

DMC SWIM FINS PRO

The principal function of the DMC SWIM Fins is to enable anyone from a novice to an Olympic standard swimmer to achieve an exact balanced kick, while using their preferred armstroke. As well as strengthening and toning the muscles, using the fins during swim training gives the legs neuro-muscular memory so that when the swimmer then swims without fins, they kick more effectively.

The DMC SWIM Fins have been specifically designed to be moulded in silicone, as opposed to rubber. The benefits of using this material far outweigh the extra cost; the silicone does not cause blisters as rubber is prone to, and the translucent colours are an attractive marketing advantage. In addition to this, silicone is denser than water which helps keep the feet below the surface - essential when kicking correctly. The actual blend and hardness of the silicone used has been the result of extensive collaboration with the moulder, the material is soft, yet resistant to tearing and splitting, and is UV proof as well.

The shape of the foot pockets has been the subject of considerable research, and along with the dedicated left and right foot fins, give exceptional comfort, and greatly reduce the incidence of cramps. The heel strap has ankle cut-outs to prevent chafing and all the edges of the foot cavity are rounded for the same reason.

The underside of the foot area has a non-slip tread pattern which makes walking round the pool less hazardous, and also means that tumble turns and diving are safer too.

The angle of the blade surface relative to the foot is different to conventional fins, and has been designed to create the least possible resistance to the kick action.

The asymmetrical plan shape of the blade allows the fin to be reasonably short and wide without the potential nuisance of the fins bumping together while swimming, or walking - another benefit of using individual left and right foot moulds.

The "V" rails along the edges of the blade have a dual function - as well as ensuring the blade is sufficiently stiff to function effectively and channel water along the blade, DMC have patented them, which means the unique shape of the rails which gives the product its distinctive appearance can not be copied.

Each of the 5 sizes has a different blade / foot area ratio to make sure that it is correct for the persons size - this means the smaller sizes have proportionally longer blades relative to the foot pocket length to create the correct thrust.

All these features combined with a streamlined elegant design position this product well above its competitors in this growing market. This product is being exported around the world, with the United States the largest customer.

The **DMC SWIM Fins** PRO represent world class Australian design at its best - and will prove to a benchmark for years to come.