

# UNDERWATER PUZZLES

**Product Description:** Conceptually speaking, the *Underwater Puzzles* is a line of jigsaw puzzles specially designed for putting together in a swimming pool.

## TARGET MARKETS

- General Consumer Populace
- American Households
  - ↳ Family/Non-Family
- Households with Children
  - ↳ ages 4 and older
- Swimming Pool Owners
- Baby-sitters
- Child Care Providers
- Puzzle Enthusiasts
- Gift Givers
- International Market

## DISTRIBUTION CHANNELS

- Gift Shops
- Variety Stores
- Department Stores
- Variety Stores
- Hobby Supplies
- Swimming Pool Dealers & Designers
- General Merchandise Retail
- Miscellaneous Retail
- Internet Sites
- Mail Order & Catalog Shopping
- Exporters

## DESIGN FEATURES

- The *Underwater Puzzles* are jigsaw puzzles specifically configured for assembling on the floor of a swimming pool.
- Although the exact design specifications have yet to be disclosed, the *Underwater Puzzles* would be a series of interlocking pieces that when put together form a colorful, festive picture.
- To facilitate use in water, each piece would be coated with a water-proof material such as polyurethane and heavy weighted with heavy metal or similar to keep the pieces from floating to the top of the pool.
- Design considerations for the *Underwater Puzzles* could include pastoral landscapes, cartoon characters, landmarks, or aquatic themes.
- Simple and straightforward. The user would spread the pieces of the puzzle on the surface at the edge of the pool. After deciding which pieces to start with, the user then grabs a handful and dives to the bottom of the pool, assembling the pieces on the bottom surface of the pool to create a picture. Repeat this process until the puzzle is completely assembled. When finished swimming, simply return the pieces of the *Underwater Puzzle* to its packaging and store away until the next pool outing.



## ADVANTAGES & BENEFITS

- The *Underwater Puzzle* would provide consumers, especially children, with a clever line of interactive water toys that offers a fun and whimsical new product to enjoy while swimming.
- The *Underwater Puzzles* would also offer an exciting means of stimulating the mind and honing thought processes, as well as develop and sharpen hand and eye coordination and improve swimming skills.
- Ideal for children, the *Underwater Puzzles* would also be enjoyed by parents and caregivers, helping to promote adult-child interaction and camaraderie.
- The *Underwater Puzzles* provides a pool activity that can be enjoyed for many summers to come.

**DEVELOPMENT:** The *Underwater Puzzles* was developed by inventors *Douglas and Pamela Towne*, who conceived this idea while playing with their 3 year old son, Garrett, who asked daily if he could take his puzzles to do in the pool. Recognizing the potential for such a product, Mr. and Mrs. Towne created the *Underwater Puzzles*.