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## How Atlantic Trampolines started to bounce

Atlantic Trampolines was started in 2005 by friends Andrew Jardine and Jonathan Edwards. Andrew owned a large warehouse facility in Pembroke Dock, on the West Wales coastline, which had previously been used for temperature controlled cheese storage. With the growth of the internet, they saw the opportunity to import a product which they could store in the warehouse and then retail online. Andrew said, "the idea was born out of necessity as we had spare warehouse space and needed something to fill it". They were looking for a product which was bulky, to make full use of the warehouse space, and which would not lend itself to high-street sales. They hit on the idea of trampolines. Speaking to friends who had bought trampolines, Andrew realised that finding a good supplier was difficult.

Most trampolines are made in the Far East, so the pair set out to find the best product available. Having looked at hundreds of manufacturers, they finally formed a relationship with the Chinese company Kogee, run by Mr Chu. They were impressed by the company's quality control, its investment in design and safety and the way it looked after its staff. In October 2005 they ordered their first container of trampolines from Mr Chu's factory and started out by marketing them through Ebay. Over the winter the trampolines sold quite slowly, but the following spring they ordered their next container and these trampolines flew out the door. It was then they knew that they had chosen the right product. "Our name for great customer service and a quality product spread like wild-fire and we could hardly keep up with the orders," Andrew explained.

Father of two, Jonathan, said: ' We knew then that we wanted to be the specialist supplier of garden trampolines to the UK home market, offering a great product backed up by excellent customer service and speedy delivery. We could see that no other company was doing this. It was a niche waiting to be filled.'

The company now employs six people. At Bounce House, in Pembroke Dock, the team of trampoline experts man the customer helpline – known as the TRAMPO-LINE – and help often baffled customers decide which product package will offer them the best combination of fun and safety. In Bristol the marketing team work hard to develop the brand which is 'serious about fun' and that also means serious about safety. Atlantic Trampolines are members of RoSPA (the Royal Society for the Prevention of Accidents).

## About the two directors

**Andrew** (47) is a qualified chartered accountant with an honours degree in finance and an MBA from Cranfield. After qualifying, he was involved in assisting with the regeneration of the Port of Pembroke and in 1999 set up a business using some of the empty warehouse space on the dock for storing cheese in temperature controlled conditions. With more warehouse space to spare, he and Jonathan then formed Atlantic Trampolines in 2005. His hobbies are sailing, cycling and, of course, trampolining. He lives in Bristol with his partner and their 10 year old son, Orson.

**Jonathan** (40) is a graduate in mathematics. He grew up in Pembrokeshire, worked at the Port of Pembroke in logistics and during this period met Andrew. He then moved to Gloucestershire for work where he met his wife and started his family. He kept in touch with Andrew throughout this period and then in 2005 returned with his family to Pembrokeshire to set up Atlantic Trampolines. His hobbies are boating and playing cricket for local side St Florence. He trampolines regularly in his back garden with children Ryan (15) and Grace (8).



## **Why buy from Atlantic Trampolines?**

Atlantic Trampolines is the leading British garden trampoline specialist. It was founded in 2005 with the sole intention of selling quality trampolines at affordable prices backed up by excellent customer support. It has studied the causes of trampoline accidents and always encourages customers to follow basic safety advice.

Atlantic has stocked the same range of trampolines since 2005. Its trampolines are built to last – with frames carrying a 5-year warranty and parts a 1-year warranty – but it also encourages vigilant maintenance to ensure continued safety and carries a huge range of parts to suit most other makes of trampolines – not just its own.

The freephone TRAMPO-LINE is manned by experts 5 days a week who will advise customers and organise free next day delivery\*. The TRAMPO-LINE will also assist with any problems assembling the trampoline, with spare parts and accessories and any other trampoline-related concerns.

## **Six reasons to buy from Atlantic Trampolines**

- Fantastic quality at an affordable price
- Trampoline specialists who are always available to give advice
- Guaranteed frame and parts (5 year and 1 year respectively)
- Replacement parts and accessories readily available, if necessary
- Excellent customer service featuring free next day delivery
- Full range of trampolines - and packages - from 55in diameter to 15ft

## **About Atlantic Trampoline's range**

Atlantic sells a full range of quality trampolines incorporating all the safety and design features a customer should expect when buying a trampoline that will last.

Features include: a fully galvanized steel frame, both inside and out, to avoid rust; T-joints rather than welded joints to avoid cracking; a Permatron Polypropylene UV resistant bounce mat designed for strength and comfort and to stand up to prolonged exposure to sunlight; shock-absorbing pads that completely cover the springs, hooks, poles and frame.

