

## ROLF C. HAGEN (UK) LTD. PRESS RELEASE

### *London Pet Show a huge hit for Hagen!*

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**A walkthrough aquarium, a pond area and an exotic array of reptiles were the exhibits on display from pet product manufacturer Hagen at the recent London Pet Show at Earl's Court.**

The two day event was an ideal arena to expand interest in the hobby of fish and reptile keeping and introduce some of the unique species to the public as well as dispelling some common myths about the hobbies.



Packed full of interactive and fun elements, highlights from the show included a darkened aquarium for visitors to walk through and experience the breathtaking world of aquarium keeping, all accompanied by experts to guide visitors through choosing the right fish and caring for them. A tranquil pond was constructed to introduce the Laguna brand and was the ideal setting for visitors to relax by and partake in the -spot the wildlife-competition.

A popular attraction at the stand was the free Fluval and Exo Terra photobooth that gave visitors the chance to create some lasting memories of the show by having their picture taken with some entertaining props and receiving a free set of souvenir photos.



A visit to the Exo Terra stand allowed visitors to take a trip to the Jungle Zone, Desert Zone, Snake Pit or Bugsø World where they could get up close and personal with the animals, with live reptile handling of snakes and bearded dragons. Chris Newman from the FBH was also on hand to offer advice about caring for Reptiles and answer questions.



Paul Trott, Hagen UK's Marketing Manager said: "The Fluval, Laguna and Exo Terra stands generated huge interest throughout the event and were amongst the busiest stands at the show. As the official sponsors of the Discover Animals Zone, it gave us the opportunity to educate and inspire the general public about the joy of fishkeeping and the chance to interact with reptiles and exotics from around the world."



This was the third time Hagen has exhibited at the show taking up a larger exhibiting space and showcasing a wider range of products. Visitors were given a sneak peak at the soon to be launched Fluval Reef and Fresh premium aquarium sets,

especially designed to house marine and fresh water species which are a welcome addition to the recently launched Fluval LED lighting and Fluval SEA range.



Nicole Cooper, London Pet Show Director commented: "We were delighted that the RC Hagen brands, Exo Terra, Fluval and Laguna sponsored the Discover Animals zone at the London Pet Show this year. Their tremendous support and ambitious plans meant that we were able to offer visitors an in-depth insight into reptile and fish keeping. Their displays, information and advice were key to the success of the features at the show and especially important as more and more visitors are keeping these animals. We look forward to working with Hagen to build on this success for the 2014 event."



Paul continued: "London Pet Show is the biggest presence we have had at a UK consumer show in recent years and we went with the intention of raising awareness of the Fluval, Laguna and ExoTerra brands. With over 20,000 visitors over the weekend we

hope we've helped inform and educate people on fish and reptile keeping, which may in turn make people consider choosing a fish or reptile as a pet."



For further information on Fluval, Laguna and Exo Terra ranges please visit [uk.hagen.com](http://uk.hagen.com)

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