

INTRODUCTION OPTIMISTS



Dear Ullman Sails Loft,

An exciting year in optimists has lead to us having a rethink of our strategy with the class.

Under the new format sails have been produced in large volume and are now available from Ullman Sails South Africa at a great price.

We have a new website www.optimistsails.com to help give you, the sailors and the coaches a focal point for our product. This includes coaching tips, fun activities and of course information on the sails and their results.

The optimist fleet represents a truly unique opportunity for the Ullman group to influence the sailors of the future. We hope that you will all get involved.

To do this we ask that you locate and tap into your existing contacts, get some sails out there and help make Ullman Sails their first choice.

If you haven't sold Optimist sails before we have prepared a short guide on where to start. There is also a closed facebook group (US Optimist Lofts). This page will act as a place for you to communicate, share tips and advice on the optimist class.

To order sails please fill in the attached order form and the sails will be shipped to you immediately.

Under the new deal we have made a large number of sails and to aid getting started in the class we are able to offer you 30 days credit on the sails. So when you order, you will not pay for the sails for 30 days meaning you have time to get the ball rolling.

Kind Regards

Chris

Chris Davison
Optimist one design Manager
Ullman Sails GBR

Regatta results so far:

1st - 2015 Criterium Primaveraile di Monfalcone

1st - 2015 Optimist Trophy Palamos

1st - 2015 Olympic Sails Optimist Regatta Cadetti

INVENTORY OVERVIEW

OPTIMISTS

- **Inventory Overview**
- **Optimini XC - For light crew**
- **Optimus XC - For medium crew**
- **Optimax XC - For heavy crew**
- **Training Design**

Optimini XC

A cross-cut sail designed to be flatter so as not to get easily overpowered, best for sailors under 42 kg (93 lbs)



Optimus XC

A slightly fuller sail, built using a cross-cut design that is best for average-sized sailors between 42 and 54kg (93-117lbs)



Optimax XC

Our fullest sail, also using a cross-cut design. Best for heavier sailors over 54kg (119lbs+)



Standard Features: Tube Bag, Royalty Button, Blue Class Insignia, Sail Ties, Vision Windows, Battens



Training Design cross-cut Mainsail

Built using a slightly heavier material, this sail is great for training and practice. The added weight gives the sail greater longevity and durability.

Standard Features: Tube Bag, Blue Class Insignia, Battens, Sail Ties

ORDER FORM

OPTIMISTS



Ullman Sails Loft:

Contact Name:

Contact Email:

Contact Number:

Order Quantity: (sails must be ordered in batches of 10)

Optimini XC Optimus XC

Optimax XC Training

Please email your order form to orders@optimistsails.com

North America (USD) - Race Sails

Recommended retail price \$550 USD

Fee Descriptions (USD) Shipped to loft from USSA

Product-Racing	Tot	All Prices are delivered to loft and include managing loft fee
2 to 10	USD 233	
11 to 50	USD 209	
60+	USD 197	

Australia (AUD) - Race Sails

Recommended retail price \$510 USD

Fee Descriptions (AUD) Shipped to loft from USSA

Product-Racing	Tot	All Prices are delivered to loft and include managing loft fee
2 to 10	AUD 258	
11 to 50	AUD 232	
60+	AUD 220	

Europe (EUR) - Race Sails

Recommended retail price €320 EUR

Fee Descriptions (EUR) Shipped to loft from USSA

Product-Racing	Tot	All Prices are delivered to loft and include managing loft fee
2 to 10	EUR 175	
11 to 50	EUR 157	

North America (USD) - Training Sails

Fee Descriptions (USD) Shipped to loft from USSA

Product-Racing	Tot	All Prices are delivered to loft and include managing loft fee
2 to 10	USD 124	
11 to 50	USD 112	
52+	USD 106	

Australia (AUD) - Training Sails

Fee Descriptions (AUD) Shipped to loft from USSA

Product-Racing	Tot	All Prices are delivered to loft and include managing loft fee
2 to 10	AUD 138	
11 to 50	AUD 124	
52+	AUD 117	

Europe (EUR) - Training Sails

Fee Descriptions (EUR) Shipped to loft from USSA

Product-Racing	Tot	All Prices are delivered to loft and include managing loft fee
2 to 10	EUR 94	
11 to 50	EUR 84	
52+	EUR 80	

The USI royalty is **not** included in USSA pricing. All sails sold by your loft should be included in your monthly royalty report.

