

# Nurise Product Order - Red Flags & Opportunities

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**Analysis Date:** December 13, 2025 **Analyzed By:** Greg Kowalczyk **Container Value:** ~\$50K USD **Ship Date:** March 10, 2026 (end of April in-stock at 3PL)

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## Executive Summary

Todd's draft order contains **significant risk concentrations** that need immediate validation before committing capital:

**Major Risk Flags:** 1. Heavy seasonality bias (spring/summer products dominant) 2. Multiple high-cube/low-density items (storage fee exposure) 3. Coleman airbeds = Amazon Retail risk (likely already listed on .com, will migrate to .ca) 4. Pool products = insurance/PLI exposure (trampolines, pet pools, inflatables) 5. Many 2026 NEW items = no sales rank data = inventory risk

**Key Opportunities:** 1. Pet category (growing, less competitive than pool toys) 2. TPU sleeping pads (year-round, outdoor/camping trend, lower cube) 3. Swim accessories (caps, dive toys, nose clips) = low cube, low insurance, year-round pools 4. Beach balls and play products = replenishment items, low controversy

**Recommended Approach:** - **Phase 0 scorecard CRITICAL** before order lock - Kill or reduce quantities on high-cube seasonal items - Validate Coleman airbed competitive landscape (Amazon Retail presence) - Get PLI insurance quotes on trampolines and pet pools BEFORE ordering - Prioritize low-cube, year-round, proven SKUs for first wave

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# Product Category Breakdown

## 1. Coleman Airbeds (**HIGH RISK – Amazon Retail Threat**)

**SKUs in Order:** - 90708: SupportRest Plus Twin (75"x38"x16") w/ AC Pump - Qty: 2 cartons  
- 90709: SupportRest Plus Queen (80"x60"x16") w/ AC Pump - Qty: 1 carton - 90710: GuestRest Twin (75"x38"x18") w/ Built-in Pump - Qty: 2 cartons - 90711: GuestRest Queen (80"x60"x18") w/ Built-in Pump - Qty: 1 carton - 90703: Quickbed Twin (75"x38"x10") - Qty: 4 cartons - 90704: Quickbed Queen (80"x60"x10") - Qty: 3 cartons

**Todd's Note:** "Coleman airbeds is an interesting opportunity as we have just taken over the license from Coleman which is a highly regarded and well-known brand."

**CRITICAL RED FLAGS:** - **Amazon Retail Risk:** Coleman is a major brand. High probability Amazon.com already lists these SKUs or will soon. - **ACTION:** Search Amazon.com for these exact model numbers (90708, 90709, etc.) - If Amazon Retail owns buy box on .com, they WILL migrate to .ca and destroy pricing - **Airbed Category = Brutal Competition:** - Intex, Coleman, AeroBed all fight for share - Race-to-bottom pricing common (MAP violations) - High return rates (leaks, pump failures) = 5-10% margin hit - **Seasonality:** Airbeds spike during moving season (May-Sept), camping season (June-Aug), holiday guests (Nov-Dec) - Risk: Unsold units Aug-Nov = long-term storage fees - **Cube:** Airbeds with built-in pumps = medium cube, manageable but not ideal - Queen models with pump = 0.036-0.05 CBM per unit = storage fees add up if slow turn

**OPPORTUNITIES:** - Coleman brand recognition = higher conversion vs generic - License ownership = control over pricing, MAP enforcement, exclusive positioning - Domestic inventory = can serve small retailers who can't order containers (Todd mentioned this)

**VALIDATION REQUIRED (Phase 0):** 1. Amazon.com search: Do these Coleman SKUs exist? Who owns buy box? (Amazon Retail vs 3P sellers) 2. Amazon.ca search: Is Coleman already present? What's pricing/competition? 3. Helium 10 / Jungle Scout: What's monthly search volume for "Coleman airbed Canada"? 4. Margin calc: What's true net margin after FBA fees, storage (assume 90-day turn), PPC (15%), returns (7%)? 5. PLI insurance quote: Airbeds = suffocation risk (rare but exists) — get quote before ordering 6. MAP policy: Does Coleman license require MAP enforcement? Can we control price or will resellers undercut?

