

AQUA Show Report



On the 9th and 10th of October, Hagen attended the AQUA Industry Show in Telford, Shropshire. This is the third AQUA event but is the first time Hagen had attended, due to the calendar clash with our own trade event in September. Due to increasing pressure from our customers to attend, combined with the desire to seek out new business and create a larger industry presence for Hagen, we made the decision not to hold our usual September show and attend AQUA in 2013.

80 companies exhibited over the 2 day show, which was visited by 1569 attendees from 1200 businesses. The event itself is dedicated solely to the aquatic, water gardening and reptile trade and is held every 2 years.

As this was our first attendance and knowing the buzz that would surround our being there we knew we had to make an impact. We booked the largest stand at the event, at 208 sqm. Our space was split between two stands with a walkway in between. One stand was half the size of the other, creating an L shaped display space. The two spaces were visually linked by



having the same colour carpet running between them, plus a large circular banner was hung overhead between them. The banner was visible from any area of the hall and added considerably to our visual domination of Hall 1.

We created a large, high quality display based around three



curved, triangular product display areas; two on the larger stand and one on the small one. This created 9 separate 'sides' for display areas, 3 of which were devoted to Fluval, 3 to Exo Terra and one each for the Marina, Laguna and Vivexotic brands.

Fluval



One of the three Fluval areas was dedicated to Fluval SEA and the Reef and Fresh aquariums and LED lighting. Dry aquariums and products were displayed on the fixture, with live setups of the small and

large reef and fresh aquariums on a separate plinth. The LED lights were fixed to the wall which allowed them to be demonstrated. A new LED light stand was shown which gained some good feedback and will now go into production. A 42" TV played Tom Sarac's Fluval SEA videos on a loop. Our Roma, Vicenza and Venezia aquariums



were displayed on a circular plinth with a separate Roma with a new sample black and white cabinet also on display to gain feedback.

Opposite the SEA area was a complete display of our Fluval nano



range, including wet and dry setups of Edge, chi and Spec aquariums, along with Fluval plants, gravels and pebbles. George Farmer's Edge aquascaping tutorial played above the display - this video has to date received over 130,000 views on YouTube.



The final Fluval area was sectioned into a Fluval hardware and Fluval foods and liquids display, with the 06 filter range displayed along with the new quad lamp fixtures, heaters and air pumps. The dedicated Foods and Liquids display was an area that showcased the new food and liquids range, complete with a screen running a presentation detailing key features, based around the new foods brochure which was also available to take away.



Exo Terra

The first and most visual side of the display was devoted to terrariums, displayed on the new range of cabinets we are introducing to the UK market. The terrariums featured a range of reptiles and also showcased the new LED lights, Dropper Plant and the full range of lighting spectrums available. A screen played the Exo Terra lighting and terrarium flash movies.



The other two sides of the display showcased the rest of the current range along with new products such as reptile caves, supplements and the new look Waterfall.

A Turtle kit we are

due to launch shortly in the UK was displayed, wet and containing an amazing Mata Mata turtle, on a plinth along with other items from the turtle range.



Marina

The Marina range was well displayed, with the new Marina Style replacement set up as a live display. Also on show were the new Marina internal filters, Betta kits and a Marina aeration

display.

Laguna

Our Laguna display centred around a small pond set into the display plinth, showing the floating plant baskets and one of our small fountain pumps. To create interest and drama we had a large MaxFlo pump set up in a 2m tall acrylic tube, partially filled



with water which the pump shot up to the top of the tube before cascading down the sides. Displays were set up for our key hardware items and a presentation ran on a screen with product information and details of our Elite Dealer programme which so far has proved successful in controlling distribution to prevent market price erosion.



Vivexotic

Finally, our Vivexotic area contained displays of our newly revised Repti-Home and Repti-Home Maxi ranges, as well as the new Viva+ range. Despite our undisputed position as category leaders in the UK, the melamine vivarium market has recently seen an influx of competition from new and existing companies and we have to continue to innovate and market the Vivexotic brand to retain market share.

Other Activity

Prior to the event we set up a new

transfer order system, allowing us to deal with independent businesses via wholesalers. The system should be key in gaining new business and will give smaller independents access to our entire product range for the first time.

During the show we served hot and cold drinks to our visitors at the many seating areas dotted throughout the stand, plus as an added bonus we had a lady with a traditional ice cream bicycle serving ice cream and sorbet for several hours each afternoon. This created quite a buzz and along with more traditional flavours such as 'Funky Fluval' (strawberries and cream) and 'Luscious Laguna' (lemon sorbet) we featured a 'Mad Marina' combination of melon and chilli, which was surprisingly good!

We took out a double page advert in the official show guide, distributed with Pet Business World News and given out to all attendees and released regular press releases prior to the event, building excitement and anticipation.



On the evening of the 9th October the event organisers held the AQUA show dinner, attended by over 650 people from both manufacturer and retail businesses. Before the meal, Jeremy Gay from Practical Fishkeeping magazine took to the stage to present the 2013

Readers Poll awards, voted for by over 5000 readers of this popular publication. Gratifyingly, we won 2 key awards: Product of the year for the Fluval FX6 filter and Manufacturer of the year. The night was a success, with good food, entertainment and great hospitality.



All in all it was an excellent event. Our stand looked fabulous and was THE key attraction of the show, however only time will tell how useful the event has been from a business perspective.