



TRICOFLEX



TRICOFLEX : Towards more perfection !

1/ The hose structure has been totally re-engineered

It is now even more sophisticated and includes a more fine-grained, denser, PVC foam. Having a higher resilience, this foam is more elastic and brings a greater comfort of use. As it better absorbs shocks during use, the hose is softer to handle and more durable.

This new foam is depicted for the consumer and the trade through a new logo : HIGH RESILIENCE FOAM.

Picture shows the very fine-grained PVC foam, that gives more resistance to shocks during use.



This new PVC foam gives better resistance to kinking and torsion. Water always goes through !

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2/ **The outer layer look** has been updated thanks to new pigments similar to those used on Super Tricoflex and Super Tricoflex Expert. While keeping its yellow traditional colour, TRICOFLEX now offers a new pearly look, synonymous with high quality.



3/ TRICOFLEX packaging is revamped.

Taking into account the success of SUPER TRICOFLEX and SUPER TRICOFLEX Expert, TRICOFLEX has now been changed to a deep blue pack in 12,5, 15, 19mm diameters , more in line with its high quality level while being more attractive and up-to-date.



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New Pack :

HIGH RESILIENCE FOAM logo :

- reassuring technical logo
- distinctive product feature in comparison to competition

This reinforces the position of TRICOFLEX as a highly specified technical and high quality product

New die cut depicting the new "super cellular" PVC foam.



Packed in accordance with the 2007 graphic chart but printed with a deep blue pantone in order to emphasize the high level of quality.

Packaging background more three-dimensional.



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2008 features :

TRICOFLEX : Towards more perfection !

- A new PVC foam giving :
 - more resistance to torsion and kinking
 - An even more elastic original touch
- A logo which illustrates this new technology
- A sales talk much more sophisticated than in 2007 :
 - New process : "*super cellular*"
 - High Resilience Foam Logo
 - New deep blue finish packaging
 - New looks for the outer layer :
 - Environmentally more in line with present consumer expectations
 - An updated yellow