**RECOMMENDATION:** - **HOLD on airbeds until Amazon Retail risk validated** - If Amazon Retail NOT active on .ca and margins hold >25% after all costs: GO on small test quantities (1-2 cartons each SKU max) - If Amazon Retail IS active or margins <20%: KILL and allocate capital elsewhere

## 2. Trampolines (HIGH RISK — Insurance & Liability)

**SKUs in Order:** - 59100: WonderJump 36"x37.5" Trampoline - Qty: 48 units (2 cartons) - 59124: Aerobounce Exercise Trampoline 40"x53" - Qty: 48 units (2 cartons)

**CRITICAL RED FLAGS:** - **PLI Insurance:** Trampolines = highest liability risk in the order - Injury claims (falls, sprains, fractures) - Todd already mentioned "high insurance costs" burned him before - **ACTION:** Get PLI quote BEFORE ordering — this alone could kill the SKU - **Returns/Damage:** Heavy steel frame products = shipping damage, customer assembly issues, high return rate - **Cube:** Medium cube (0.077-0.091 CBM per unit) but heavy (14-21 kg per carton) - FBA fees for oversized = premium pricing - **Seasonality:** Trampolines = spring/summer outdoor fitness trend - Risk: Unsold units Sept-Feb = long-term storage fees - **Competition:** Fitness trampolines saturated on Amazon (Stamina, JumpSport, MaXimus, Bungee cords vs springs)

**OPPORTUNITIES:** - Mini trampolines trending (rebounding fitness, TikTok home workouts) - 2026 NEW for Aerobounce = potential first-mover if trend is fresh - Corrosion-resistant steel = outdoor use = extends season beyond indoor fitness

**VALIDATION REQUIRED (Phase 0):** 1. **PLI Insurance Quote:** Get hard number for trampolines — if >\$500/year per SKU, margin is killed 2. Amazon.ca search: Competition analysis (price points, review counts, BSR) 3. Seasonal demand curve: Google Trends for "mini trampoline Canada" — confirm spring spike 4. Margin calc: FBA fees for oversized items can spike — verify dimensional weight pricing

**RECOMMENDATION:** - **HOLD until PLI quote received** - If insurance cost >\$300/year per SKU: **KILL** - If insurance manageable and margin >25%: GO on 1 carton (24 units) as test — do NOT order 48 units before validating demand

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## 3. TPU Sleeping Pads (MEDIUM-LOW RISK — Good Opportunity)

**SKUs in Order (Partial List):** - 69615: WanderLite Regular Rectangular Sleeping Pad - Qty: 24 units - 69616: WanderLite Large Rectangular Sleeping Pad - Qty: 24 units - 69643: RidgeLite Insulated Mummy Sleeping Pad - Qty: 24 units - 69612: AlpineLite Insulated Mummy Sleeping Pad - Qty: 24 units - 69620: TerrainLite Self-Inflating Mummy Sleeping Pad - Qty: 24 units - 69622: ComforTrek Self-Inflating Wide Rectangular Sleeping Pad - Qty: 24 units - 69617: AdventuRest Insulated Regular Rectangular Sleeping Pad - Qty: 24 units

**POSITIVE SIGNALS:** - **Low Cube:** Sleeping pads compress into small storage bags (0.019-0.134 CBM per unit) = low FBA storage fees - **Year-Round Demand:** Camping

season peaks May-Sept, but indoor use (guests, van life, emergency prep) = year-round baseline - **Low Insurance Risk:** Sleeping pads = minimal PLI exposure (no injury risk like trampolines or pools) - **Outdoor/Camping Trend:** Van life, overlanding, festival camping = growing category - **TPU Material:** Premium vs PVC inflatables = less toxic, more durable, better reviews - **Duty-Free or Low Duty:** Many camping products = 0% duty (verify HS codes)

**Moderate Risks:** - **Competition:** Therm-a-Rest, Sea to Summit, Klymit dominate high-end; Chinese generics dominate budget - Bestway = mid-tier brand, needs to compete on price AND quality - **New Generation (2025ss/2026):** Many marked "New Generation" or "2026 NEW" = no sales rank data - Risk: Untested demand = inventory sits if market doesn't respond - **Self-Inflating vs Manual:** Self-inflating pads = foam core = bulkier and heavier = higher shipping/storage - Manual inflate pads = lighter, smaller, but require pump (inconvenience factor)

**Opportunities:** - **Bundle Strategy:** Sell sleeping pads + pillows + pump sacks as "camping kits" (higher AOV, better margins) - **Cross-Sell:** Sleeping pads pair with airbeds for indoor guests (upsell opportunity) - **Niche Targeting:** Mummy pads = backpackers, rectangular = car campers, queen size = couples/families

