

OASE to Stop Selling Pond Products in North America

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Citing the ongoing economic crisis and outlook, OASE Living Water decided to stop selling pond and water garden products in North America effective Dec. 31. OASE Living Water plans to expand its pond and water garden efforts in its European core markets.

"It came down to deciding where to invest our resources," said Andreas Szabados, chairman and chief executive officer of OASE North America Inc. As a company, OASE North America Inc. wants to expand and introduce new products in 2010 and 2011, which will require extra resources, Szabados said. By ceasing water garden operations in North America, which is not OASE North America Inc.'s core market, the company can expand, he said.

OASE Living Water sent out a letter to its North American customers on Oct. 13 informing them of the decision. Szabados said he already received feedback from within the pond and water garden industry.

"There has been a fair amount of disappointment," Szabados said. "There also has been understanding and even appreciation that we will stand behind our products and maintain a high level of support."

Szabados said that OASE Living Water will continue to fulfill its commitments regarding spare parts, technical support and warranties for pond and water garden products already in the market. OASE Living Water also intends to fully cover its warranty obligations. Warranty replacement products remain available.

OASE Living Water will continue operations in North America in the areas of fountain technology and lake management. A comprehensive commercial products catalog will become available in the near future.

Szabados said he knows of no plans to reduce staff. OASE North America Inc., currently in Corona, Calif., plans to move to another Southern California facility, Szabados said, but the move is unrelated to the current news. The relocation plan has been in the works for a while now, he said.

In the letter to its North American customers, Szabados said, "I understand that many of you will be affected by this change in direction in a variety of ways. I would very much welcome specific questions or concerns being brought to our attention so that my team and I can make the transition as smooth as possible for all of us.

"Most of all, I wish to thank you for your support of OASE's water garden products over the past years," Szabados said. "I sincerely hope we can count on your support of our endeavors in the future."