To keep it simple, all Atlantic's trampolines are circular and they range from 55in to 15ft in diameter, so there is something to suit every family and every garden. Atlantic also sells weather covers, skirts and shoe bags, as well as trampoline tents for the kids which fit over the trampoline to create a den or play space when the trampoline is not in use, or during bad weather.

All trampolines – from the 6ft up - are tested to carry up to 100 kilos (around 16 stone) in weight, but in reality they will carry more than this without causing damage.

Atlantic's most popular lines are its combination packages which include a trampoline, safety enclosure, access ladder and weather cover. Atlantic encourages customers to buy safety enclosures as standard.

Atlantic also carries probably the biggest range of parts and accessories available anywhere in the UK, ideal for maintenance, which is essential, or upgrades.

Compare with Atlantic the many UK retailers who sell purely on price. They change their supplier regularly, they don't carry parts, they don't offer a guarantee and are not interested in helping with repairs. Compare a typical 'high street' bought 10ft trampoline at £99.99 with a 10ft Atlantic Trampolines package, including a safety enclosure, weather cover and access ladder to go with your trampoline at £179.99. If the first gives you one year's safe use before it needs replacing and the Atlantic trampoline five years' safe use, then the lifetime cost of the Atlantic one is by far the cheaper.

## Different sizes to suit different families

**My First Trampoline** - a 55" trampoline which comes complete with a safety enclosure. It is ideal for introducing toddlers or smaller children to the fun of bouncing and is ideally used indoors. £54.99

**6' combination package** – a step up from the My First Trampoline, this trampoline is ideal for smaller gardens, for use by adults for exercising and for smaller children. £129.99

**8' combination package** – this package is perfect for a smaller outside space and smaller children. £149.99

**10' combination package** - for those who have a little more space and want a trampoline that will continue to accommodate their children as they grow. £179.99

**12', 13' and 14' combination packages** - ideal for larger gardens, great for teenagers and for those who anticipate that the whole family will want to get involved with fun on the trampoline. From £209.99 - £239.99

**15' combination package** - the largest trampoline in the range, works well in gardens with plenty of space and for the whole family to enjoy. £269.99

### Ordering information

Call free on the TRAMPO-LINE 0800 032 5879

Email [info@atlantictrampolines.co.uk](mailto:info@atlantictrampolines.co.uk)

Online at [www.atlantictrampolines.co.uk](http://www.atlantictrampolines.co.uk)

*\*applies to the majority of mainland UK on orders received by 2pm*

## **Why bouncing is good for you**

### **How does trampolining compare with other types of exercise?**

- NASA scientists, who use trampolining to train their astronauts, describe it as: 'the most efficient and effective form of exercise yet devised by man'.
- It exercises every area of the body, it is more effective than sit-ups at strengthening the stomach and burns more calories per hour than jogging.
- It is also the most low-impact aerobic exercise you can do apart from swimming, thus making it an ideal choice for people with joint problems or those who are overweight

### **Which celebrities believe in the 'power of the bounce'?**

- Madonna, Posh Spice, Gwyneth Paltrow, P Diddy and Bill Gates.

### **What are the specific benefits of trampolining?**

- Improved posture, balance, co-ordination, timing and movement
- Improved oxygen intake, benefiting the heart, lungs and circulation
- Better energy levels and improved stamina
- Better muscle tone, in particular the stomach
- Strengthened joints, reducing the risk of developing some forms of arthritis
- Effective way of strengthening the pelvic floor muscles in women
- Stimulates the lymphatic system, which helps rid the body of toxins, reduce the risk of colds etc
- Can increase your ability to convert glucose into glycogen thus assisting weight loss
- It improves the effectiveness of your internal organs, thus, for example, helping digestion

### **Why is trampolining particularly good for children?**

- For all the health reasons listed above!
- It's fun so they will want to do it themselves, thus avoiding the need to force them to exercise
- It is ideal for children who are overweight who may think conventional sports are not for them
- It helps make sure kids get their 'hour a day' recommended exercise (75% are not!)
- It gets them outside in the fresh air away from the TV, computer games etc
- Children will get hours and hours of pleasure from it – many parents describe the trampoline as the toy which was the 'best investment we ever made' – and you'll get more peace
- Will help reduce the risk of developing asthma, rickets and obesity all of which are problems which are increasing in children – 3 in 10 children are either overweight or obese
- Healthier children statistically do better in learning and in life
- It encourages healthy habits while children are still young
- If used by all the family, parents can set a healthy example too