**Validation Required (Phase 0):** 1. Amazon.ca search: What's BSR for "camping sleeping pad" top sellers? Who dominates? 2. Keyword research: Search volume for "TPU sleeping pad Canada" vs "self-inflating sleeping pad" 3. Review competitive pricing: Therm-a-Rest = \$100-200, Sea to Summit = \$80-150, Chinese = \$30-60 - Where does Bestway price competitively? (Likely \$40-80 range) 4. Margin calc: Verify FBA fees for small-package sleeping pads (should be favorable)

**Recommendation:** - **GO on sleeping pads** — this is one of the safer categories in the order - Prioritize WanderLite and AdventuRest (rectangular, wider appeal) over niche mummy pads - Start with 12-24 units per SKU (test quantities) before scaling - Kill or postpone self-inflating queen pads (69662) = bulky, untested, low velocity potential

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## 4. Pet Products (MEDIUM RISK — Growing Category)

**SKUs in Order:** - 52729: Fetchin' Fun Pet Sprinkler (56"x14"x50") - Qty: 6 units - 43849: Fetchin' Fun Pet Pool Float (61.5"x44") - Qty: 8 units - 52699: Fetchin' Fun Pet Splash Pad (58") - Qty: 6 units - 561KM: Fetchin' Fun Pet Play Pool (4'x12") - Qty: 6 units - 561RG: Fetchin' Fun Pet Play Pool & Elevated Bed (40"x29"x8") - Qty: 8 units

**POSITIVE SIGNALS:** - **Growing Market:** Pet products = recession-resistant, high emotional spend, loyal customers - **Less Competitive Than Kids' Pools:** Pet niche = fewer sellers vs general pool toys - **Cross-Category Appeal:** Pet owners search "dog pool" not "inflatable pool" = different keyword universe - **Low Seasonality Risk:** Dogs need cooling solutions May-Sept, but elevated bed (561RG) = year-round use - **Brand Cohesion:** "Fetchin' Fun" sub-brand = consistent branding across pet line

**MODERATE RISKS:** - **PLI Exposure:** Pet pools/sprinklers = potential drowning risk (unlikely but exists) - **ACTION:** Verify PLI quote includes pet products or if separate rider needed - **Cube:** Pet pools (561KM, 561RG) = high cube (0.109-0.115 CBM per unit) + heavy (21-23 kg per carton) - FBA fees will be high; storage fees add up if slow turn - **Seasonal Spike:** Pet water products = summer-heavy (June-Aug peak) - Risk: Unsold units Sept-Feb = storage fees eat margin - **Durability Concerns:** Dogs = claws, teeth, rough play = higher return/damage rate than human pool products - Need to factor 5-10% return/damage allowance

**OPPORTUNITIES:** - **TikTok Viral Potential:** Dog content = always trending (cute dogs in pools = shareable) - **Bundle Potential:** Pet pool + splash pad + sprinkler = "Ultimate Dog Summer Kit" - **Elevated Bed (561RG) = Dual-Use:** Pool in summer, elevated bed year-round = extends sales window - **Domestic Inventory Advantage:** Pet owners = impulse buyers, 2-day Prime delivery beats Chewy's 5-7 days

**VALIDATION REQUIRED (Phase 0):** 1. Amazon.ca search: "dog pool" BSR and competition (likely less saturated than kids' pools) 2. Review analysis: What are common complaints? (Durability, leaks, size accuracy) 3. PLI insurance: Confirm pet products covered under standard policy or need endorsement 4. Margin calc: FBA fees for oversized pet pools (561KM, 561RG) = verify profitability 5. Seasonality check: Google Trends "dog pool Canada" — confirm summer spike, plan for offseason

**RECOMMENDATION:** - **GO on pet splash pad (52699) and pet pool float (43849)** — lower cube, manageable risk - **HOLD on large pet pools (561KM, 561RG)** until margin/storage fee validation — high cube = high risk - Test pet category first with low-cube items; if successful, scale into pools in 2027

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## 5. Swim Accessories (**LOW RISK — Strong Opportunity**)

**SKUs in Order:** - 26006: Glider Swim Cap - Qty: 36 units - 26049: Lil' Color Wave Swim Cap - Qty: 36 units - 26039: Sleek'N Stretch Premium Fabric Swim Cap - Qty: 24 units - 26029: Squiggle Wiggle Fish Dive Toys - Qty: 36 units - 26009: Lil' Fish Dive Toys - Qty: 24 units -

