



Our mission remains to provide our consumers with the means to create a perfect pond simply.

Our unique capability is to harness years of experience in pond keeping to advanced engineering to deliver products that we believe are a class apart in functional performance and ease of use.

This philosophy is summed up by our slogan,

'perfect ponds made simple'



www.hozelock.com

New for 2005

EasyClear™

Clearwater and Fountain Pump

Hozelock Cyprio has driven the aquatics market with innovative products that satisfy real consumer needs and lead to 'perfect ponds made simple'

For 2005 Hozelock Cyprio has taken another great leap forward with the introduction of the EasyClear™ Clearwater and Fountain Pump. This is a truly innovative product that will significantly grow the market by appealing to owners of smaller ponds who do not have a pump or filter and by encouraging millions of potential pond owners to take the step to build their first pond.

The EasyClear™ Clearwater and Fountain Pump is the easy way to have a clear and healthy pond with a fountain. This fully integrated unit has a 2 in 1 action:

1 Clear and healthy water

- The filter sieves out solids that make the water cloudy and makes the water healthy for fish and plants.
- The ultra violet clarifier eliminates green water.

2 Fountain

- The fountain creates a decorative display with a choice of three fountain heads.

The whole unit is easily placed in the water so that there is no need for a filter system outside the pond, which can be difficult to disguise.

Guaranteeing Clearwater for ponds of up to 2000 litres capacity, the EasyClear™ has a multitude of features that make installation, operation and maintenance very easy. See page 16-17 for full details.

The aquatics industry continues to grow and develop and we recognise that the demands on manufacturers and suppliers are increasing accordingly. Product performance and reliability, combined with top rate trade and consumer support, are vital for ensuring the future success of both ourselves and our customers.

Our winning combination of product range and market support has been a major ingredient in the successful generation of sales growth for our customers around the world. This, together with continuous investment in our business, has meant that we can confidently offer the services of a top quality operation.



A top quality operation



Technical leadership in product research and development with an expert team of engineers and the latest computerised design facilities.



Extensive product testing facilities enable accurate measurement of product performance in realistic conditions.



Large scale manufacturing base. Implementing 'Fail Safe' manufacturing and assembly procedures to ensure product quality.



High service levels with a state of the art distribution centre. The computerised storage system ensures high speed location of product and despatch.



High profile marketing support concentrates on making it easier for the trade to sell Hozelock Cyprio products and easier for the consumer to understand and buy them.



Top quality trade and consumer after sales service ensuring that help is always at hand.

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