

OASE introduces new Indoor Aquatic product lines at InterZoo 2016

To be successful with innovation and know-how in existing markets and to develop new business areas at the same time – a logical step for OASE since having decades of success in the water garden sector which provides the basis for the new Indoor Aquatics **business division**: Launching in summer 2016, OASE is offering an extensive assortment of aquariums, technology and accessories. Pure design, pure convenience and pure lifestyle – as a brand manufacturer with experience, competence and the highest quality standards, OASE also sets standards of innovation and performance in the Indoor Aquatics segment.

With entry in the indoor aquatics segment, OASE wants to develop new strategically obvious market potential: Today only 4% of all households have an aquarium – and that, even though unwinding in the beautiful home is becoming increasingly important as a balance to day-to-day stress. In the water garden area OASE has already demonstrated how potential can be exploited: Today 13% of all gardens have a pond, and with a positive market development. "We are convinced that with innovative concepts and optimal POS support we have the ability to drive the prevalence of Indoor aquatics forward", states Thorsten Muck, Managing Director Consumer Business at OASE. "That which should embody lifestyle must be appealingly presented to the customer at POS."

In this regard OASE is primarily focusing on two target groups: The **OASE Indoor Aquatics** product line is aimed at technically-oriented aquarium enthusiasts, for whom operating convenience and innovative solutions in TOP quality are particularly important. The **OASE biOrb** product line includes compact lifestyle aquariums in a sophisticated modern design, that can be set up and furnished easily, being particularly suitable for novice indoor aquatic hobbyists.

OASE Indoor aquatics – low-maintenance, TOP products in outstanding quality

In addition to the **HighLine** designer aquariums in three sizes, and base cabinets in three modern decors, the OASE Indoor Aquatic product lines also offers extremely low maintenance internal and external filters with integrated or retrofitted adjustable heaters. The **HighLine** aquarium series, in addition to an appealing design, is characterised by clever details for concealed connection of the aquarium technology, contemporary LED lighting and an individually configurable base cabinet. The **BioMaster** external filter with the **EasyClean** pre-filtration chamber ensures optimal mechanical filtration and a longer service life of the biological media – and it is extremely easy to clean. In addition to simplified filter cleaning,

the **BioPlus** series of internal filters also offers inconspicuous, integrated diffuser nozzles for uniform surface movement. All products offer top convenience and untroubled views of the underwater world.

OASE biOrb – intelligent design for lifestyle and decor enthusiasts

Moreover, with the **biOrb** product segment OASE is offering ultra-modern acrylic aquariums with a high standard of design. **OASE biOrb** not only has many highlights suitable for different interior furnishing styles, in addition it is energy-efficient, extremely easy to set up and this makes it extremely easy for indoor aquatic novices to get started. The product line includes an extensive range of decorative accessories for individual creativity. LED lighting stages the designer aquariums in a special light.

The unique **biOrb** design and marketing concept fits perfectly with the OASE brand that has stood for quality and innovation in the water garden for more than 60 years. Together with the market introduction of the new OASE indoor aquatics product line, OASE is now perfectly positioned: In addition to premium technology, state-of-the-art designer aquariums make the product line complete.

With its competence and decades of experience acquired in the large world of water gardens, OASE now offers a unique, extensive product range for the aquarium world at home; a product range that precisely satisfies all demands of ambitious aquarium enthusiasts, as well as the requirements of novices and design enthusiasts.

For OASE, more than anything else, one aspect is the centre of focus: The unrestricted passion for the wonderful water world in the home and garden.

More information at www.oase-livingwater.com

Founded in 1949 in Germany, today OASE is one of the world's leading brands in the water garden area. Our innovative, quality products satisfy the requirements of professional landscapers, as well as the requirements of ambitious garden and pond enthusiasts of the highest level. OASE Indoor aquatics offers competence and experience from the big world of ponds for the home aquarium as well. With the innovations and the versatile products, experienced aquarists, as well as novice aquarists, create fascinating aquarium worlds.

Press contact

OASE GmbH

Kathrin Goletz

k.goletz@oase-livingwater.com

Tel. + 49 54 54 80 191



New: Fascinating aquarium worlds from OASE. Photo: OASE GmbH



OASE biOrb: Modern acrylic aquariums – suitable for every style of interior design.

Photo: OASE GmbH



OASE biOrb: Modern acrylic aquariums – easy-maintenance and ideal for indoor aquatics novices. Photo: OASE GmbH



OASE biOrb Classic: A ideal system that contains everything that is required for a perfect underwater world in an aquarium. Photo: OASE GmbH