26031: Speedy Squid Dive Toys - Qty: 36 units - 26032: Hydroventure Nose Clip & Ear Plugs Set - Qty: 36 units

**POSITIVE SIGNALS:** - **Ultra-Low Cube:** Swim caps, dive toys, nose clips = tiny packaging (0.006-0.04 CBM per unit) - FBA storage fees negligible; can sit in inventory for months without bleeding cash - **Year-Round Demand:** Indoor pools, swim lessons, competitive swimming = not just summer - Swim caps peak Sept-Nov (back-to-school swim teams) AND May-July (summer lessons) - **Low Insurance Risk:** Swim accessories = zero PLI exposure (no injury or drowning risk) - **Replenishment Category:** Swim caps tear, ear plugs get lost = repeat purchase behavior - **Low Competition vs Pool Toys:** "Swim cap Canada" = niche keyword, less saturated than "pool float" - **0% Duty:** HS Code 6506.91.00.00 (swim caps) and 9506.29.00.00 (dive toys) = duty-free

**MINIMAL RISKS:** - **Low AOV:** Swim caps = \$8-15 retail, dive toys = \$10-20 retail - Risk: Low basket size unless bundled or multi-pack - **Brand Perception:** Bestway = known for inflatables, not swim gear - May need stronger imagery/copy to compete with Speedo, TYR, Arena in swim caps

**OPPORTUNITIES:** - **Bundle Strategy:** "Swim Starter Kit" = cap + goggles + nose clip + dive toys = \$40-50 AOV - **Multi-Pack:** Sell swim caps in 3-packs (family pack) to increase AOV - **SEO Play:** Target long-tail keywords ("kids swim cap Canada," "silicone swim cap non-latex") - **Low-Risk Test SKUs:** Perfect for first launch wave — low capital, low cube, low downside

**VALIDATION REQUIRED (Phase 0):** 1. Amazon.ca search: Swim cap competition and pricing (likely \$10-20 range) 2. Keyword volume: "swim cap," "dive toys," "ear plugs swimming" — verify search demand 3. Margin calc: Even with low retail price, low FBA fees + 0% duty = should yield 30%+ margin

**RECOMMENDATION:** - **GO on all swim accessories** — this is the safest category in the order - Prioritize swim caps (26006, 26049) and dive toys (26029, 26031) for first launch wave - Use swim accessories as "learning SKUs" to train Todd's team on listing optimization and PPC without high risk

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## 6. Beach Balls & Play Products (**LOW-MEDIUM RISK**)

**SKUs in Order:** - 31021: 20"/51cm Summer Essential Small Beach Ball - Qty: 36 units - 31022: 24"/61cm Summer Essential Large Beach Ball - Qty: 36 units - 31036: 20"/51cm Groove 'n Splash Beach Ball - Qty: 36 units - 31152: 42"/1.07m Colorsphere Beach Ball -

Qty: 24 units - 52648: 2.3"/5.85cm Splash & Play 100 Play Balls - Qty: 204 units - 52649: 2.3"/5.85cm Splash & Play 250 Play Balls - Qty: 120 units

**POSITIVE SIGNALS:** - **Low Cube:** Beach balls deflate to near-zero cube; play balls = small packaging (0.013-0.115 CBM per unit) - **Low Insurance Risk:** Beach balls = minimal PLI (not a choking hazard for target age) - **Year-Round for Play Balls:** Ball pits = indoor play, daycare, therapy = not just summer - **Impulse Buy:** Beach balls = \$5-15 retail = low decision friction, high add-to-cart rate - **Replenishment:** Beach balls get lost, damaged, deflated = repeat purchase

**MODERATE RISKS:** - **High Competition:** Beach balls = commodity product, dozens of sellers - Risk: Price compression, low differentiation - **Seasonal (Beach Balls):** May-Aug peak, Sept-April dead zone - Risk: Unsold beach balls Sept-Feb = storage fees (minimal due to low cube, but still a factor) - **Play Balls = Saturation:** Ball pit balls = Amazon flooded with 50-500 packs - Need to compete on price, quality (non-toxic PE), and Prime delivery

**OPPORTUNITIES:** - **Branded Packaging:** "Groove 'n Splash" graphics = differentiation vs generic beach balls - **Multi-Pack Strategy:** Sell beach balls in 3-packs or 6-packs for higher AOV - **Cross-Sell with Pools:** Beach balls + pool floats = bundle upsell - **Play Balls = Daycare B2B:** Market to daycares, therapy centers, trampoline parks (bulk orders)

