



AIR
STORM®

The main title 'AIR STORM' is centered in the image. 'AIR' is written in a bold, orange-yellow font with a blue outline and a slight 3D effect. Below it, 'STORM' is written in a much larger, bold, light blue font with a white outline and a 3D effect. A registered trademark symbol (®) is located at the end of the word 'STORM'. The background behind the text consists of concentric, glowing blue circles that create a sense of motion or a storm.



Brand Overview

- *Air Storm is the #2 foam blaster brand in the US*
- *Proven year-round sales in major US and international retailers*
- *Product line caters to multiple age ranges*
- *Supported by 9 different TVCs for both boys and girls brands*
- *Long-term rollout strategy allows for maximum profitability for 4+ years*
- *More SKUs in development*

ZING AIR STORM ZANO BOW™

- Perfect beginner bow for indoor archery practice for ages 5+
- Shoots suction cup arrows over 30 feet that stick to almost any flat surface
- Patented Loop 'n' Launch technology
- Package includes 1 Zano Bow, 2 Zartz Arrows and 1 wall target



ALSO AVAILABLE IN
**AIR
HUNTRESS**





AIR STORM

POP ROCKETZ®

- Squeeze-powered launcher sends soft foam rocketz flying over 50 feet high
- Easy to use for ages 5+
- Over 8 million pieces sold
- Package includes launcher and 3 rockets



SKY RIPPERZ

- Launch foam rocketz over 250 feet
- Whistles in rockets scream as they fly
- Package includes 1 Rip Zip launcher and 1, 2 or 3 Rockets



TV
PROMOTED

ZING AIR STORM

ZINGSHOT

- Launches foam balls over 45 feet
- Separate bungees prevent the launch of foreign objects
- Package includes Zing Shot launcher and 3 BlazeX balls



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ZING AIR STORM Z-BOW

- 2nd Best-selling product in category
- Launches foam arrows over 100 feet
- Package includes 1 Z-Bow, 1 Zartz arrow and 1 Zonic Whistle Arrow



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ZING AIR STORM Z-TEK CROSSBOW

- Shoot crossbow suction cup arrows over 55 feet
- Power-Shot extension feature allows for longer-distance shots
- Features mounted ammo clips
- Package includes Z-Tek Crossbow and 3 Zartz suction cup arrows

Z-X CROSS BOW

- Launch foam Zartz arrows over 45 feet
- Crossbow arms have Power-Swing technology and expand when loaded
- Package includes ZX-Crossbow and 3 Zartz suction cup arrows





AIR STORM Z-CURVE BOW

- The original Zing bow shoots arrows over 125 feet
- Fire suction cup arrows or long range whistle screaming arrows
- Package includes 1 Z-Curve Bow, 1 Zartz Arrow and 2 Zonic Whistle arrows

Z-AMMO



- Refill arrow packs are compatible with Z-Tek Bow, FireTek Bow, Z-Bow and Z-Curve Bow
- Package includes 1 Zartz Arrow and 2 Zonic Whistle arrows



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AIR STORM Z-TEK BOW

TV
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- Best-selling SKU
- #1 Foam Blaster on Amazon in 2014
- Launches foam arrows over 125 feet
- Ammo clips on bow for quick reloading
- Package includes 1 Z-Tek Bow, 1 Zartz arrow and 2 Zonic Whistle Arrows (assorted colors green and orange)



DOUBLE SHOTZ

- Squeeze-powered air guns shoot suction cup-tipped darts over 30 feet – and stick!
- Play solo or with a friend
- Package includes 2 Double Shotz blasters, 8 darts and 6 target cans





FIRETEK ZEON BOW™

- The perfect indoor bow that you can play with in the dark
- Fire Glow LED arrows fly over 35 feet – and stick to almost any flat surface
- Package includes 1 Zeon Bow and three Zartz Blaze Arrows
- Assorted colors green and orange (batteries included)



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FIRETEK ROCKET

- Light up the night with the FireTek Rocketz
- Soft-foam LED rocketz fly over 250 feet
- Package includes 1 Rip Zip Launcher and two Rocketz
- Batteries included



TV
PROMOTED



FIRETEK BOW

- LED lights in bow and arrows allow for day and night play
- Shoots LED arrows over 145 feet
- Package includes 1 FireTek Bow and three Zonic Blaze Arrows (assorted colors green and red)
- Over 550k pieces sold in Q4 2014 in Walmart US alone
 - At the height of the X-Mas season Walmart was selling over 90k pieces per week!



ALSO AVAILABLE IN

AIR HUNTRESS





PLANOGRAM PHOTOS

Walmart 

 TARGET.





TVC Links

FireTek Bow: <https://www.youtube.com/watch?v=BjvfMGWq3Z0>

FireTek Rocketz: https://www.youtube.com/watch?v=_JfpZU5Q-lo

FireTek Zeon Bow: <https://www.youtube.com/watch?v=xI52Nbz0CIE>

Air Huntress Zeon Bow: <https://www.youtube.com/watch?v=t2SNpfk1IVU>

Air Huntress FireTek Bow: <https://www.youtube.com/watch?v=zZrNPxiQI7Y>

Air Storm Z-Curve Bow: <https://www.youtube.com/watch?v=VcpKQC1IXS0>

Air Storm Sky Ripperz: <https://www.youtube.com/watch?v=8B04cN4pYZc>

Air Storm Zano Bow: <https://www.youtube.com/watch?v=EAZe5pUSymw>

Air Storm Z-Tek Bow: <https://www.youtube.com/watch?v=CRfYGMHU01s>