## Why trampolining is good for many health problems

- Trampolining, unlike any other exercise, because of its repetitive bouncing movement **affects every cell in the body** and helps the lymphatic system to work more efficiently. The lymphatic system's job is to detoxify the body and for this reason trampolining is useful both as a preventative measure and as a cure.
- Used regularly it can help people maintain a healthy lymphatic system, and thus **ward off colds and other bacteria and viruses**. It can help with effective digestion and detoxification by improving the performance of the organs which are concerned with the elimination of toxins.
- Trampolining is now being advocated to **help minimise the effects of diseases**, like cancer and arthritis, to help with physical and emotional trauma – and even slow down ageing - by helping to detoxify the immune system, the very place where many of these problems start.
- Trampolining, in common with many other forms of exercise, is excellent for helping to **maintain a healthy heart and weight level**, lower cholesterol and blood pressure, reduce stress and help combat depression. It is effective at reducing the risk of developing **diabetes**, and can help **weight loss** and increase the body's metabolism and improve energy levels.

## How trampolining is used as a therapy

'Rebound therapy' was pioneered in the UK by Eddy Anderson in 1969 and is now offered for people with a wide range of special needs as a form of therapeutic exercise and recreation throughout the world. Around 40% of UK special needs schools provide sessions regularly. By using the unique properties of a trampoline, trained therapists are able to help develop balance, movement, fitness, communication and wide range of other skills for participants with mild to severe physical disabilities, including autism. And above all it's fun, which is what makes this particular type of intervention so effective.

## The facts on trampoline safety

Focus group research conducted among mothers by Atlantic Trampolines suggests that many believe one type of trampoline will be safer than another, when in reality official advice based on accident statistics from around the world is consistent in saying that it is **the way in which trampolines are misused that is the real cause of accidents.**

Atlantic Trampolines Director Andrew Jardine said: 'What concerned us about these conversations was that **people were making assumptions about safety which were wrong.** We have checked the worldwide statistics and want to help make it clear to parents what the real risks are so that children can enjoy trampolines as safely as possible. First off **they need to buy a quality trampoline and maintain it properly,** and second **they need to make sure the basic rules of safe use are observed.**"

Atlantic Trampolines has analysed all the existing UK accident research – and looked at recommendations given in America, Canada and Australia - and found that results consistently point to the following conclusions:

- 1) that having more than one child at a time on a trampoline increases the risk of accidents;
- 2) that children under 6 are most at risk and should only use smaller trampolines which are designed for that age-group
- 3) that having a safety net reduces the risk of accidents.
- 4) that parental supervision reduces the risk of accidents.
- 5) that a third of children are hurt by jumping or falling off the trampoline.
- 6) that springs and poles should be covered and padded.
- 7) that the trampoline should be kept in good condition with no holes, tears etc
- 8) that stunts should only be performed by bouncers that have been suitably trained.

These findings are consistent with the advice given by the Royal Society for Prevention of Accidents (RoSPA), of which Atlantic Trampolines is a member. The only real safety issues relating to the trampoline itself is: does it have a net, is it well-maintained, and is it safely sited.

**Atlantic's safety advice to parents this summer** is therefore:

- a) if you already have a trampoline, **invest in a safety net** if you don't already have one, and also **check that all the parts are intact** – mat, enclosure poles etc – and replace any that need it now;
- b) if you are looking to buy a trampoline, **choose a quality one** which is well-made from a company which offers a good guarantee and sells a full range of replacement parts so that you can properly maintain it in a safe condition for years to come;
- c) Make sure you and your kids know the safety rules! See the safety tips on our website, [www.atlantictrampolines.co.uk](http://www.atlantictrampolines.co.uk) for **RoSPA's downloadable leaflet.**

Atlantic Trampolines Director Andrew Jardine said: 'We are concerned that parents make informed choices when buying a trampoline. Where children's safety is concerned, buying the cheapest isn't always the best. **Cheap trampolines generally start to fall apart after a year and then they become dangerous.** If you go back to the retailer they very often don't carry the parts, have changed supplier to keep the price down and aren't interested in helping either. Buying a quality trampoline in the first place, **siting it well** and then making sure your kids keep to the rules is the best way to avoid accidents. Unlike many retailers, we only sell trampolines; **we are the specialists and we are always happy to help advise people** on what to buy and how to avoid accidents. We accept that trampolines are the cause of a lot accidents in children but experts say that the majority could be avoided. '

For help customers should **call Atlantic's TRAMPO-LINE at Bounce House free** on 0800 032 5879. Atlantic sell a full range of trampolines and parts to suit a variety of models. Andrew says: 'Our trampolines are great value and offer excellent safety features. We want our customers to recommend us to their friends and neighbours because of the quality of our service and to get the kids outdoors bouncing safely to keep them healthy too. Then it's a win-win situation for everyone.'