**VALIDATION REQUIRED (Phase 0):** 1. Amazon.ca search: Beach ball BSR and pricing (likely \$8-15 for 20-24" balls) 2. Play ball competition: 100-pack vs 250-pack pricing and review quality 3. Margin calc: Beach balls = low retail price, but ultra-low FBA fees = verify 25%+ margin holds

**RECOMMENDATION:** - **GO on beach balls (31021, 31022, 31036)** — low risk, good for summer launch - **HOLD on 42" Colorsphere (31152)** — large size = higher cube, lower velocity, test smaller balls first - **GO on play balls (52648, 52649)** — year-round demand, low cube, replenishment category

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## 7. Pool Lounges & Floats (**HIGH RISK – Cube + Seasonality**)

**SKUs in Order:** - 43909: Everluxe Hammock Lounge 48"x25"x6" - Qty: 12 units - 43838: Sun-Kissed Tanning Lounge 7'x61" - Qty: 6 units - 43913: Everluxe Floating Mat 72"x35"x8" - Qty: 12 units - 43734: Splashin' Style Fabric Noodle 60"x6"x6" - Qty: 12 units

**CRITICAL RED FLAGS:** - **High Cube:** Pool lounges and floating mats = bulky even when deflated (0.037-0.802 CBM per unit) - Floating Mat (43913) = 0.802 CBM per unit = HIGHEST cube in entire order - Storage fees will crush margin if these don't sell in 60-90 days -

**Extreme Seasonality:** Pool floats = 90% of sales May-Aug - Risk: Goods arrive end of April, if they don't sell by end of August, you're sitting on inventory until May 2027 - Long-term storage fees kick in after 365 days = margin death spiral - **High Competition:** Pool floats = saturated category (Intex, Kelsyus, SwimWays, plus 100+ Chinese brands) - **7% Duty:** HS Code 3926.90.99.90 = 7% duty (Everluxe items) = margin hit

**Moderate Opportunities:** - **Premium Positioning:** "Everluxe" sub-brand = premium fabric, UV protection, quick-dry - Can command \$30-50 retail vs \$15-25 generic floats - **4-in-1 Hammock Lounge (43909):** Convertible structure = marketing angle ("4 floats in 1") -

**Fabric Noodle (43734):** Removable, machine-washable cover = premium vs foam noodles - Lower cube than lounges (0.028 CBM) = more manageable

**Validation Required (Phase 0):** 1. Amazon.ca search: Premium pool float pricing and BSR - Intex basic lounges = \$15-25; premium fabric floats = \$35-60 range 2. Cube-to-margin ratio: Calculate storage fees if unsold Aug-Dec - Example: Floating Mat 0.802 CBM = ~\$15-20 in storage fees Oct-April if it sits - If retail is \$60 and margin is \$15, storage fees eat 100% of margin 3. Seasonal velocity: Can you realistically sell 12 Everluxe Floating Mats in 90 days (May-Aug)? - If not, don't order 12 — order 3-6 max as test

**Recommendation:** - **KILL Everluxe Floating Mat (43913)** — cube is prohibitive, 12 units = too much risk for unproven SKU - **HOLD Sun-Kissed Tanning Lounge (43838)** — 6 units manageable IF margin holds >30% and you commit to aggressive May-June PPC push - **HOLD Everluxe Hammock Lounge (43909)** — 4-in-1 feature = differentiation, but 12 units = risky; reduce to 6 units max - **GO on Fabric Noodle (43734)** — lower cube, niche product (premium vs foam), 12 units = reasonable test

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## 8. Bop Bags / Indoor Toys (LOW-MEDIUM RISK)

**SKUs in Order:** - 52152: 35"/89cm Animal Bop Bags - Qty: 48 units - 52630: 47"/1.19m Comic Blast Bop Bag - Qty: 48 units - 52545: 47"/1.20m Monster Knockout Bop Bag (w/ gloves) - Qty: 12 units

**Positive Signals:** - **Year-Round Demand:** Indoor toys = not seasonal (rainy day play, basement toys) - **Low Cube:** Bop bags deflate to small packages (0.027-0.042 CBM per unit) - **Low Insurance Risk:** Bop bags = minimal PLI (built-in water chamber = stable, low tip risk) - **Developmental Angle:** Gross motor skills, confidence, active play = parent appeal - **Low Competition vs Pool Toys:** "Bop bag" niche = fewer sellers than pool floats

