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21 May 2010

## British garden and pet products attract worldwide buyers at two US trade shows

British products in both the garden and pet product sectors have proved to be a big attraction in the North American market according to The Federation of Garden and Leisure Manufacturers which has organised two British exhibiting groups in Las Vegas and Orlando in recent months.

Gardenex, the garden and leisure export division of the Federation, has recently returned from the National Hardware Show in Las Vegas with reports from all of the British exhibitors of sizeable potential orders and the appointment of new distributors from the US and as far afield as Australia and South Korea.

**Autopot Global Ltd**, a specialist in self-watering systems, had a good response at the show. Grow-your-own and raised beds are currently a huge trend in the US, which has resulted in particular interest for the Aquabox which can be used in raised beds. Autopot saw a good mix of distributors and a number of larger mail order companies from the US and from countries such as Australia, Canada, New Zealand, South Africa, and Mexico.

**Denham & Owen LLP** is anticipating several container loads of orders for its VegTrug raised bed vegetable growing system as a direct result of its participation in the show and is expecting to exhibit again next year. The company exhibited for the first time in the USA and benefited from the attractive government grants and Gardenex exhibition package. They were not disappointed, having met with buyers from North America, Germany, France and Australia. In addition to receiving leads from key retailers such as Home Depot and Costco, the company also met with mail order companies, garden centres and potential distributors.

**Motif Design Group** followed its successful first exhibition at the National Hardware Show last year with another good result this year for its Heatmaster™ range of heaters. Having already gained US approval for its main products, the company took the opportunity of enhancing the potential for business development with the appointment of distributors in North America and internationally. As a result of the show, Motif Design is 90 per cent sure of finalising a deal with a major distributor for Australia and saw sales agents, warehouse clubs and retailers from many countries.

**Parasene** introduced two additions to its weed burner range and following negotiations with a number of new mail order and retail customers is anticipating substantial business to result. A seasoned British exporter, Parasene found that the National Hardware Show enabled the company to meet with customers from around North America at one venue, saving considerable time and expense. In addition to US buyers, Parasene met potential customers or distributors from Australia, Belgium, Canada, South America and the UK.

**Pondable** exhibited its novel and practical outdoor dining table which incorporates an easily maintained plug-in pond, and gained a prospective US distributor who is taking the product to show in the summer. Other potential distributors plus retailers as far afield as Jordan were also attracted to the product.

**Straight plc** exhibited its home composters and water saving containers with its North American partner, and reported that the show was a great success indicating an increased awareness and interest among buyers in waterbutts. The company also reported a high level of potential new business leads.

Just two months prior to the National Hardware Show, the Federation's other division, PetQuip, organised a group for the first time at Global Pet Expo in Orlando with similar promising results. All nine British companies reported extensive leads from retailers, mail order companies and distributors of pet products. While around 75 per cent of the buyers were from North America, the British exhibitors reported discussing new business with international buyers from over 30 other countries.

For information on exhibiting at next year's National Hardware Show or other international trade shows on the Federation's calendar, contact Gardenex (The Federation of Garden and Leisure Manufacturers Ltd), the trade association that works on behalf of British companies to help its members increase sales worldwide,

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