## **The research**

The following is a summary of the most recent information available on trampoline accidents and their causes. There is no information available to compare the relative dangers of trampolining with other sports. The most recent UK statistics are those produced by the DTI in 2002. Funding for this project has since been withdrawn.

### **2010, Atlantic Trampolines research**

A group of 8 mothers were asked by Atlantic how they or their family would go about buying a trampoline for their children. Half demonstrated beliefs about safety which are not supported by research. They included that: one shape is safer than another, having them lower to the ground is safer, having them sunk in the ground is safer, or having them bigger is safer.

### **2007 – Study at Weston-super-Mare Hospital, UK**

70 accidents studied

33% of injuries were caused by falling off the trampoline where there was no net.

47% were caused when there was more than one child on the trampoline.

76% were caused by either of the above or the child was under 5

### **2008 - Study at Kingston Hospital, Surrey, UK**

131 accidents studied

33% were caused by falling off the trampoline

Most were on with other people

20% were children under 5 on a large trampoline more than 10ft in diameter

### **2009 - Study at Ninewells Dundee, UK**

50 accidents studied

80% had more than one person on the trampoline and often included adults

46% had no adult supervision

64% had no net

### **UK Statistics from the DTI in 2002**

4,800 people were injured on home trampolines and went to A&E as a result

Of these the most common outcomes were:

a) treated and no more treatment required

b) referred to outpatient clinic

### **2001 US study of 91,870 accidents by the US Consumer Product Safety Commission**

93% were under 15 yrs old

11% were under 5 yrs old

Injuries caused by: collisions, falling off, falling on the springs or frames, landing badly or doing stunts

## What our customers say about us

Thank you so much. I am very happy you have got back to me so quickly and thank you for sending me a replacement (spring padding). I have recommended you to many people. Your company is brill.

**Elaine Bowman, May 2010**

Just received my 8ft trampoline safety padding. I must say I was not expecting it to be such good quality at such a good price. I had been looking around for a while, but refused to pay so much, then I came across your website and thought I couldn't go wrong for the price. I was very pleasantly surprised and it's far better than the original padding I had.

**Fusan, April 2010**

Just wanted to say a big thank you for a wonderful speedy service. When ordering on Sunday and seeing the words free delivery I thought to myself this is bound to take days. Far from it we had a phone call 9am Monday morning saying it would be delivered the next day and it was at 8.50am. We would certainly recommend your company and use you again for any other trampoline requirements that we may have. Top quality item which we have fitted and the children can now play safely on the trampoline.

**Ray Wiltshire, April 2010.**

Just over a year ago we purchased a 12ft trampoline kit with the tent and safety skirt. BY FAR THE BEST PURCHASE WE HAVE EVER MADE BOTH FOR OURSELVES AND OUR CHILDREN! Having a toddler when we bought it I was re-assured that the safety skirt stopped Tilly from wandering under the trampoline while in use and the pockets for shoes/phones/keys etc are a God-send.

The tent is brilliant. We put it on in early October and it's been used as a "den" for my 2 children all through the winter. It's survived sun, rain, wind, hail and snow (although I did have to rush out with a broom one night when we realised that the tent was virtually flat under the snow – but it didn't cause any damage at all). Over Easter we put the safety enclosure back on and I have to say that the whole thing still looks brand new! We have friends who paid much more for their trampolines last summer and they have barely survived through the winter – most look saggy and faded, but ours still looks as good as the day we bought it.

So on behalf of my two young children who have spent endless hours either bouncing on or playing/hiding in the trampoline – THANK YOU – for making it such fun and so safe!

And on behalf of myself and my husband – thank you for providing not only fantastic customer service and a very high quality product but also great value for money.

**Gale, April 2010**

Wow! Superb service and info. Many thanks, I have just come in from the garden where we have just finished putting the trampoline up following our move here. The children will be absolutely delighted we will have everything up and running for the weekend. Thank you for quick helpful reply!

**Nicole, March 2010**

We just wanted you to know how very impressed we are with your company, well organised and polite - a pleasure to spend money with! We will definitely recommend you to others. Thank you.

**Sue Goacher, March 2010**

I recently bought a trampoline as a present for our 3 year old granddaughter. May I take this opportunity to say how delighted I am not only with the trampoline but the service. Easy to order, phone call following day regarding delivery, item received following morning, brilliant. We unable to follow instructions took a time to erect it but was really worth it. She loved bouncing around and has been on it since her birthday on Monday (even during the rain!) Our main problem was fitting the springs but once we decided to place 6 o'clock, 12 o'clock, 9 o'clock, 3 o'clock then all the rest slotted in without any problem. Thank you so much, good service, good value, please send us some good weather!

**Sally Herbert, February 2010**