Credit terms: 20% deposit.
Payment 30 days from receipt of invoice

OPTIMINI XC

OPTIMISTS



Standard Features:

- Tube Bag
- Royalty Button
- Blue Class Insignia
- Sail Ties
- Vision Windows
- Battens

A cross-cut sail designed to be flatter so as not to get easily overpowered, best for sailors under 42 kg (93 lbs)



Why choose Ullman?

Ullman Sails provide some of the finest racing and cruising sails in the world. Leading from the front in both technology and design we can offer you the latest in fabrics, construction and design.

Each loft is passionate about sailing and takes pride in being an Ullman loft and makes sure that each and every sail that is produced is to the quality you would expect from a top brand.

All sails come with an Ullman wrist band and a tie adjustment tool to make setting up your sail nice and easy.

To order your Ullman Optimist sail please contact your local Ullman loft.

OPTIMUS XC

OPTIMISTS



Standard Features:

- Tube Bag
- Royalty Button
- Blue Class Insignia
- Sail Ties
- Vision Windows
- Battens

A slightly fuller sail, built using a cross-cut design that is best for average-sized sailors between 42 and 54kg (93-117lbs)



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OPTIMAX XC

OPTIMISTS



Our fullest sail, also using a cross-cut design. Best for heavier sailors over 54kg (119lbs+)

Standard Features:

- Tube Bag
- Royalty Button
- Blue Class Insignia
- Sail Ties
- Vision Windows
- Battens



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TRAINING XC OPTIMISTS



Standard Features:

- Tube Bag
- Royalty Button
- Blue Class Insignia
- Sail Ties
- Battens

Built using a slightly heavier material, this sail is great for training and practice. The added weight gives the sail greater longevity and durability.



Why choose Ullman?

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CRACKING THE MARKET

OPTIMISTS



The optimist fleet is unlike most other one design fleets as there is more than just the sailors opinion to consider. Coaches, and parents play an important role in the sales process as well.

Optimist sails are normally only replaced for one reason, performance, or more precisely a lack of it. This can be driven by the child, the parent's belief that their child should be winning and it must be the sail, or more often than not the coaches saying that they need a new sail to keep up.

Either way the demand when it comes is immediate. No stock = No sale.

So we know we need stock, we know we need to react fast and we know that there are potentially three decision makers effecting the process. Where do we start? The honest truth is that you have to do it all you can't ignore any of these groups.

1 The Parent

It is easy to underestimate the financial commitment that a parent makes to sailing when their child joins an optimist fleet. Travel, Accommodation, sails the list is endless. So if a parent is offered a deal they will more often than not be sorely tempted to take it. They will also not want to have to buy twice so they will take the advice of the other parents, coaches and of course the incessant whining of their child to buy them the latest north, J or of course Ullman Sail. Making it easy is also not to be underestimated. They juggle work, home and now added is the pressure to remember to go to an event with their child, boat and other equipment without forgetting any of it. Don't make them worry about their sail as well. Offer to deliver it to the event venue for them, if you have to ship it send them the tracking number with an e mail saying it's on the way. **Remove their worry and their trust in you will build much faster.**

2 The Child

What can we say, they can be fickle. **Selling sails to kids is as much about it being cool and fashionable to have an Ullman Sail as it is about the performance.** We hope we have produced a website, brand image and some giveaway items that they will desire. The results are certainly coming in. The most important thing though is not to discount them from the process. This is as much their decision as Mum and Dads and the coach. Be approachable, let them ask you questions and answer them patiently. If they trust you and like you it will make the process much easier.



