



PRESS RELEASE – For immediate publication

New products

PikStik UK - stand G35

AquaTong on Show

THE PikStik® AquaTong, last year's winner of the 'most innovative ancillary product' will be shown on stand G35 at this year's Aqua Show.

The long-arm reacher and grabber, available from EWCT Ltd, part of the Disposables UK Group, has been specifically designed for the water gardening, aquatics and reptile pet industries.

The AquaTong is strong, rust proof and durable for picking up objects in aquariums and its robust, wide jaws can lift up to 5lb in weight and is available in in two sizes (26in and 32in).

Catering for both salt and fresh water applications, the soft replaceable tactile tips ensure ease of use and with minimal strain. For a multitude of uses, the AquaTong is the ideal reaching and grabbing tool to stay dry and clean!

The AquaTong is part of a complete range of reachers and grabbers from PikStik® - a market leading brand in the US. Other products include the PikStik® Classic, the PikStik® Pro, the TelescoPik® and the TrashStik®.

For more information, please visit www.Pikstik.co.uk or telephone +44 (0) 1484 850728.

Images: AquaTong 26 and AquaTong logo only

Reef One - standD3

Reef One launches the new biOrb FLOW 30 litre aquarium at Aqua 2011.

Following the launch of the 15-litre FLOW earlier this year, Reef One is launching its bigger brother – the FLOW 30-litre at Aqua 2011 in Telford.

Also on display will be a completely new range of aquatic sculptures and plants, which have been specially designed for the FLOW by Samuel Baker.

Specifically for retailers, there will be a chance to see and order merchandisers and innovative new store displays. You'll also see lots of fresh new packaging.

Come and see us at Telford. Claim your store displays and take advantage of the show deals.

Image: FLOW_hero_30and15

TradeMark Aquatics - stand C61

TECO E-Chill launch aquarium/sump cooling fans

TradeMark Aquatics is showcasing a series of three low-voltage remotely-controlled aquarium/sump cooling fans from TECO. When used in conjunction with a chiller energy savings of 30 per cent can be made.

The E-Chill cooling fan can be clipped over the side of an aquarium or sump and has built in adjustable water level and temperature sensors. The E-Chill will constantly monitor the water level and if the water level drops below a pre-set point the unit will sound an audible and visual alarm. If desired the fans will also shut down to prevent further water loss due to evaporation. This function can be overridden by the user. Water temperature is also constantly monitored and will activate the cooling fans only when needed.

The water level sensor can also be used to activate a top-up pump (sold separately) and this function is built into every E-Chill. Extended probes are also available for use in deep or high sided sumps/aquariums.

Each E-Chill can be programmed by the user to work within set temperatures, fan speeds (three speeds), water level and can be set to a resolution of 0.1°C. Used independently of a chiller the correctly sized E-Chill can decrease an aquarium's temperature by 1.5°C. The E-Chill can be programmed to display temperature in Centigrade or Fahrenheit.

Each E-Chill is supplied with a hand-held remote control which allows the E-Chill to be controlled remotely as well as from the control panel on the front of the unit. This feature is especially useful if the E-Chill is mounted in a hard-to-access location such as a sump, high aquarium or at the back of an aquarium.

Each fan fitted to the E-Chill has an air flow rate of 150³/h.

It is available in three sizes.

Product	Aquarium volume	Number of fans	Air flow
E-Chill 1	500 litres	1	150 ³ /h
E-Chill 2	800 litres	2	300 ³ /h
E-Chill 3	1500 litres	3	450 ³ /h

Images: E-Chill1, E-Chill2, E-Chill3 and E-Chill remote control

ALF - standB31

Training time for fish

The R2 Fish School from ALF is a complete training system that includes everything needed to teach fish really amazing tricks. The kit explains in simple, detailed steps how to easily train fish. Teach them to play fetch, shoot hoops, swim the slalom, do the limbo and more!

The kit comes with the all-new feeding wand which is the key to training fish. It accurately delivers flakes, pellets or other solid fresh or frozen food to a specific area so the fish will follow the wand waiting for the treats!

Also new from ALF is a new range of aquarium products by Hobby. Reliable and durable, they endeavour to recreate a fish's natural environment as well as making treating and looking after fish easy. With all that is needed to breed Artemia for fry, tools to keep the tank looking trim, and ornaments to keep fish entertained.

