

## **OASE 2017: A strong brand on a growth course**

*Thorsten Muck, Managing Director Consumer Business*

The objectives of OASE's growth strategy are to set standards through innovation, provide impetus to the market and to be successful on many levels: With the introduction of OASE Indoor Aquatics, the purchase of the British lifestyle brand BiOrb, but also through the extension of the assortment in the area of drainage and irrigation with the ProMax brand, last season OASE already demonstrated that successful, sustainable growth is possible on many levels – and even in a saturated market environment.

In 2017 OASE will consistently continue its growth strategy and continue to guide new customers to the brand through pioneering technical innovations in the core water garden business and trend-setting lifestyle products via new sales channels.

### *The smart revolution: Easy Garden Control*

The digital age is already manifest in many aspects of life: For many of us communicating without smart phone or shopping without the Internet is now almost inconceivable. We share family photos via messenger app, and we store our data in a cloud. But digitalisation is now omnipresent in house and garden as well: Integration of the technical devices in home network is on the advance and is now standard and not just for new construction. And this trend is driven not just by practical reasons, WLAN control of heating, blinds and other items saves energy, and above all it also offers security: Important functions in house and garden are monitored, and thanks to the smart phone we can promptly react to error messages.

Starting in 2017, also with OASE via the pioneering **OASE Easy Garden Control** (EGC) technology all important functions associated with the pond can be centrally controlled. The heart of the OASE EGC products is the Inscenio FM-Master WLAN EGC. The revolutionary garden power outlet is quite easily integrated into the home network via a router. Thus the connected devices can be conveniently controlled with an app via smart phone or tablet.

All connected devices are networked via a fail-safe special cable. Devices such as the OASE pond pumps AquaMax Eco Expert and AquaMax Eco Titanium, as well as the new fountain pumps of the Aquarius Eco Expert series. Moreover, the drum filters of the OASE ProfiClear Premium series, as well as the illumination components from the ProfiLux Garden LED RGB system, can also be connected. In addition, the radio-controlled OASE products like Water Quintet, WaterJet Lightning and extending to the Inscenio FM Master 3 und FM Profimaster can also be integrated in the system.

Networking offers many advantages: In addition to easy handling and the walking about that is saved, above all the Easy Garden Control System means also means a high level of functional reliability. Owners of koi ponds in particular benefit – they can monitor the filter system via the home network and thus act immediately if there are disturbances or abnormalities.

Thus with the start of the 2017 season the system will offer a variety of possibilities to home and pond owners. However, the innovative ideas in terms of networking will also continue thereafter: In the course of the season, a free-of-charge update for connection to the new **OASE Cloud**, will follow so that pond technology everything associated with it can be controlled from anywhere in the world. For example, temperature curves and flush cycles of the ProfiClear

Premium can be evaluated, and pond owners will be notified of malfunctions immediately via SMS or push-mail.

*New product highlights for the water garden*

In addition to Easy Garden Control, also in 2017 OASE is again offering numerous innovations that facilitate the life with water in the house and garden. In the water garden area OASE is extending the assortment of powerful **Aquarius ECO Expert fountain pumps** with the 22000 and 28000 litre models for large installation – naturally with Easy Garden Control connection for networking with other EGC products. Suitable in this regard a **Cluster-Eco** full-jet nozzle with a diameter of 38 millimetres is available for an impressive fountain height of up to 10 meters – and with very low water consumption. In addition, with the **Eco Control** OASE is offering a clever, EGC-suitable control unit for all AquaMax Eco Expert and Aquarius Eco Expert pumps for smart regulation and control.

The assortment of **AquaMax Eco Titanium** gravity filter pumps will be rounded off on the low end with a 30000 litre variant in 2017. The network-capable, energy-efficient powerhouse is suitable for large gravity filter installations, also with koi stock, and with this performance class ensures that the gap to the AquaMax Eco Gravity 20000 is closed.

Furthermore, in 2017 OASE is presenting the **BioTec ScreenMatic<sup>2</sup> 90000** endless belt flow-through filter with automatic coarse debris separation in the 90000 litre version for ponds up to 45m<sup>3</sup> in size with fish stock. Thus the big brother of the BioTec ScreenMatic<sup>2</sup> 60000 closes the product line gap between BioTec ScreenMatic<sup>2</sup> 140000 and BioTec 30.