CRACKING THE MARKET

OPTIMISTS

3 The Coach

The key to Dads wallet rests here. Coaching is very commonplace in optimist sailing. **The coach is the child's mentor and the parents' advisor, do not underestimate the power they have.** Unfortunately we are not the first to recognise this. Many of our competitors operate a system to essentially bribe coaches. Some work on a percentage cut, some work on for every 10 sails they sell the 10th is free, so they pocket the money. However you look to structure it, the coaches need to be rewarded for their efforts. There is one other thing to look at with coaches. Well practiced coaches with all the resources they need behind them are actually very small in number. The good coaches don't tend to help the less experienced coaches because they don't want to lose the income from the jobs. This isn't always true but it holds true more often than not. We have therefore put together a resource centre on the website to give coaches and in some instances parents a program to follow and exercises they can do on the water and off.

What Next?

So now we know what we are up against. Selling optimist sails takes some good old fashioned leg work to get it started but as you can see once the ball starts rolling the kids, the parents and the coaches will help to keep it rolling.

Start by getting to know your targets. The National results and Zone squad listings are readily available on the optimist website. Lists of coaches can be gained from the same places. Your local club coaches can be easily obtained by contacting the club. Ideally the top child would be the target top convert to our sails but actually sometimes its better to pick the kid trying to beat the best one. Then when people see him start to win they will completely believe it was the sail that did it.

Make yourself known to the coaches. Get to know them, make them an offer to sell your sails or simply give them some of our coaching tips to use. At some point though the conversation will need to be commercial, try to do this away from sailing and the sailors. Whatever arrangement you have with the coach it needs to remain



between you which stops others trying to undercut your deal and also allows the coach to appear unbiased.

Above all, put some sails in the van and be at the events. Chat to parents, coaches and sailors and become someone they can rely on to help them set up their boat. I have often picked on the kids without coaches as their mothers look despondently around the boat park for some advice on how tight to lash the sail to the spar. These parents operate outside the coaching circle and so talk to each other a lot more. A recommendation from one of these parents goes a long way.

Whatever you do, enjoy selling these sails and be positive. You might not get rich from it but you are building your client base for the future. Time spent here is money in your pocket from Mum and Dads yacht, the child's next dinghy or sportsboat, who knows they might be the next Olympic gold medallist.

ULLMAN SAILS RACING GUIDE



Crew: 1 man crew. For racing, ideal weight of sailor should be between 40 and 45kgs.

Dimensions: 2.3 meters in length, 1.13 meters in width and ± 35 kg.

Sail Area: 3.5 square meters.

Class: Restricted (hull shape remains the same from year to year)

Characteristics: Perfect for young teams between the ages of 8 and 15 years old who enjoy racing.

Difficulty Level: Beginner

Optimist Racing Guide

In order to ensure you rig your Optimist following the proper rules, we recommend printing out the current year's regulations from the International Optimist Dinghy Association's (IODA) website www.optiworld.org. Your Ullman Sails Optimist sail is built to the purchase year's regulations.

Hull & Foil Maintenance

An important step in any boat setup is keeping your boat clean. It's a good idea to get into the routine of washing your boat before and after sailing. To increase the performance of your Optimist Dinghy you should keep your hull free of any dirt or road grime that has gotten on your boat while traveling or while your boat was stored. Be sure to wash your foils and store them

in their proper storage bag when not in use and never leave them in the sun. The heat could warp and blister your foils.

Sail Maintenance & Care

Sail care is also important to your Optimist Dinghy performance. We recommend that you wash your sail and spars with fresh water after sailing. Always allow your sail to dry before the sail is rolled and stored in its bag. Sailcloth will mildew if it is stored wet. The proper way to roll your sail is to start at the top and roll to the bottom parallel to the battens. When you are on the water and not sailing, do not let your sail luff for too long. The flapping wears down your sail.



