

HAVING AN ACCENT HAS NEVER SOUNDED SO GOOD

New Fluval Accent Aquarium Features Groundbreaking SIMPLETEC Maintenance Technology

MONTREAL, CANADA (July 8, 2013) – Fluval is pleased to introduce the launch of the all-new Accent, a stylish 25 gallon (95 litre) lifestyle aquarium that is positioned to attract new enthusiasts to fish keeping not only for its looks, but for its ridiculously simple maintenance system.

While many people enjoy the thought of bringing nature into their home with products such as an aquarium, Fluval recognized long ago that very few act on that impulse simply because of the maintenance time and complexity involved. Based on that notion, the research and development team at Fluval developed SIMPLETEC®, a revolutionary one-touch maintenance system that allows the user to flush the filter and perform water changes with the push of a button, literally. With this new proprietary technology, aquarium maintenance can be done in record time – about ten minutes once a month. Accent is equally easy to set-up, with installation taking approximately sixty minutes or less.

The Accent also features integrated LED lighting, which is housed in the unit's top frame and remains out of sight from virtually any viewing angle. The LED system is not only energy-efficient and built to last, but also offers separate day and night settings to make for a stunning showcase in your home no matter what time it is.

Available in Espresso brown with matching cabinet (sold separately), Accent is an ideal fit with any of Fluval's Decor series plants, ornaments and other accessories, which can be mixed and matched to create a truly custom look.

The Accent measures 76.2cm long x 45.7cm tall x 31.7cm wide (30" x 18" x 12.5") and comes equipped with biological media, a fresh and clear filter cartridge, 150-watt pre-set heater, water conditioner, biological enhancer and a water collection bucket.



Looks great in homes



Dramatic Nighttime Lighting



Simple to maintain

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, Fluval Sea, 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:

Fluval first broke onto the aquatic scene in 1975 by introducing the world's first 3-stage filter with synchronous motor technology - a landmark breakthrough that is still utilized in the industry today. Since then, Fluval has built a legacy around this pioneering spirit, relentlessly adapting to consumers' changing needs and tastes to build products that are not only at the forefront of technology, but also setting the bar in terms of quality, style and functionality. From filtration to heating, aquariums to food and water care, Fluval prides itself on creating innovative solutions for fresh and saltwater enthusiasts of all ages and skill levels. Please visit FluvalAquatics.com to learn more.