

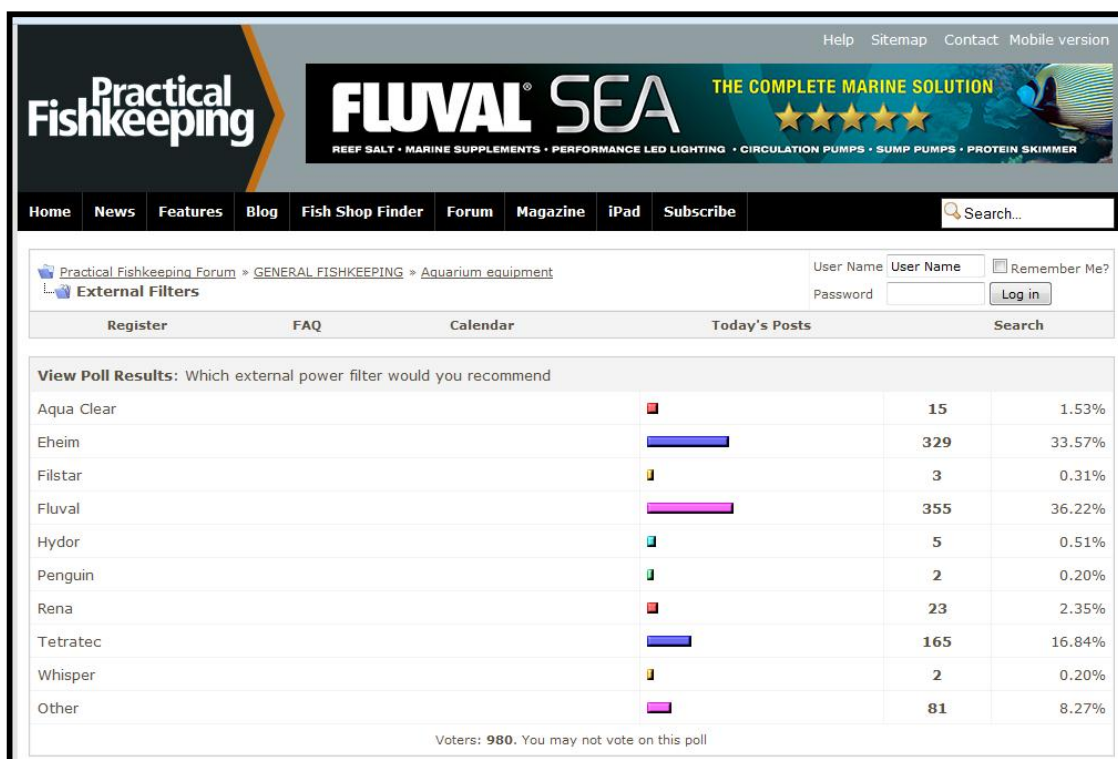
ROLF C. HAGEN (UK) LTD. PRESS RELEASE 16/05/2013

The Votes are in...

Fluval tops PFK poll of External Filter Brands

A poll that has been running since 2007 on Practical Fishkeeping has voted Fluval as the brand of external filter that most fishkeepers would recommend.

The poll which included Eheim, Aqua Clear, Tetratec and Filster, among others, saw Fluval receive 36.22% of the votes. A massive 980 people have voted in this poll since its launch and Fluval has received 355 of these votes.



“This is a great achievement for Fluval. As this poll is voted for by fish enthusiasts it makes the results even more meaningful. This poll really shows how much impact Fluval has in the external filter market and how efficient and reliable the filters continue to be even after all this time,” said Paul Trott, Hagen UK Marketing Manager.

Debate continues within the PFK community into the best external filter brand but reviews of the Fluval brand have been very positive, with voters commenting:

- “I would always say get the FX5. It is the easiest filter I have ever used. All you need to do is put some water in it and plug it in and off it goes. I love it!”

- “Fluval - easy to use, practical, look good and well priced!!”
- “I run a Fluval FX5 on my Discus tank and the water is crystal clear plus the Discus love swimming in the outlet flow. The FX5 is a beast of a Filter!!”
- “It HAS to be Fluval; I've used the internals from childhood and am now a firm external convert. They are excellent value but not at the cost of quality. Powerful, quiet, easy to maintain and, if you're clumsy, easy to get all kinds of spares for!”
- “I have voted Fluval, being more specific, the one and only, FX5. This filter is like nothing I have seen. The results sell these filters without issue. It has such a great flow rate and the tank has also been spotless.”

Fluval is a world leader in quality aquatic products. For over 30 years, it has earned the trust of fish-hobbyists by making innovative products that deliver many valuable benefits. Since the introduction of the first ever canister filter in 1982, Fluval has led the way in providing efficient, reliable, and simple-to-use canister filtration systems and continues to manufacture innovative filtration products for the growing aquatic market.

Find your perfect Fluval filter by visiting uk.hagen.com/Fluval and keep up to date with all Fluval developments by liking the Facebook page at www.facebook.com/fluval

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