



TOTAL TEAM WARES HAS JOINED ALL-AMERICAN SWIM & KIEFER AQUATICS



TOTAL TEAM WARES WILL NOW OPERATE AS “ALL AMERICAN SWIM”

*All American Swim is a leading Swim Dealer & E-Commerce site
serving Competitive Swimmers – owned by Kiefer Aquatics*

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Bart Raub, owner of Total Team Wares in Florida, is bringing his business and expertise to All American Swim and will now serve as a sales representative under the All American Swim brand in Florida. In doing so, Bart also joins a strong portfolio of businesses at Kiefer Aquatics including All American Swim, Swim Shops of the Southwest and The Lifeguard Store.

“Kiefer and All American Swim bring additional support, larger product selection and customization services that will allow me to focus more of my efforts with them on best serving swim teams throughout Florida” said Bart Raub. “Even during these challenging times, All American Swim and Kiefer have demonstrated their commitment to the swim business and they are providing a wonderful opportunity to now transition Total Team Wares business to All American Swim,” added Bart.

CEO of Kiefer Aquatics, Jon Muir, “We are excited to combine our resources with Bart to build further on his local expertise and our shared commitment to best serve swim teams throughout Florida.”

All American Swim - owned by Kiefer Aquatics - is a leading swim team dealer with multiple locations in the United States along with its online store allamericanswim.com that also serves competitive swimmers throughout the country. In addition to its broad selection of brands and products supporting swim teams - All American Swim provides in-house customization of team suits, gear and apparel; on-site event retail operations, and team fitting services.

About Kiefer Aquatics

Kiefer was founded in 1947 by Adolph Kiefer - US Olympic Gold Medalist, WWII Navy Instructor, and aquatics industry pioneer. Kiefer has an enduring 70-year legacy in the aquatics industry serving competitive swimmers, lifeguards, and aquatic facilities throughout the United States. In 2018, Kiefer acquired The Lifeguard Store which also included swim team dealers operating as All-American Swim and Swim Shops of the Southwest.

Kiefer Aquatics is now the leading specialist serving Lifeguards, Swim Teams and Facilities in the United States. Kiefer also operates under the banners of The Lifeguard Store, All-American Swim, and Swim Shops of the Southwest along with its e-commerce sites: thelifeguardstore.com, allamericanswim.com and kiefer.com.

Questions: please contact Jon Muir: jmuir@kiefer.com