

ROLF C. HAGEN (UK) LTD. PRESS RELEASE
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Fantastic new Fluval Foods & Liquids range

Fluval launches complete care range

Fluval are known and respected throughout the world for their aquariums, filters and more recently their Fluval SEA marine range. Now they have extended their reach into the consumables market, with a brand new range of fish foods and water treatments.

Goodbye Nutrafin, Hello Fluval!



The Fluval line of water treatments is effectively a re-brand of the popular Nutrafin range. Nutrafin Aqua Plus and Cycle will become Fluval Aqua Plus and Cycle and the Waste Control and Plant Gro ranges will be re-named 'Fluval Biological Aquarium Cleaner' and 'Fluval Plant Micro Nutrients'

"We felt that with the enormous brand equity existing in the Fluval name, it made sense to transition Nutrafin

products to the Fluval brand," said a spokesperson for Hagen. "We have retained the well known Aqua Plus and Cycle names and the new packaging really is fantastic, the bottles just leap off the shelves!"

The Fluval food range is a different story as this is no simple re-brand, rather a complete new range of foods with the emphasis placed squarely on the quality and purity of its ingredients. Here's the low down on this high quality food line.

Ingredients should be harvested not engineered

Fluval believes in using only the freshest, purest ingredients from natural sources in all its foods. Our nutritional experts extensively travel the globe to establish and maintain relationships with a select group of reputable and reliable suppliers that share this vision, allowing us to offer consistent, high-quality nutrition that far exceeds industry standards.

We never add fillers or artificial colourings to our formulas, and always produce food in small batches for superior freshness and quality control.

Premier Proteins

Fluval foods feature superior, wild-caught protein sources such as Herring and Krill, which are harvested from the pristine cold waters of Norway and Iceland. In our Vegetarian formula, we've included Spirulina Pacifica from Hawaii, which is world-renowned as the best-quality spirulina

protein available. First-class proteins such as these not only provide powerful energy and growth for your fish, but also help to fortify a greater immune system for increased disease protection.

Powerful Vitamins and Minerals

Vitamin and Mineral deficiencies are often difficult to detect and can result in fish loss. Fluval includes a complete, balanced mix of choice, nutrient-dense vitamins and minerals that help improve digestion, fertility, eyesight, immune and nervous system defense, bone structure and overall growth.

No Artificial Colours

Unlike many other fish foods available on the market today, Fluval foods contain no artificial colourings, which are unnecessary and serve no nutritional value. Our formulas are only naturally-coloured due to the wholesome ingredients they include.



Rich in Omega 3 & 6

All Fluval formulas contain quality salmon oil, which helps to maintain skin and fin condition and offer added protection from de-pigmentation as well as the harmful effects of cuts and scrapes.

Sustainable Kelp

All Fluval food formulations contain highly nutritious Kelp, a rich source of Omega-3, in addition to polyunsaturated fatty acids, proteins and complex carbohydrates, for a complete diet. We take great measures to ensure our Kelp is harvested in an ecologically-responsible way to help preserve ocean stocks and provide future generations with a sustainable supply.

The Range

The Fluval range of foods consists of:

Fluval Tropical Flakes and Sinking Pellets

Fluval Goldfish Flakes and Sinking Pellets

Fluval Cichlid Flakes and Sinking Pellets

Fluval Colour Enhancing Flakes and Sinking Pellets

Fluval Vegetable Flakes and Sinking Pellets

For more information or to find a stockist visit www.hagen.com

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