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## PRESS RELEASE

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NEW FROM HOZELOCK AT GLEE 2008 on Stand No C1 in HALL 5

BLUE TEXT DENOTES CLICKABLE HYPERLINK

**EMBARGO: September 1, 2008**



BELOW (left to right): The 20m Auto Reel, 7L Promo Sprayer and Pond CombiFilter Kit are among nine one-off promotional deals to celebrate Hozelock's 50th anniversary.

## ANNIVERSARY DEALS AS HOZELOCK CELEBRATES 50 YEARS

Hozelock has announced a raft of special themed promotional deals to celebrate its 50th anniversary in 2009\*.

The company – which invented the world's first plastic hose mender in a Buckinghamshire airfield hangar in 1959 and went on to develop innovative hose systems to effectively create the £61m UK garden watering market – has come up with nine limited edition 50th anniversary promotions spanning the watering, spraying and aquatics sectors.

Featuring the strapline, *"Still bursting with ideas 50 years on"*, the deals are all promotionally packaged and supported by in-store banners, inflatables, wobblers, display cards and pallet wraps. The selected products are all popular lines at 'one-time' price reductions – with no chance of topping-up or re-ordering.

They include a 20m **Anniversary Auto Reel** on an 18-unit pallet at a target consumer price of £59.99; an assembled **Anniversary Hose Cart** and 20m of hose, with nozzle and fittings on a 12-unit pallet at a target consumer price of £29.99; a 30m knitted hose **Anniversary Hose Starter Set** with nozzle and fittings (£22.99); an **Anniversary Hose Gun Set** comprising a Multi Spray Gun plus fittings (£10.99) in a 45-unit quarter pallet display; an

**FURTHER INFORMATION:** Simon Chapman at Prototype – tel **0118 940 3785** or e-mail [sc@pr100.com](mailto:sc@pr100.com)

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**Anniversary Automatic Watering Kit** including tubes, 20 drippers, stakes and an AC1 Plus water computer (£39.99) in a 25-unit quarter pallet display; a 7L **Anniversary Pressure Sprayer** complete with a 0.5L Trigger Sprayer, weedkiller cone and extension lance (£22.99) in a pallet display of 42; two **Anniversary Pond CombiFilter Kits** comprising pond pump, Ecopower+ combi filter, hose and clips in 5000L and 10000L sizes (£99.99 and £129.99); and an **Anniversary EasyClear 3000** all-in-one pump, UV and filtration system (£69.99) in a 16-unit pallet display.

Hozelock expect the consumer to join in the birthday celebrations and help themselves to the commemorative offers. "When a British brand like ours has been around for so long and trusted by so many, a special relationship evolves between the gardener and the supplier," said marketing manager, Simon McArdle. He went on: "The feedback from visitors to our consumer show stands this year demonstrated how closely people connect with our brand and vision... and, of course, special offers mean something to everybody, so I fully expect these one-off anniversary deals to sell in, and out, at record speed."

The Anniversary deals will ship from December but orders should be placed as early as possible to be sure of supplies. For further trade information, contact Hozelock's Birmingham sales office on 0121 313 4095, or e-mail [info@hozelock.com](mailto:info@hozelock.com).

#### **\*Hozelock's milestones**

- 1959 **Hozelock Limited formed in Aylesbury to sell the world's first plastic hose mender**
- 1961 First sprinklers launched
- 1967 **Launch of the innovative plastic 'snap-lock' hose connector**
- 1981 Hozelock introduces first pond pumps and garden lighting ranges
- 1983 **Diversification into sprayers with acquisition of Associated Sprayers**  
The first through-flow hose reels were launched
- 1987 **Hozelock wins the Queen's Award for Export Achievement**
- 1988 Hozelock starts manufacturing garden hose
- 1989 **Launch of the technically advanced System 2 hose fittings**  
The first overseas subsidiary – Hozelock France SA – was formed
- 1994 **Opening of the state-of-the-art Midpoint Park factory in Birmingham**  
Another overseas subsidiary – Hozelock Holland BV – was formed
- 1995 **Further expansion with the formation of Hozelock Sweden AB**
- 1996 Hozelock wins the coveted PLC of the Year Award from *The Times*
- 1997 **Hozelock expands into pond filtration systems with the acquisition of Cyprio**  
Hozelock acquires US subsidiary to expand international network  
**Another European subsidiary, Hozelock Denmark is created**  
The famous Bioforce range of pressurised filters is launched
- 1999 **Design and launch of the multi-award-winning self-winding Auto Reel**
- 2000 Hozelock acquires leading European hose manufacturer, Tricoflex

- 2004 Hozelock Cyprio launches world's first fountain and clearwater pump, EasyClear
- 2006 **Hozelock launches its water-wise range of water conserving products**  
Hozelock diversify into garden pumps with innovative Water Butt Pump  
**Hozelock Cyprio develops pioneering auto-cleaning pre-filter, Saturn Booster**  
Launch of the award-winning revolutionary Aquapod drip irrigation system
- 2007 **Aquapod and Water Saving Gels win Waterwise Marque for water economy**  
New Flood Pump helps homeowners combat rising water levels  
**Hozelock HQ relocates from Aylesbury to Midpoint Park, Birmingham**  
Hozelock wins MX Award for Business Development & Change Management
- 2008 **Hozelock wins MX Award for Customer Focus**  
Launch of innovative soft-touch Hose Connectors with flexible hosetail
- 2009 **Hozelock celebrates its 50th anniversary**
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