**Moderate Risks:** - **Niche Product:** Bop bags = not as mainstream as beach balls or swim toys - Risk: Lower search volume = slower velocity - **Seasonality (Minor):** Slight uptick in

sales Nov-Dec (holiday gifts), Jan-Feb (indoor winter play) - But overall steady year-round - **Durability Concerns:** PVC inflatable + repeated punching = potential leaks/returns - Factor 3-5% return/damage rate

**OPPORTUNITIES:** - **TikTok/Reel Content:** Kids punching bop bags = shareable content (comedic, cute) - **Gifting:** Bop bags = birthday party gifts, stocking stuffers - **Bundle with Ball Pits:** "Indoor Active Play Set" = bop bag + play balls

**VALIDATION REQUIRED (Phase 0):** 1. Amazon.ca search: "Bop bag" BSR and competition  
2. Keyword volume: "Inflatable punching bag kids" vs "bop bag" 3. Review analysis: Durability complaints? Leak issues?

**RECOMMENDATION:** - **GO on Animal Bop Bags (52152)** — 48 units manageable, cute graphics appeal to younger kids - **HOLD on Comic Blast (52630)** — 48 units = aggressive for unproven SKU; reduce to 24 units - **GO on Monster Knockout (52545)** — includes gloves = higher AOV (\$25-35 retail), 12 units = safe test quantity

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## 9. Pool Accessories (**MEDIUM RISK — Niche but Useful**)

**SKUs in Order:** - 58498: 6056L/1600gal Sand Filter - Qty: 24 units - 58475: Polysphere Pool Filtration Balls - Qty: 360 units - 58948-58953: Premium Pool Covers (10', 12', 15', 16', 18' round) - Qty: 24 each - 58111: SolarFloat LED Pool Light - Qty: 24 units - 58419: FloatBright LED Pool Light - Qty: 12 units

**POSITIVE SIGNALS:** - **Consumable/Replenishment:** Filtration balls, pool covers = replace annually - **Year-Round (Pool Covers):** Covers needed Sept-May to winterize pools - Counter-seasonal to pool toys = helps smooth revenue curve - **High AOV:** Sand filter = \$100-150 retail, pool covers = \$40-80 retail - Better margins vs \$10 beach balls - **Low Competition in Niche:** "Polysphere filtration balls" = newer product, less saturated than sand

**MODERATE RISKS:** - **Compatibility Issues:** Sand filter (58498) = "compatible with 1,100-42,300 L pools" - Risk: Customer buys wrong size, returns due to incompatibility - Need strong listing copy + comparison chart - **Pool Covers = Size-Specific:** 5 different SKUs (10', 12', 15', 16', 18') - Risk: Inventory fragmentation (one size sells out, others sit) - 24 units per size = 120 total units pool covers = capital tied up - **Seasonality (Filter/Lights):** Pool accessories = May-Aug peak, but covers = Sept-Nov peak - Decent seasonal spread

**OPPORTUNITIES:** - **Bundle Strategy:** Sand filter + filtration balls = "Complete Filtration System" - **Pool Cover = Winterization Keyword:** Target "pool winterizing Canada" Sept-Oct - **LED Lights = Ambience Trend:** Backyard pool parties, Instagram-worthy lighting

**VALIDATION REQUIRED (Phase 0):** 1. Amazon.ca search: Sand filter competition (Intex, Bestway, Hayward) — pricing and BSR 2. Polysphere filtration balls: Is this established or niche? Review volume and sentiment 3. Pool cover sizing: Which sizes sell fastest? (likely 12' and 15' most common) - Consider killing 10', 16', 18' and doubling up on 12' and 15'

**RECOMMENDATION:** - **HOLD on sand filter (58498)** — 24 units = high capital (\$2,400-3,000), validate demand first - **GO on Polysphere filtration balls (58475)** — 360 units = small, lightweight, replenishment item, low risk - **HOLD on pool covers** — reduce from 24 units per size to 12 units per size, focus on 12' and 15' only - **GO on LED pool lights (58111, 58419)** — novelty item, low cube, decent margin, summer ambience trend

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# Summary Scorecard – Quick Triage

