



Case Study

Hoselink

Hoselink is a family owned and operated company devoted to providing its customers with reliable and water efficient products in order to ensure the best possible watering experiences. The company's founder, Tim Kierath, envisioned an innovative gardening product that would ultimately renovate garden hose fittings, reducing undesired leaking and bursting. Now, with that vision progressing, Hoselink has grown from a small-scale business in 1998 to a flourishing company with over 150 high quality gardening products. Hoselink is committed to producing no-burst hose fittings and supplementary products that make watering an easy and effortless task for its customers. With thousands of affirmative and enthusiastic verified reviews regarding its products, it is evident that the company has accomplished its ambitions of high-level customer satisfaction.

Hoselink has been working with Smart Approved WaterMark since 2008 to demonstrate to its customers that the products are water saving and efficient. Hoselink Marketing Manager, Michelle Di Micco, recognizes that customers look for external validation when purchasing water saving products. **"I felt that having that external approval would give additional credibility to our products and the claims that we make,"** Di Micco said. Hoselink has utilised the Smart WaterMark in commercial advertising as well as on their product pages on the website. **"I think it looks legitimate and that it is very beneficial and an additional help in convincing customers that the product is worth investing in,"** Di Micco expressed.





No-Burst Hose Fittings

Both the Hose Connector with Flow Control and the Premium Ned Kelly Starter Kit are standard no-burst hose fittings, meaning the fitting is clamped securely to the hose through a dual-action technology. The hose goes over a stem with a barb in it which grips to the hose internally, while a split ring is screwed on and clamped to the outside of the hose, resulting in the hose being gripped both internally and externally. Additionally, between the fittings is a bayonet type connection with an O-ring on either side of the fitting, providing it with a watertight seal. These unique features make it nearly impossible for the fitting to burst. "The fittings have been tested up to 550psi, and homes that have high water pressure would be at about 100psi, so we're very confident that the hose will never burst off and therefore it won't waste water from unreliable fittings that can burst and leak," Di Micco explained. Ultimately, these approved products successfully save water by providing durable hose fittings with a watertight connection to prevent leaking as well as bursting.

Products Approved by Smart WaterMark



Hose Connector with Flow Control

The Hose Connector with Flow Control is a state-of-the-art hose fitting that is designed to increase water control and establish a leisurely, convenient watering experience for gardeners. It effectively achieves this by attaching to the spray end of the hose and essentially acting as the tap. The ball valve inside the connector allows for more control by permitting the tap to be switched on or off with a close-by lever as well as enabling the adjustment of water pressure, all without having to run back to the tap. This innovative product makes managing water flow simple, ultimately reducing the amount of water that is wasted when switching watering accessories or moving to turn off the tap.



Premium Ned Kelly Starter Kit

The Premium Ned Kelly Starter Kit is a Hoselink best selling product due to its user-friendly design and reliable, high quality hose fittings. The Kit includes the Premium 7-Function Spray Gun, Universal Tap Connector, Accessory Connector with Swivel and 2 Hose End Connectors. The Spray Gun allows for exceptional water control with 7 various spray settings while the spray lock feature makes for effortless bouts of long watering. Additionally, the accessory connector with integrated swivel function allows full movement of the spray gun when watering without having to worry about the hassle of tangling the hose. Since the face of each fitting is designed to be identical, every part of the hose fitting system is interchangeable, which makes all connections simpler without the requirement of extra parts.

Water Savings

According to Sydney Water, a single leaking tap could waste up to 2,000 litres a month, meaning that customers who purchase Hoselink no-burst hose fittings could potentially save 24,000 litres of water each year.

Source: www.sydneywater.com.au/SW/index.htm



Spotlight

Michelle Di Micco, Marketing Manager

Michelle Di Micco has been with Hoselink since 2009 and is responsible for all aspects of marketing the business. She has been part of the journey from small home-based business to nationally recognised company. Gardening is a hobby of Michelle's and she is conscious of saving water both for the environmental and financial benefits.