OPTIMIST



Boat Setup

- Before launching your Optimist Dinghy check your airbags. This is very important for your safety. Plus, if you are unfortunate and capsize, a full airbag will let less water into your boat and less water to bail out. Also make sure that you have your required bailer and having a second bailer is not a bad idea.

- Make sure your mainsheet and adjustment ropes are a good length. Excess lines in the boat can cause problems when you're sailing. It is an IODA class rule that the boom bridle never exceeds more than 10 cm from the boom. This rule was created to greatly reduce the risk of a sailor's head from being caught in the bridle during tacks or gybes.

- Be sure to read through the IODA rules about attachments to the centerboard. We recommend a rope that is just long enough to pull the entire centerboard out of the water, but so the centerboard is still in the case. This will allow you to check the centerboard quickly while sailing and then put it right back without causing too much disruption.

- Adjust your hiking straps so they are not too tight and not too loose. A good position is when the 'bank' (boat edge) is around 5cm behind your knees when you are fully hiking.

- Be sure to check that the mast port, centerboard and rudder are lined up in a straight line.





Mast Rake Mast rake is the fore or aft angle of the mast, and affects power and pointing. As a general rule, your Mast Rake should be adjusted so that the boom is parallel with the water when you are trimmed in for optimum upwind sailing. To measure your Mast Rake, use a tape measure to measure from the top of your mast to the rear deck bottom lip. For your Ullman Sails Optimist sail, we recommend using a Mast Rake between 275cm and 285cm. Generally a heavy sailor will need more Rake (close to 284cm) and a lighter sailor will need less Rake (close to 278cm). 282cm is a good average for most sailors. Start with 282cm and adjust it as you see fit.

Sail Ties

The Sail Ties along the mast allow you to adjust the luff curve of the sail. The IODA rules allow you to rig your sail a maximum of 1 cm from the mast. If you tie all of your Sail Ties the same length between the mast and the sail, you will keep the sail shape designed by Ullman Sails. (The shape won't change whether you have 1 mm or 7 mm between the sail and the mast – as long as each sail tie is the same). We recommend setting your Sail Ties at 3 mm in order to allow the sail to move freely.

TIP: A trick to make sure each Sail Tie is an equal distance from the boom is to place a pencil under the knot as you tie and then pull the pencil out after tying the Sail Tie where you want it.

The Sail Ties at either end of the boom are the most important. We recommend securing these two Sail Ties at a maximum of 8-9 mm. The other Sail Ties should all be an equal distance from the boom. This distance allows the sail to move easily from side to side.



Sprit

The Sprit is the sail control that is adjusted the most during racing. As a general rule, try to adjust the Sprit so there are no creases in the sail. If you have too much tension on the

Sprit, there will be creases from the peak of the sail to the bottom of the mast. If you do not have enough tension, there will be creases from the top of the mast to the end of the boom. It is important to remember that in some cases, it can be faster to sail with creases in the sail. Why? Because the Sprit has a major affect on leech closure. In windy conditions, you can have creases from the clew to the top of the mast to open the leech and help depower the sail. If you are having trouble keeping the boat flat while hiking in wavy conditions, adjust the Sprit so there Ullman Sails Optimist Racing Guide – V7 3 of 5 are creases in the middle of the sail. This will help depower the sails through the waves by keeping the top of the leech open. Plus, it will keep the boat flatter so you don't have to adjust the rudder as much. **RULE OF THUMB: More Sprit for power/Less Sprit to depower.**



Boom Preventer

The Boom Preventer controls the height of the boom and is used with the boom vang and sprit to tighten or loosen the luff of the sail. To adjust the Boom Preventer, you can tighten the line by twisting it in front of the mast. This will keep the boom from dropping down when you tension your mainsheet and vang.

Your Boom Preventer will not work properly if you tension it before your sail and sprit are hoisted. Always follow these steps before tightening the Boom Preventer:

1) Rig your sail and hook the Boom Preventer with no wraps on the nub on the front of your mast.