Category	Risk Level	Recommendation	Action Before Order Lock
<b>Coleman Airbeds</b>	🔴 HIGH	HOLD	Amazon Retail check, margin calc, PLI quote
<b>Trampolines</b>	🔴 HIGH	HOLD	PLI insurance quote CRITICAL
<b>TPU Sleeping Pads</b>	🟡 MEDIUM-LOW	GO	Reduce quantities on self-inflating queen pads
<b>Pet Products</b>	🟡 MEDIUM	GO (selective)	Focus on low-cube items (splash pad, float); pause large pools
<b>Swim Accessories</b>	🟢 LOW	GO	Perfect for first launch wave, low risk
<b>Beach Balls / Play Balls</b>	🟡 MEDIUM-LOW	GO	Skip 42" beach ball, focus on 20-24"
<b>Pool Lounges / Floats</b>	🔴 HIGH	KILL/HOLD	Kill Everluxe Floating Mat, reduce lounges to 6 units max
<b>Bop Bags / Indoor Toys</b>	🟡 MEDIUM-LOW	GO	Reduce Comic Blast to 24 units
<b>Pool Accessories</b>	🟡 MEDIUM	HOLD (selective)	Reduce pool cover SKUs, validate sand filter demand

# Capital Reallocation Suggestion

If you follow the KILL/HOLD recommendations above, you'll free up ~\$10K-15K in capital.

**Reallocate that capital to:** 1. Double down on swim accessories (caps, dive toys, nose clips) — proven low-risk, year-round 2. Increase sleeping pad quantities on proven SKUs (WanderLite, AdventuRest) — test with 36-48 units instead of 24 3. Add Bestway items

**NOT in current order:** - Pool maintenance chemicals (if available) = high margin, repeat purchase - Repair kits, patch kits = low cube, impulse add-on item - Air pumps (manual, rechargeable) = year-round, cross-sell with airbeds and inflatables 4. Reserve \$5K for PPC launch budget — better to have fewer SKUs with strong PPC support than many SKUs with no budget left

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## Next Steps for Greg → Todd

### Immediate (Before Next Call):

1. **Amazon.com Competitive Audit:** Search all Coleman airbed SKUs (90708, 90709, 90710, 90711, 90703, 90704)
  - Who owns buy box? (Amazon Retail vs 3P)
  - What's pricing? (If Amazon is \$49.99 and Todd's landed cost forces \$59.99 retail, he loses)
  - Review counts and sentiment?
2. **PLI Insurance Research:** Contact Todd's insurance broker
  - Get quote for trampolines (59100, 59124) — separate quote if possible
  - Confirm pool products (pet pools, lounges, floats) covered under standard PLI or need endorsement
  - If trampoline insurance >\$500/year total, recommend killing those SKUs
3. **FBA Fee Calculator:** Run top 10 SKUs through Amazon FBA fee calculator
  - Focus on high-cube items (pool lounges, floating mat, pet pools, trampolines)
  - Calculate storage fees if unsold for 90 days, 180 days, 365 days
  - Flag any SKUs where storage fees exceed 10% of projected margin

## On Next Call with Todd:

1. **Present Risk Tiers:** Show the scorecard above (RED/YELLOW/GREEN)
  2. **Anchor to Phase 0 Value:** "Before you lock this order, let's kill the 15-20 SKUs that will bleed money. That could save you \$10K-15K in dead inventory."
  3. **Propose Revised Order:** Based on validation, give Todd a revised container plan:
    - KILL: 10-15 SKUs (high cube, high risk, unproven)
    - HOLD: 10-15 SKUs (reduce quantities pending validation)
    - GO: 20-25 SKUs (low risk, proven, or strategic test)
  4. **Set Expectations:** "Phase 0 will take 1-2 weeks. That still gives you time to lock the order by early January for March 10 ship date."
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## Final Thought for Greg

**Todd is about to repeat the same mistake he made before: ordering too much of the wrong products.**

His draft order has: - High cube (pool lounges, floating mats) - High seasonality (90% summer products) - High insurance risk (trampolines, pet pools) - High Amazon Retail risk (Coleman airbeds) - Too many unproven 2026 NEW SKUs with no sales data

**Your value in Phase 0 is to stop him from making a \$50K mistake.**

If you can cut 30% of this order and reallocate to safer SKUs, you'll save him \$15K-20K in the next 12 months.

That's the pitch: "**I'll pay for myself 3-5x in Phase 0 alone by preventing bad product decisions.**"

Lead with that.

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## End of Analysis