



## PRESS RELEASE

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### **New Ownership, New Horizons..... a new home for Blagdon.**

Blagdon, the famous water gardening brand, is owned by Interpet Ltd who are market leaders in Pond, Aquatic and Pet products with over 4,500 products, whilst it's Publishing department is the



biggest in its sector with more than 1,000 titles. The company manufactures its own products in the UK, imports products directly from manufacturers outside the UK, and distributes third-party brands both from its parent company (Central Garden and Pet) and from other independent

principals. The head office is based in Dorking, Surrey where both the Pet and Publishing departments operate, whilst the Aquatic Brand Team is based in Bridgwater, Somerset, the home of the Blagdon brand. Interpet's portfolio of brands include Interpet, the world renowned Blagdon pond equipment brand, Red Sea, Pet Love, Pet Safe, Pet Mate, Mikki, Four Paws, Red Rum, Zodiac, and Kaytee. Here we take a closer look at the company.

As consumer needs evolve and the demand for life enhancing products increase, Interpet faithfully push forward in design, development and production, continuing to feed the marketplace with innovative products that meet today's trends. In the past 12 months the Aquatic Team has introduced 62 new pond products and 64 new aquarium products to market, all of which are competitive in their field with a strong emphasis on quality and great value. They continue to maintain this rate of new product introduction and have a multitude of new projects on the horizon which are a direct response to consumer needs.

Having been wholly acquired by U.S.-based Central Garden and Pet Company in Spring 2004, Interpet is now under new ownership. C.G.P.C is a leading innovator, marketer and producer of quality branded products for use in the consumer and professional pet and garden supplies markets and registered a group turnover of \$1.27 billion in the last fiscal year. It is a high performing growth company that innovates, markets and produces quality branded products. Realising Interpet's influence on the industry and recognising the massive potential they present led to the company acquisition and subsequently a significant investment for a new home for the Blagdon brand as part of a vast distribution centre in Bridgwater, Somerset. Interpet are in the process of integrating all of their brands for distribution into one core warehouse which comprises a substantial 8,300 m<sup>2</sup> capacity and racking for over 8,000 pallets. In early 2006 a state-of-the art automated picking system will be in place.

The completion of the new Distribution Centre indicates new horizons for Blagdon and the other Interpet brands. For the Aquatic Brand Team, responsible for developing and testing pond products and innovating the way forward for Blagdon outdoor aquatic products and Interpet indoor products, these new facilities provide unrivalled all purpose built trial and test areas for the next generation of products.

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The outdoor facilities have a total of 58 ponds; all of which vary in size to replicate the variety of consumer ponds. This will allow extended 'real life' testing to be carried out on developing the cutting edge products of the future. The first steps of the next generation can already be seen in the market place today. This level of research and development will ensure that the Blagdon and Interpet brands continue to shape the way forward of water gardening. To substantiate this development, a dedicated Aquatic Brand Technician has been appointed to work with the Brand Managers and co ordinate the test and trial facilities.

The Aquatic Marketing Team based in Bridgwater consists of an Aquatics Marketing Controller Adrian Exell and three Brand Managers cover the Blagdon range, Interpet indoor aquarium lines and all chemical products. They are responsible for sourcing and developing new products, packaging design, product launches and the on-going management of the brands.

Despite the huge corporate development Interpet has undergone in the last year, the company's new Blagdon and Interpet pond product ranges include an impressive number of new products, ready for the 2006 water gardening season. Providing quality and innovative branded products allowing consumers to be successful and rewarded with years of pleasure remains Interpet's philosophy.

So visit your local aquatic or garden centre to see how you can easily create a water garden with Blagdon.

**!!STOP PRESS!!**

See in store for exciting competition to win fabulous prizes during 2006!

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**BACKGROUND INFORMATION:**

Established over 40 years ago, Blagdon are committed to producing a comprehensive range of high quality, easy to use, pond equipment. An ongoing programme of research and development ensures excellent performance and value for all their customers. This product excellence is demonstrated by Blagdon's award winning range of water gardening equipment. As a result, Blagdon's reputation for quality is unrivalled amongst experienced pond keepers and retailers alike.

