

## Simply Scuba awarded Top Retailer of the Year by Diver Magazine Readers

Taking home this illustrious title Simply Scuba proves to be the best in everything scuba diving related.

Simply Scuba is proud to announce having won the prestigious 2009 Dive Retailer of the Year award presented by Diver Magazine. Candidates are selected among the most prominent markets in the scuba diving industry and then voted upon by readers and subscribers. The fact that these bronzed trophies are given away based on customer feedback perhaps makes them the most coveted distinction to be achieved.

The Diver Awards are named annually in categories such as Retailer of the Year, Brand of the Year, Product of the Year, Destination of the Year, and so forth. In claiming the top honour of Diver Magazine's choice Retailer, Simply Scuba was able improve on its second place showing last year. Dedicating itself to supplying only the very best of scuba diving equipment and products, it is becoming clear Simply Scuba is a mighty force in the [scuba diving equipment](#) industry.



Simply Scuba still adheres to the same core ethics of putting customers first, set in place by their founders Gerrard and Jo Dennis. Today it is one of the seven sites that create The Simply Group that cater their services to varying retail markets including Simply Snorkel, Simply Beach, Simply Sweat, Simply Piste, Simply Swim and Simply Sweat.

Etching their name into the record books of Diver Magazine is no small feat and in doing so they displaced last year's winner, Scuba & Outdoor Pursuits out of Midlands. The fact that the Retailer of the Year has always had a steadily growing online presence which has grown significantly over the past 10 years in line with customer demand is a sign of the times.

Gerrard Dennis, Simply Scuba's Managing Director said "This award shows that the hard work all our staff put in on a daily basis is being recognised by customers. Diver magazine has the largest paid for subscription readership so this is a truly magnificent achievement and we would like to thanks everyone who voted for us."

Because of the extensive stock and astounding diversity of brands, products, gear, and more, Simply Scuba is any diver's one stop shop to all things underwater adventure related. What's more, the relationship doesn't end with the shipping label as the customer service alone was an integral deciding factor in who takes home the trophy.

Simply Scuba looks to cover all facets of diving pleasures and in keeping with such provides resources to their visitors including buying guides, dive reviews, shipwreck locales, holiday destination ideas, diving school information, and much more. This means that while one will be blessed with top notch service and competitive prices they will be extended all the pertinent information necessary to find the best fit and tips to get the very most out of any scuba diving holiday.

Simply Scuba has introduced product demonstration videos to the site to aid customers in selecting the correct dive gear for themselves. Another new initiative is their Fitting Room service which offers free exchanges on selected sized products like wet suits to take away the risk of buying sized items online. Their aim is to truly bring the dive store experience online.

Recently the Gadget Show highlighted a pair of [Scubapro Seawing Nova](#) fins from Simply Scuba in a race between Suzi Perry and swimmer Karen Pickering.

For all of these reasons and more, Simply Scuba and the team behind this on-line force couldn't be happier and vows to make this first place prize a trend to be seen in the upcoming years.

NOTE TO EDITORS:

<http://www.SimpleScuba.com> is just one of the seven sites making up [The Simply Group](#) owned and overseen by Gerrard and Jo Dennis. The team of 24 employees are located among the Whitstable and Faversham, Kent locations and are dedicated to a level of service on par and better than any other retailers in the niche markets regardless of the size of the staff. Today the sites' turnover is above £4M. Images available upon request.

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