

## Aquascape Renews Relationship with Tsurumi

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Aquascape Designs' new name and logo. More than 1,100 pond contractors and retailers attended Aquascape Designs Inc. week-long Camp Pondemonium 2006 in July, where owner Greg Wittstock made several announcements about the company, including a strategic partnership with an old client. Aquascape is re-establishing its exclusive relationship with Tsurumi, a Japanese pump manufacturer, on Nov. 15.

"We're re-entering our relationship with Tsurumi and will have exclusivity with them in the marketplace," Wittstock said. "Other distributors will have the ability to purchase the pumps through us, but will not be able to go to Tsurumi."

Wittstock also unveiled a name and logo change. Aquascape Designs will officially change its name to Aquascape Inc. to reflect a sleeker corporate brand for the company. The Aquascape name will appear on its NurseryPro and UltraPond lines, and the name AquascapePro will appear on its professional contractor's line starting in 2007.

Aquascape Designs President Greg Wittstock addresses Camp Pondemonium attendees. The company has also changed its logo with the characteristic 3-D frog, now in a 2-D format to show innovation, said Michelle Kurschner, director of marketing.

"We need to stay strong in the market and be two steps ahead," Kurschner said. Aquascape gave away free hats and T-shirts with the new logo to Pondemonium attendees.

Also new for 2007 is a line of upscale, brass and stone decorative items for water features. The new catalog will be out Sept. 1.

Wittstock used part of his "State of the Water Garden Industry" address to discuss his reunion with his father, Gary Wittstock. Aqua-scape acquired Gary's company, PondSweep Manufacturing, in March, after almost nine years of competition, and hired Gary as a full-time consultant.

Greg and Gary hugged on stage to a standing ovation. Both father and son talked to the group about their new relationship. Gary said the best part of their reconciliation is spending time with his grandchildren.

Attendees at the conference, held in St. Charles, Ill., near the Aqualand headquarters, participated in a pondless waterfall-building contest, attended Pond College classes and networked with other contractors and Aquascape professionals.

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