

Sicce Enters North, Central American Markets

Thursday, Jan. 21, 2010, 5:30 p.m., EST

Syncra DW Pond Pump

Sycrapond Pump Sicce S.p.A., an Italian-based manufacturer of aquarium and pond products, entered the North and Central American markets with the formation of a new distribution operation, Sicce USA. Based in Knoxville, Tenn., Sicce USA carries a full line of aquarium and pond pumps and filtration systems as well as pond lighting.

Sicce USA CEO Ralph Cabage said the new operation will supply independent aquarium and pond dealers through established distributors, while providing direct support to both. "After 2 and a half years of research and organizing, we felt like it was an opportune time to start this company because of the economic downturn and the lack of larger manufacturing companies protecting margins for independent dealers and distributors," Cabage said. "These dealers demand and want to have the support of high-quality, large companies like Sicce."

Sicce S.p.A. has more than 35 years experience in the aquarium and pond industries. Cabage said Sicce S.p.A. serves major markets in eastern and western Europe, Asia and Australia.

So far, Sicce USA has signed with the following distributors: Aquarium Life Support Systems of Knoxville; Discount Pond Supplies Inc. of Lebanon, Va.; Reef H2O of Tempe, Ariz.; Southeast Pet of Austell, Ga.; and Water Landscape Supply of Des Moines, Iowa. Sicce USA is scheduled to exhibit at Global Pet Expo March 25-27 in Orlando, Fla.