



AQUA 2019 New Product Awards revealed

The winners of the AQUA 2019 New Product Awards were chosen by a panel of highly respected aquatic retail judges, and were presented with their honours at a special dinner attended by over 500 guests on Wednesday, October 18.

The judges chose the winners of seven categories from the highest number of products ever entered at an AQUA show ever – 110 in total.

Their decisions took into account a number of guideline criteria such as product innovation, design, quality, packaging and value for money.

The judges agreed that the New Product Showcase, sponsored by pbwnews, had produced a high calibre of entries with a tremendous variety of innovation.

The awards were presented by show organiser Gordon Thomas and OATA Impact chairman Dr David Pool.

Here is a full list of the winners together with the judges' comments:

Marine Food, Care, Accessories & Decor

Winner: Marine Lab Multi-Test Kit

Entered by: NT Labs

The judges said: The customer-friendly winning product had eye-catching packaging, which provided the consumer with some very important information about water testing. Any product that encourages fishkeepers to test the water in their own tanks more often is a welcome addition to the market.

Marine Equipment & Aquaria

Winner: Dosetronic

Entered by: Aquarium Connections

The judges said: A lot of thought and time has gone into this product to suit people with busy lifestyles. It is a professional piece of equipment that is very user-friendly.

Freshwater Equipment & Aquaria

Winner: OakStyle 230 Urban Grey

Entered by: Aqua One

The judges said: This product offers great value for money, and will attract new customers into the market. It's also looks good and will fit neatly into the home. It's keeping up with lifestyle trends.

Aquarium Food, Care, Accessories & Decor

Winner: Waste-Away Gel Freshwater

Entered by: Aquarium Systems UK

The judges said: This product is very user-friendly and will encourage repeat sales.

Pond Equipment & Construction

Winner: Smart Lights

Entered by: Certikin

The judges said: This LED lighting system has some nice and attractive features, and will appeal in two sectors of the markets – ponds and gardens.

Pond Food, Care, Accessories & Decor

Winner: Deep Water Oxygenators

Entered by: Anglo Aquatic Plant Ltd

The judges said: Pre-packed in an aquatic basket, the winning product not only looks good it is also easy to handle.

Reptile

Winner: Herptile Premium Reptile Food

Entered by: Hikari

The judges said: Attractive packaging made this product stand out.

New Product Award Winning Photographs:

Photographs of the presentations are available online on the web gallery of our official show photographer, SIRA Studio. Here's how to access them:

1. Visit www.sirastudio.com
2. Click on Client Web Galleries
3. Click on the Conference and Exhibitions folder
4. Click on the AQUA 2019 folder
5. On the password screen enter: telford19

For more information contact Neil Pope at press@impact-exhibitions.com or on 07595 442601.