The **drum filter series ProfiClear Premium and ProfiClear Premium Compact** will also be integrated in the Easy Garden Control system in 2017: The new ProfiClear Premium EGC is coming with extensive product improvements relative to the predecessor model, and it has an EGC connection for maximum security: Thanks to Easy Garden Control the filter functions can be viewed at any time. However, existing ProfiClear Premium installations can also be upgraded, i.e. they can also be made EGC-capable.

In terms of illumination, with the **ProfiLux Garden LED RGB** OASE is introducing a compact and energy-efficient RGB LED with unique RGB effects without programming effort: Via the FM-Master WLAN EGC the spotlight with the patented underwater connection technology can be conveniently controlled.

*Extension of the assortment: ProMax brand drainage and irrigation pumps*

In the area of drainage and irrigation OASE is also building on the successes of last season's market introduction. The assortment of ProMax pumps combines quality products "engineered in Germany" with the well-known OASE service – and it will now be supplemented with three additional top performers: The **ClearDrain 6000 submersible clean water pump** and the **MudDrain 6000 submersible dirty water pump** round out the product line on the low end with a delivery rate of 6000 litres per hour thus satisfy the frequent request for devices in the entry-level range. The **ProMax Rain 4000 rain barrel pump is also new in the 2017 season**. Thus, like all products of the ProMax series, it is robust and reliable, and in addition it is protected against clogging through a fine filter screen.

### *The OASE brand and communication strategy 2017*

Again end users and retail will be uniformly the focus of the OASE brand and communication strategy in 2017. Here as well the Internet theme will also play a central role: Mid-September 2016 the Online Configurator for the OASE Aquaristic products will be available on the OASE website. On one hand, the online ordering of aquariums and technology via **Online Configurator** is appropriate for the consumer behaviour of modern end users, however on the other hand it also avoids keeping large-volume aquariums in stock for the retail trade, which nevertheless participates in the business and is remunerated for its technical consulting.

In terms of online marketing, OASE relies on the right timing, topicality and a suitable approach to the various target groups. Companies fight on all levels for the attention of existing and potential customers and the number of online media that report on companies, products and services is growing rapidly. But private persons also discuss on the Internet concerning their preferences and experiences with brands, and in this manner can provide direct and indirect feedback – a new form of word-of-mouth marketing that offers great opportunities for companies, but which also demands fast, content-rich communication. Consequently, for 2017 at OASE concerted content development, including video components on the website, and likewise tailored communication measures via search engines and social media will be in focus – so that end customers and retail will quickly find what they are looking for, and will also be purposefully introduced to the multifaceted product world of OASE.

For point-of-sale OASE has put together an exciting package for the Easy Garden Control theme: An attention-getting display with integrated monitor, as well as posters and ceiling banners extensively inform the end customers on site; product videos, online trailers, digital wobblers, advertising banners and newsletters digitally spark the end customers' enthusiasm for the smart revolution. The OASE innovation contest invites customers to develop their own ideas centred on the topic Easy Garden Control. There are attractive non-cash prizes and coupons from OASE assortment to win, as well as participation in the OASE Future Workshop 2017, including a look behind the scenes.

All in all the **2017 season** will again be full of exciting innovations, sustainable products and great promotions for the retail trade and end users – for an all-round perfect water garden from OASE.

More information at [www.oase-livingwater.com](http://www.oase-livingwater.com)

*Founded in Germany in 1949, OASE is one of the world's leading brands in the water garden industry. Our innovative and high quality products fulfil wishes of ambitious garden and pond enthusiasts as well as requirements of landscaping professionals at the highest level. OASE drainage and irrigation pumps offer powerful, reliable technology for various applications around the house and garden. OASE's experience and unique know-how is evident in every product. Experience the robust power "engineered in Germany" and the custom-tailored service offered by OASE. OASE Living Water.*

**Press Contact**

Kathrin Goletz

OASE GmbH

Tel. +49 (0)5454 80 191

[k.goletz@oase-livingwater.com](mailto:k.goletz@oase-livingwater.com)