2) Before you raise the sprit, tighten the boom vang just enough to get rid of any slack.

3) Rig and tighten the sprit so that the red band on the sail is between the two bands on the mast. Remember there are still no wraps on the preventer!

4) Now you may tension the Boom Preventer by twisting the line to match your sailing conditions.

See the Ullman Sails Optimist Tuning Guide below for recommended Boom Preventer settings in different sailing conditions.

BOOM VANG

The Boom Vang controls the luff tension upwind and the leech of the sail when sailing downwind and reaching. Boom vang should be just tight enough to make the top batten parallel to the boom upwind and downwind. More tension will stabilize the sail while releasing it will destabilize. Always remember never to let it off completely!



Mainsheet

The Mainsheet not only controls the position of the boom, but also the leech of the sail upwind. It is important to remember that as you adjust the Mainsheet while you're sailing upwind, you are controlling the position of the sail AND the shape of the leech. For example, 1 cm of mainsheet trim is more than a 5 cm adjustment to the leech! When you start sailing, try trimming the Mainsheet in tight in heavy air and easing it out for lighter air.

Leech Telltales

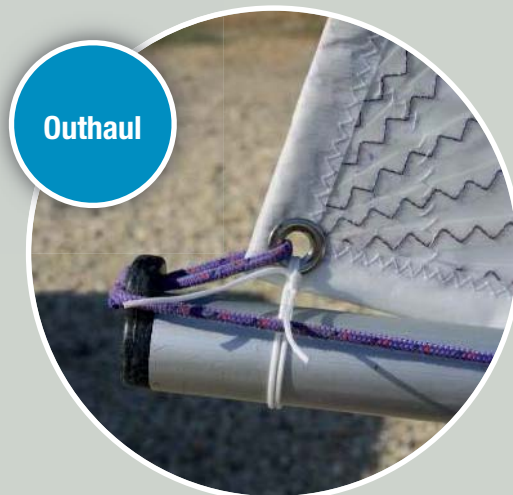
The Leech Telltales tell you about your mainsheet trim. The Leech Telltales should be flying straight back. If the Leech Telltales are stalled to windward, you are not

trimmed in enough. If the Leech Telltales are stalled to leeward you are over trimmed or your vang is too tight.

Outhaul

The Outhaul controls the foot of the sail and the bottom of the leech. It is easy to adjust the Outhaul on the water and you will want to use the Outhaul to control the shape of your sail as the conditions change.

When your sail starts to develop creases from the mast to the end of the boom, it means that you need a flatter sail. Tension the Outhaul to open the bottom of the leech. When the sail looks like it has big waves between each eyelet on the foot, release foot tension to make your sail deeper and powered up.



Outhaul

TIP: Less foot tension is usually only fast downwind!

Luff Telltales

An easy way to remember how to trim your sail so your Luff Telltales are flying properly is: "Up and out, let it out. Up and in, pull it in."

Optimist Tuning Guide

Below are some general numbers for your rig tune and sail trim.

Remember these numbers are just a guide for you to use as a starting point. Also keep in mind that wave conditions will make a difference. As you become more familiar with your Ullman Sails Optimist sail, spend some time testing different settings to figure out what works best for you.

	Light wind 0-6 kts	Medium Wind 7-13 kts	Heavy Wind 14-20 kts	Extreme Wind 21+ kts
Mast Rake	284 cm	282 cm	280 cm	Under 279 cm
Sprit Tension (crease from mast head to clew)	No crease or just a few	No crease or just on top of waves	Few creases appear	One permanent crease
Sail Ties	Release on top and next to boom	Same space between sail and mast	Close to the mast	Release top and bottom
Boom Vang	No	Few	Full	Full
Boom Preventer *	3-4 wraps	1-2 wraps	0-1 wraps	0-1 wraps
Outhaul	Few creases across the boom	More creases across the bottom	No creases across the boom	Tight

* Example of Boom Preventer Wraps:



Boom Preventer



No Wraps



2 Wraps