



July 2008

n the
News



Oxygenics Showerheads Awarded the 2008 Retailer's Choice Award

At this year's National Hardware Show in Las Vegas, 36 innovative products were chosen as the "best of the best" to represent the hottest new products on the market. The winners were picked by a highly respected panel of retail experts who selected the products based on sales potential in retail stores.

Oxygenics showerheads were chosen as one of the 36 winners out of the thousands of products that were showcased at the show this year. Winners were awarded a plaque and highlighted in July's issue of *Hardware Retailing Magazine*.

Oxygenics showerheads use innovative technology to increase the force of water, boost the oxygen content and decrease water usage by 30% or more.

Oxygenics®

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HARDWARE Retailing

July 2008



Product Training Handbook

Getting the **Right Team** Behind You

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AQUA GLOBES™

are a piece of art that waters your plants for you. This innovative new product takes the chore and guesswork out of plant watering. Aqua Globes are individually crafted, hand-blown, stained glass ornaments. Easy to use, just fill with water and insert them into the soil. When the soil becomes dry, it releases air into the Aqua Globes, which in turn releases the water the plant needs. They help prevent overwatering or underwatering of plants and can be used in small or large plants, hanging plants, patio plants and even exotic plants. Aqua Globes are available in a set of 2 including a dazzling cobalt blue and an eye-catching multi-color.

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UPSIDE DOWN TOMATO PLANTER

makes growing tomatoes simpler and easier than ever before. The Topsy Turvy® Tomato Planter works in a simple yet ingenious way. As the sun warms the plant like a greenhouse, the root system explodes and thrives inside the planter. Because Topsy Turvy is upside down, water and nutrients pour directly from the root to the fruit, providing up to 30 pounds of ripe tomatoes per plant and allowing for truly organic growing.



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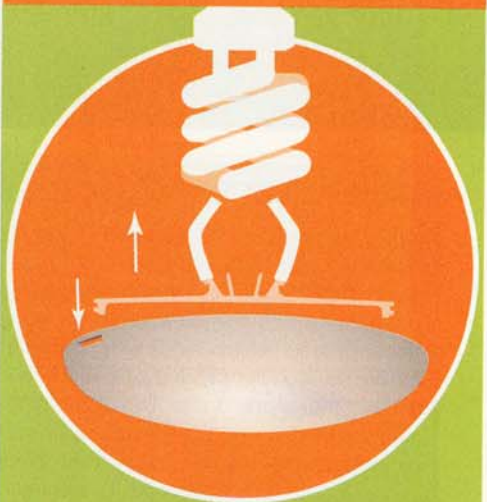
OXYGENICS® SHOWERHEADS

work in a revolutionary way. The innovative technology behind Oxygenics is based on the Venturi Principle. As water enters the base of the showerhead, it is propelled through an accelerator fin to increase the velocity of the water flow. It is then directed through a channel where oxygen is injected into water. The result? Phenomenal coverage and a continuous range of sensations—from a soft relaxing spray to a deep, therapeutic massage to everything in between. The single orifice design of Oxygenics showerheads coupled with internal components made of non-stick Delrin® are no match against common "shower cloggers." There isn't a calcium deposit or sediment that will stand in the way. The Oxygenics system uses patented technology to continually introduce air into the shower water, creating a powerful oxygenated spray. In fact, Oxygenics showerheads, which are available in multiple finishes, can increase oxygen content in your water up to 10 times.

ETL PRODUCTS

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