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PRESS RELEASE

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

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EMBARGO: September 1, 2008



The new Hozelock soft-touch Hose Connectors (*left and below*) have easy-grip side pads and an anti-kink flexible hose tail.



Supporting the launch of the new soft-touch, anti-kink Hose Connectors are a number of innovative merchandising units including an interactive connector unit (*left*).

HOZELOCK GET A GRIP WITH NEW SOFT TOUCH ANTI-KINK HOSE FITTINGS

The most widely stocked gardening product in the country, the Hozelock hose connector, has been redesigned for 2009 with soft touch side pads to give a secure grip even when wet and a unique flexible hose tail which prevents kinking.

A major relaunch of the ubiquitous quick-connect coupling invented by Hozelock 50 years ago also sees the introduction of new all-weather 'Try Me' packaging, innovative merchandising units and eye-catching display material.

Strikingly different from their predecessors, the new yellow and grey fittings range comprises both a standard Hose End Connector and a water-wise Aqua Stop Connector which automatically shuts off the water flow when an attachment is disconnected from the hose.

With a soft, textured surface, the side pads are easy to grip, making the connector easy to detach, even when wet.

But the most obvious new feature is the anti-kink hose nut with a flexible extended collar which ensures that the hosepipe connection is never under stress. Not only does the new hose tail reinforce the connection with the hose

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

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by preventing kinking but it also effectively lengthens the hose retaining nut making it much easier to grip and hence easier to tighten for an exceptionally secure and drip-free join with the hose.

The hose tail also inhibits hose expansion when bent, making the connection even more secure while also keeping the hose 'open' for maximum water flow.

Inside the female connector, a barbed grip holds the hose tightly in place while at the male end, Acetyl claws provide a secure connection with the watering device. Thanks to the strong, balanced grip and the flexible hose tail, hand-held tools such as spray guns can be twisted and skewed without fear of disconnection while sled sprinklers can be safely dragged across a lawn by the hose.

Independent research commissioned by Hozelock gave the new connectors a ringing endorsement from consumers who welcomed the innovations and instantly appreciated the value of the new features.

The new 12.5mm soft-touch Hozelock Hose Connectors are priced at £3.99 inc VAT for the standard connector and £4.99 for the premium Aqua Stop model, distinguishable by its red rim and side pads.

Hozelock claim that this is the most significant product launch in the watering sector for a decade. "We sell literally millions of hose connectors and they are invariably the starting point for any watering purchase," said marketing manager, Simon McArdle. "There can't be a retailer in the country who hasn't benefited from this very dependable year-round business," he went on, "and with the obvious added value of the new range, sales will be even greater."

Available with feature-flagged colour backing cards – waterproof to allow outdoor merchandising – or loose in dump bins, the new connectors are also supported in-store by bulk hoppers with full colour side wall illustrations.

Shelf wobblers highlighting the universal compatibility of Hozelock fittings are also available together with an interactive connector unit.

The new range will ship from December. For further trade information, contact Hozelock's Birmingham sales office on 0121 313 4095, or e-mail info@hozelock.com.

Full support for the consumer is provided via the Hozelock Helpline on 0121 313 1122 and the Hozelock web site at www.hozelock.com which includes extensive advice on choosing and using hose systems.

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