

EasyPro Revamps Water Treatment Line

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EasyPro Pond Products' newly repackaged water treatment line is designed to create a cohesive look. EasyPro Pond Products is offering a new POP display that includes a four-shelf rack and 100 bottles of the company's best-selling products. EasyPro Pond Products of Grant, Mich., made several changes to its water treatment line, such as redesigning the packaging, increasing formula concentrations and lowering prices. EasyPro Pond Products' vice president and co-owner Dave Ouwinga said the company projects a 250 percent growth in sales for 2010 over 2009's sales as a result of the water treatment line revamp.

"In the past, our water treatment line was a convenience line for us, allowing our distributors these products without having to buy from someone else," Ouwinga said. "Now they are our focus and considered a core item of the EasyPro product line."

Two factors prompted the water treatment line revamp, according to Ouwinga -- a desire to create a cohesive "family look" and the ability to increase concentrations of active ingredients. To create a consistent look throughout the water treatment line, EasyPro Pond Products now packages all of its products in round bottles. (Previously, some products were packaged in flat, "D" handle bottles).

Newly designed, larger labels add to the cohesive appearance and provide more information for consumers, Ouwinga said. Uniform sizing represents another aspect of the water treatment line revamp. The core line, including bacteria, barley extract, water conditioner and water clarifier, now comes in 16-ounce, 32-ounce and 1-gallon containers.

"As a consumer, if you need water conditioner and pond bacteria, which have the same dosage rates, you want to buy them in equal size containers," Ouwinga said.

In terms of formula changes to the water treatment line, Ouwinga said EasyPro Pond Products greatly increased the concentrations for its water conditioner and defoamer products. In addition, other products were tweaked to achieve a consistent dosage rate of 2 ounces per 1,000 gallons of water.

The average price of the water treatment line overall was reduced by 15 percent. According to Ouwinga, some items were reduced by 30 percent. He said this was made possible in part to savings EasyPro Pond Products achieved in production improvements, "but a lot of it was a joint effort between us and the packager of our products to trim margins and make up the difference in increase volumes."

EasyPro Pond Products is offering a POP display that includes a 27-inch-wide-by-18-inch-deep-by-75-inch-high display rack and 100 bottles of its best-selling products. The dealer price for the display is about \$1,500 (the rack is free). The package retails for \$2,400, according to Ouwinga.