Images: Fish School and Hobby Sml Group

Natures Grub - stand G23

Natural koi treats from Natures Grub

Norfolk based company Natures Grub has launched a new range of natural koi treats to complement its existing range of river shrimp, silkworm pupae and pelleted food.

Superworms are an extra large mealworm that can be hand fed to koi straight from the tub or soaked before use if preferred, they are rich in natural protein and essential oils which help growth and colour.

Koi Balls are a 100 per cent natural product that adds interest for the koi keeper and stimulation for the koi as they chase the ball around the pond until it breaks up, these are made with Silkworm, Shrimp and Krill, and are available in 2 sizes, 6pk and 12pk.

A new addition to the range is Dried Crayfish, these are freeze dried ensuring that all the nutrients are kept inside, these can be hand fed to large koi straight from the tub or soaked before use, these are available in various sized tubs.

Visit us at AQUA 2011 stand G23

Information 01485 517177 or www.naturesgrub.co.uk

Image: Superworms white

Gordon Low Products - stand H1

New Ideas for Pond Liner Retailing

Gordon Low is constantly developing new ways for aquatics and garden centres to promote their products and attract new customers to the joys of ponds and water gardens.

Last year we scooped best retail display product for our pond liner pre-pack display stand for or rubber liners.

This year we will have a new stand developed for our bestselling PVC range, so do come along and see us - there's bound to be some great offers involving stand and product package deals so it will be well worth your while.

Or, if you haven't the time to visit the show, just phone or email to get the 'Low'-down.

Tetra – stand G1

Two New Cichlid Foods from Tetra

More and more fishkeepers are enjoying the experience of keeping species specific tanks so Tetra, a global leader in fish food, treatments and equipment, has developed two completely new foods for cichlid lovers.

Tetra Cichlid Colour and Tetra Cichlid Algae is now available and come in two sizes – one for larger cichlids and a Mini option for smaller cichlids. Both contain the patented BioActive Formula to support a long and healthy life.

Katie Ferguson, product manager at Tetra UK, adds: “We recognise that some fishkeepers have a passion for a specific variety of fish and cichlids are becoming an increasingly popular type of fish to keep. We have therefore created two new foods for these focused fishkeepers. They are premium, innovative foods and present a new way of thinking about feeding your fish. You can now give them the very best, designed entirely for just for them.”

Tetra Cichlid Colour is a multi pellet, complete food for cichlids with colour concentrate encourages bright colouration and is specifically suitable for omnivorous and carnivorous cichlids, such as the Oscar, Kribensis and Electric Yellow, with Tetra Cichlid Colour Mini designed for smaller cichlids.

Tetra Cichlid Algae is a multi pellet, complete food for cichlids with Spirulina algae for bright colouration and vitality. It is specifically suitable for omnivorous and herbivorous cichlids, such as Mbuna and Tropheus duboisi, with Tetra Cichlid Algae Mini designed for smaller cichlids.

For further information go to www.tetra.net.

Tetra Extends Range into Growing Reptile Market

Tetra, the global leader in fish food, treatments and equipment, has launched a whole new range of reptile products. Tetra's 10 new products are designed to support retailers in the growing potential of this market sector. Available immediately, the new range will add to the success of Tetra's existing reptile products – Tetra ReptoMin and Tetra Tortoise. It will now include eight food products, two care products and two equipment products.

The new food products offer complete and treat food for aquatic turtles, tortoises, aquatic frogs and newts. The new care products include **Tetra ReptoSafe**, which makes tap water safe for reptiles, and **Tetra ReptoFresh**, which removes unpleasant smells from the turtle aquarium. By releasing active oxygen to the water, it works immediately and is therefore unique on the market.

Rena Wiethaupt, product manager for Tetra UK, comments: "The reptile market has grown continually over the last ten years and we are now building our investment in this area to support retailers in this sales opportunity. These new products mean we now offer a very strong range of food and care products for a range of different species, helping reptile keepers meet the very specific nutritional requirements of their pets."

