

Introducing New Fluval Sea Innovative Products for Marine Hobbyists

MONTREAL, Canada – October 15, 2012 – Rolf C. Hagen Inc. is proud to introduce Fluval Sea, a new and remarkably innovative line of advanced products for saltwater aquariums.

An offshoot of Fluval, our tried-and-true aquatic brand with a successful 35-year track record, Fluval Sea is a comprehensive saltwater line that provides a wide array of superior products for serious marine aquarists.

The New Fluval Sea Line includes:

- Fluval Sea Mineral Supplements
- Fluval Sea Marine Salt
- Fluval Sea Marine & Reef LED Strip & NANO Lights
- Fluval Sea Circulation Pumps
- Fluval Sea Sump Pumps
- Fluval Sea Internal Protein Skimmer



New Fluval Sea Mineral Supplements

Fluval Sea Marine Supplements consist of seven highly-concentrated and pure formulations, all designed to maintain proper levels of trace elements in saltwater aquariums. Free of unwanted contaminants, gluconates, nitrates, and phosphates, they support the right conditions for the healthy growth of marine fish, corals, or invertebrates.

- Fluval Sea Alkalinity: alkalinity-boosting compound, supports strong coral growth and plays a key role in maintaining optimal pH levels
- Fluval Sea Calcium: concentrated form of calcium, helps develop strong skeletal structure of corals and other invertebrates
- Fluval Sea Magnesium: magnesium-boosting compound supports optimal pH and strong coral growth
- Fluval Sea Iodine: iodine-boosting compound supports the growth and condition of corals and other invertebrates
- Fluval Sea Strontium: helps develop a strong skeletal structure and tissue retention, improves growth rates of coral and other invertebrates, such as mollusks, clams and tube worms
- Fluval Sea 3-Ions: blend of Pharmaceutical Grade (USP) calcium, magnesium and strontium, supports coral growth and helps keep marine aquariums naturally stable
- Fluval Sea Trace Elements: blend of 11 key trace elements, supports essential biological processes in marine aquariums

New Fluval Sea Marine Salt

A premium reef mix manufactured in the USA, Fluval Sea Marine Salt is a top quality reef salt with no unwanted impurities. It contains all essential trace elements, ensuring that aquariums benefit from only the best grades of macro and micro elements.

New Fluval Sea Marine & Reef LED Lighting

Fluval Sea Marine & Reef Performance LED Strip Lights provide a balanced combination of multiple LEDs for optimal photosynthetic activity, coral growth & viewing. The full spectrum LED lighting provides essential actinic blue spectral wavelengths that promote and support strong coral growth and color

Fluval Sea NANO LED Lamps are unique compact models designed specifically for nano aquariums, providing all the same benefits as LED strip lights. Two types available: Aqualife & Plant Performance and Marine & Reef Performance.

New Fluval Sea Circulation Pumps

Compact and innovative, Fluval Sea Circulation Pumps minimize tank intrusion, improve energy efficiency, and deliver a gentle, broad stream of ocean-like current. Unlike most competitive models, these efficient circulation pumps are easy to install in aquariums and are outstanding for creating indirect water currents to assist corals. Four models available: Model CP1 (Flow Rate:1000 LPH/For 30 to 60 L aquariums); Model CP2 (Flow Rate:1600 LPH/For 60 to100 L aquariums); Model CP3 (Flow Rate: 2800 LPH/For 100 to 200 L aquariums); Model CP4 (Flow Rate: 5200 LPH/For 200 to 350 L aquariums)

New Fluval Sump Pumps

Fluval Sea Sump Pumps deliver powerful flow rates at various head heights to ensure excellent water flow for sump-equipped marine systems. These high-quality, energy-efficient, magnetic-drive pumps can be plumbed in or out of a sump. Rugged and certified for marine use, these solid pumps feature advanced impeller technology. Three models available: Model SP2 (Flow Rate: 3770 LPH); Model SP4 (Flow Rate: 7200 LPH); Model SP6 (Flow Rate: 12000 LPH)

New Fluval Sea Internal Protein Skimmer

Fluval Sea Internal Protein Skimmer's relatively small size and ultra-silent performance removes an astoundingly large amount of undesirable organic compounds, creating what every marine aquarium desires—pure reef-like water conditions. The skimmer features an easy-to-clean design, adjustable skimming control mechanism, and a multi-venturi impeller.

About Rolf C. Hagen Inc.

Founded in 1955, Rolf C. Hagen Inc. is a family-owned, leading international manufacturer and distributor of pet care products, pet food and treats. Headquartered in Montreal, Canada, the company has sales, manufacturing and distribution facilities in North America, Europe and Asia. The company has a large portfolio of trusted, quality, leadership brands for all pets, including Fluval, Exo Terra, Dogit, Catit, Nutrience, Laguna, Living World, Tropicana, Tropimix, Prime, Habitrail, Marina, Nutrafin and Zoe. For more information about Hagen, visit www.hagen.com.

About Fluval:

A member of Hagen's extensive brand family, Fluval has earned the trust of aquarium hobbyists by making innovative products that deliver many valuable benefits. A leading aquatic brand for over 30 years, Fluval is committed to staying at the market forefront by developing technically advanced and creative products that are easy to use, durable, and convenient. Fluval's pioneering innovation is reflected in its wide product range, from advanced filters to stylish yet practical aquariums designed for casual to experienced hobbyists.