



FOR IMMEDIATE RELEASE

Small Stickers. Thoughtful Connections. CoCo Dive Kudos™ Helps Divers Pass Along the Awesome.

ScubaDoRag® founder Suuz Martines brings the spirit of her dive-industry writing into a package of positive thoughts, ready to give.

CHARLOTTE, N.C. A thoughtful buddy. A new certification. A helpful crew member. Someone whose small act of kindness makes the whole trip better.

CoCo Dive Kudos™ from ScubaDoRag® gives those moments a little recognition with eleven different scuba stickers made to celebrate progress, say thank you, and make a diver's day.

The idea connects with a theme running through founder Suuz Martines' writing for Scuba Diving Industry Magazine: thoughtful details help people feel seen, supported, and better prepared for their diving experiences.

In [The Accessory Advantage](#), Martines explores how small products solve problems and become part of a memorable dive experience. In [From Pegboard to Profit](#), she considers how creative displays and shared activities help stores connect with customers. Her

[Unwritten Rules of the Show Floor](#) brings that same attention to professional courtesy and respecting the people around us.

CoCo Dive Kudos offers another way to put that spirit into practice: notice something good, recognize the person behind it, and give that moment something to stick to.

Why stickers? Because sometimes you just need a sticker.

The inspiration came from a little post office on a difficult day. The man behind the counter offered Martines a simple remedy: “I know what you need. You need a sticker.”

He let her choose one. For about thirty seconds, she was five years old again, and ridiculously happy.

That unexpected kindness became the heart of CoCo’s “Why Stickers?” story. A small gesture can leave someone feeling better long after the moment has passed.

For dive instructors and professionals, keep a pack handy to celebrate a new certification, recognize progress, or thank a thoughtful diver.

For dive stores, resorts, and liveaboards, stickers offer a feel-good way to recognize helpful guests, buddies, and crew members and bring encouragement into everyday interactions.

For divers, tuck a pack in your dive bag for someone who makes your dive, or your whole trip, better. That might be the crew, your buddy, or that new friend-for-life who saves your trip with an extra pair of ScubaTubeSocks when blisters weren’t on your packing list.

Each \$23 package includes eleven different sticker designs in a sturdy, reusable, water-resistant resealable pouch.

CoCo’s original awards date back to 2001. CoCo Dive Kudos carries that continuing mission into the dive bag: a little courage, a little kindness, and eleven little reasons to make someone’s day.

See something awesome? Make it official.

[Explore CoCo Dive Kudos™](#)

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