The new foods include **Tetra ReptoMin Energy** - a complete food for water turtles. It contains protein and other essential nutrients to promote growth, particularly beneficial when nutritional demands are higher, following treatment or disease, for example. **Tetra ReptoMin Menu** is a staple food for all water turtles, combining a complete food and two different natural treat foods in one, easy to use, tin. There are also three new supplements for water turtles. **Tetra ReptoDelica Snack** is a gel block with daphnia, enriched with essential vitamins. Its natural taste means high acceptance by turtles, while its patented Active Formula encourages a healthy immune system. **Tetra Gammarus Mix** is a highly nutritious natural food for water turtles that provides a varied and species-specific diet. Gammarus are high in natural minerals and fibres for ideal digestion; anchovies are rich in protein for optimal growth. Tetra Gammarus Mix is designed to be fed as a supplement to Tetra ReptoMin. **Tetra ReptoDelica Grasshoppers** is a new supplement for water turtles which contains sun-dried grasshoppers for a high protein content of over 70%, thus promoting growth. Designed as a healthy snack, Tetra ReptoDelica Grasshoppers ensures a varied diet and should ideally be fed in addition to Tetra ReptoMin.

Tetra has also launched a balanced complete diet designed especially for water frogs and newts under the name of **Tetra ReptoFrog Granules**. These slowly sinking granules are easy to swallow and rich in protein for optimal growth. The food is not only plentiful in anchovies, real shrimps and freshwater algae, it also contains essential vitamins, minerals and trace elements. Tetra ReptoFrog Granules are suitable for all small amphibians and, thanks to the patented Active Formula, promote health, growth and vitality.

Two new filters complete the range. The **Tetra ReptoFilter 250** is an easy-to-clean powerful filter with a 2.5 W pump and efficient three-stage filtration. Disposable filter cartridges are designed for less hassle, and a special lid that keeps reptiles safely out of the filter chamber. Tetra is also offering the **Tetra ReptoDeco Filter 300**, which has a decorative stone appearance and three-step filtration process. The 3.5 W pump filters up to 300 litres per hour, ensuring clean and healthy aquatic terrarium water.

The launch of this new reptile range is supported with new point of sale material and PR activity. For further information contact Tetra on 023 80 60 60 70 or go to www.tetra.net.

Arcadia - stand J35

Lighting of the future from Arcadia

Arcadia is showcasing a number of new LED products at Aqua 2011 in October, but one product in particular stands out. The Eco-Aqua spotlight is a high power LED light, which from the teaser image released today boasts a design unlike anything else on the market.

Arcadia says the new product combines the colour rendering abilities of the hugely successful Eco-Aqua LED tubes, with high power led's to provide effective solutions for the growth of demanding corals and plants, but are staying tight lipped on the full details until the show.

Aqua 2011 marks the start of a new UK joint venture for Arcadia with Aquarium Systems and Nawa (previously distributed by Underworld). Called AquaVendi, the new joint venture is based from Arcadia's current warehouse and offices in Redhill, with a sales team of three regional account executives, with Ben Cately as UK Sales Manager.

Arcadia is sharing its stand with Aquarium Systems and Nawa, offering retailers the chance to see a range of exciting new products from all three companies. Aquarium Systems is showing off the new branding for its popular Instant Ocean and Reef Crystals salts for the first time in the UK.

Nawa, best known as the manufacturers of the popular Visitherm heaters and NewJet pumps, will launch the new Cobra internal filter, which incorporates a surface skimmer and a variety of biological filter media cartridges including nitrate and phosphate reducing resin options.

Gerard Oates, Managing Director of Arcadia , commented: "The AquaVendi joint venture provides all of our retail and wholesale partners terrific benefits, with a broad range of products from well respected brands covering aquatics, pond and reptile markets available from a trained, professional sales team. Our recent warehouse expansion has added 30 per cent more capacity, to ensure we can extend our usual excellent levels of service and support to Aquarium Systems and Nawa."

Images - LED light image, Reefs Crystal Packs, Instant Ocean Packs, Cobra 75

NEW PRODUCT BRIEFS

Neil Hardy Aquatica (stand E1) is launching a new Sturgeon food (called Fossil Food) into the market place at the show, and offering competitions on stand to win prizes to promote the food.

CASCO (stand D1) will present: professional equipment but also Economy Range equipment and its latest hit NANOpplus+, the ultimate merchandising display island for freshwater or marine livestock.

New lines from **Nishikoi (stand A3)** include Natural Range Treat Sticks and possibly a new pond treatment

Dutch visitor **Aquadip (stand C41)** is promising a few additions to its Easy-Life range. These include Blue Exit to combat cyanobacteria in freshwater tanks and AlgExit to guard against green algae in freshwater tanks.

New exhibitor **Mars Fishcare (stand C51)** will be launching several new, exciting and highly innovative products to the UK market at. They will be unveiling new products in the hardware and treatment category and promise that a visit to the stand will be well worth it

PR5:NEW PRODUCTS

August 18, 2011