

## Pond, Water Garden Pump Kits Prove a Big Hit

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All the rage in Europe, manufacturers and distributors also report growing interest in pump-filter-ultraviolet sterilizer combinations. These kits mainly are designed for novice pond and water garden owners or do-it-yourselfers with small or preformed ponds and water gardens who want More pond and water garden manufacturers provide the fountain ornament, pump and basin in one kit. (Courtesy of Laguna Water Gardening)to add filtration and a waterfall, said Jason Blake, president of The Pond Guy in Marine City, Mich. "They throw this in their pond and plug it in," Blake said.

"Their pump is running and they can run their fountain," Blake said. "It's been extremely popular, especially for small preformed ponds that did not have adequate filtration. They've only got maybe several hundred dollars into the whole pond itself, and they don't want to spend too much, so they can buy an all in one solution for less than \$250. It can literally be set in the pond and running within 15 minutes or less."

Fountain and pond and water garden ornament manufacturers also package their pumps with the fountain head to create an easy solution for pond and water garden owners looking to add movement to their features. these kits take the guesswork out of choosing the right pump for the job, said Melina Adams, assistant category manager for Laguna Water Gardening in Mansfield, Mass.

"Instead of offering an ornament on its own, manufacturers are offering the ornament, the pump and the basin all in one kit," Adams said. "It's ease of use for the consumer. They don't have to wonder what pump goes with the feature. It becomes a one-stop point of purchase rather than the consumer running around the store and trying to figure out what they need."