



**GD plastics**

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# GD News

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## Welcome Water filters offer opportunities

Welcome to the first edition of "GD News". The aim of our newsletter is to keep in touch with you, the distributors of GD Plastic's products, letting you know of new items in stock, some special offers and some industry trends we have observed along the way.



John McGuinness

There's no doubt that having a reasonable idea as to where markets, people and ideas are headed can be the difference between having a shop full of dead stock and one turning stock over to earn a healthy income.

The solution is to be aware of emerging trends. In these days of diverse interests, diverse pursuits and regional individuality no single major trend is likely to be observed and capitalised upon, but if one looks for and recognises emerging microtrends the success of any endeavour can be greatly enhanced.

To illustrate the point, over the last couple of years there has been a trend in the general community to installing a system of purifying one's own tap water while gardening has seen a trend towards water features.

It is up to us all to work constantly towards providing good products at the right price to meet the wishes of our customers. You can be assured that GD Plastics will continue to work towards this goal and that our aim is to provide you, our product retailers with the best that we can.

In working towards this aim we hope you found our GD Plastics irrigation products wholesale catalogue an improvement this year, and that you will find these newsletter pages of interest also.

John McGuinness - Sales Manager

### opportunities

First it was bottled water, now an increasing number of householders and business operators are turning to water filtration systems to provide better tasting, safer drinking water.

And that leads us to introduce a new item to our product range this year in the GD Fixed and Portable Water Filters. (See pages 54 & 55 of our catalogue).

Many people are realising that by installing a water filter in their home and work place, they gain the benefits of bottled water but at a greatly reduced cost and with considerably more convenience.

The GD Fixed Filters are available in three versions: "The Single Superior", the "Deluxe" and the "Twin Economy".

**Supply:** Self Assembly kits for easy attachment into a building's water supply. Easily installed under a sink, bench top or on a wall.

The filter cartridge lasts for about 6 months with average home use and removes a surprising amount of gunk from



The Single Superior

The Deluxe

The Twin Economy

water supplies leaving the water with a much more pleasant taste.

These filters have the capacity to remove not only sediment and chlorine but 99% of all bacteria, so they're highly efficient, and whatsmore, excellent value for money.

**Your ROI:** Wholesale from approx \$100; Retail just under \$200.

NB: Water filter installation specialists are charging close to \$300 for a similar product.

**Cartridge filters:** Wholesale for \$20; Retail for approx \$35.

## GD Plastics is here to help you.....

GD Plastics is an irrigation and water management business committed to ingenious product innovation and exceptional customer service, supplying products that offer good value and the promotion of intelligent, efficient and effective use of water.

We offer the largest range of Plastic Irrigation Risers in Australia.

Additionally, we distribute or manufacture Pop-Up Sprinklers, Threaded and PVC Fittings, Valves, Piping, Hydroponic Equipment, Water Filtration Products, distributing throughout the country.

GD Plastics is the West Australian wholesaler for brands such as Hansen, Tuff Taps, Philmac, Fiskars, Apex, Pondmate and Herbie.



**GD plastics**  
IRRIGATION PRODUCTS

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# Trends point to another year for ponds and water

With the ever increasing popularity of water gardens, we're delighted that PondMate has continued to expand its product range.

With a range of products from underwater pumps to garden and pond lighting to water cascades, rock ponds, pond liners, biological pond treatments and water falls there's a fantastic collection of products to mount an attractive display and to meet the needs of most enthusiasts.

Among the most interesting of their new product items are the water cascades which can be used either indoors or outdoors or anywhere in between such as patios and balconies.

Available in stainless steel or copper in a range of sizes, these cascades create an attractive display of water, some of which give most appealing water-flow sound effects.



We have a number of posters that could be displayed and are keen to help you with a point of sale product display by placing product items on consignment.

Brochures of the PondMate range are available if you don't have them already.

# Rooter pots make plant cloning easy



Retailers with enthusiast gardener clients should make a point of introducing the rooter pot system of plant grafting to them as it makes such a vast improvement on the old system of cutting and striking for plant cloning.

Rooter Pots are ideal for cloning old fruit trees and vines, but are applicable to most trees and shrubs.

The rooter pot was invented by a nature enthusiast in Spain who has won a number of design awards for its ingenuity.

Made from a casing of articulated plastic with a conical body that prepares the plant for a shock-free transplantation, the rooter pot is

simply wrapped around a branch that subsequently forms roots to become the basis of the transplanted clone.

Among the benefits of these pots is the fact that the effective transplanting generally takes just 3-4 months in comparison with one to two seasons.

Several rooter pots can be placed onto the one tree, and what's more the pots are re-useable.

Your ROI: Wholesale prices: Small pots \$3.04 Large pots \$5.54  
Further details in the GD Catalogue pages 58/ 59.

## Have you checked out the new catalogue?

We hope that by now you've had a chance to check out the 2004/2005 season's GD Plastic's wholesale catalogue.

The catalogue has been expanded to not only include a number of new product items but to give more technical information and data.

This, in particular should help you when planning reticulation/ irrigation systems.

Among the new product items are a new range of brass valves that are particularly well priced.

We have tried to keep prices stable for the coming season but unfortunately there have been some small increases due to material costs rising.

## Introducing the team....

When you're contacting GD Plastics by phone, it's always better to be able to place the body behind the voice, consequently we'd like you to meet Wayne Hasson and Dakin Pursell.



Wayne serves as Customer Service and Warehouse Supervisor while Dakin is a member of the Sales representative's team.



Both members are keen to serve you and would welcome your call.

