

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

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### *Hagen wows at Aqua 2013!*

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**A 208 sqm stand, an array of exotic fish and reptiles and a sweet ice-cream treat were the delights on display on Hagen's stand at Aqua 2013.**



The two day event was an ideal arena to maintain involvement with their customers as well as establishing new ones, and increasing the market presence for Hagen.

Hagen showcased all their high profile brands including Fluval, Exo Terra,

Vivexotic, Marina and Laguna and the stand was packed full of interactive and fun elements. Highlights from the show included an exotic array of dry and live fish tanks, the new Exo Terra turtle kit, a small live aquatic pond display and a plethora of reptiles.



For some light refreshment Hagen provided free ice-cream, with flavours ranging from the weird and wonderful Melon and Chilli to the mouth watering strawberries and cream, all served from an old fashioned trike bike with a traditional ice-cream server.



A range of new products were available for review from the new range of Fluval Foods and Liquids, to the new Exo Terra cabinets, caves and dripper plant and the new Vivexotic Repti-Home Maxi range of vivariums.

Paul Trott, Hagen UK's Marketing Manager said: "We wanted to make a big presence at the show and tailored our stand to really give the wow factor. Aqua is an important event where we can focus on all our products and develop our relationship with the trade, which is a very big positive. We will definitely be back in 2015."



This was the first time Hagen has exhibited at the show with the largest exhibition space and showcasing a wide range of products. Visitor numbers were up 9.3% on the previous show, with over 1,569 people visiting the exhibition over the 2 day event.



Summing up the reaction to AQUA 2013, organiser Annie Dyke says: "I am delighted with the enthusiasm shown by exhibitors and visitors to our biennial event. The record-breaking attendance proves that the format of AQUA is continuing to deliver the audience our exhibitors have come to expect from the largest show of its kind in the UK. I look forward to welcoming everyone back to Telford in two years' time."

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

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