite", is cubic zirconia marketed by various companies, (When I was growing up it was called "Costume Jewelry"). Why do you think these companies invest "millions" promoting these trade names? In the case of cubic zirconia.... There really is no difference. Just marketing and product identification. In the case of SafeAir... not only does the term give marketing appeal but it also stands for EXCELLENCE. ANDI is the only training agency that has opted for the higher gas standard to benefit the customer and retailer alike.

SafeAir IS BETTER because it is a known entity that your customer can identify with. Anything else is "Just Nitrox"! Or in other terms... "Just a Cola". Every one of your customers can identify with SafeAir. Use it, promote it and watch your customers flock to it.

We developed the gas standard to support our concept. Oxygen Compatible Air is the only gas used to produce SafeAir, but there is even more to it than that. For more information on how you can provide SafeAir and make more money than selling simply "Nitrox".... Contact Charlie Johnson using any media above or...Contact ANDI HQ at (800)229-2634 Tell em' "Charlie Sent Ya".

Visit the ANDI web site at: www.andihq.com