



## FOR IMMEDIATE RELEASE

Issued by: Pisces Laboratories

Media contact: Trevor Huttley

Phone +61733741839

**BRISBANE, Queensland, Australia – June 1, 2016**—Pisces Laboratories is proud to introduce their super-hit of Australia—rocks in boxes at SuperZoo 2016. This will be Pisces first exhibit at SuperZoo and they will be showcasing many of their Australian made products which are now available to an international audience. We will be present at **booth 4195** SuperZoo 2016.

Until now, our hand picked authentic range of natural aquascaping rock was exclusive to Australia. Great care has been taken by our master designers to deliver you the perfect natural scenery hand picked for use in Iwagumi and Amano style aquariums, biotope aquariums, terrariums, bonsai and traditional Japanese rock gardens. The boxes are barcoded and attractively packaged for retail display, making merchandising easy. Pictured below are samples of the packaging and contents of the box displayed to the right.



New Zealand Red Lava is unlike any other on the planet. Its unique colours and texture have not been discovered in any other volcanic location worldwide. The rich red colours of the molten magma form not only an exceptional scene for any aquarium, but act as a biological filter bringing balance and promoting positive bacteria growth which helps maintain crystal clear waters.

The deep purple colours of this rare find are unique to a particular volcano in New Zealand. Years of exploration have resulted in this amazing discovery. While the purple lava offers the same excellent aquarium balance properties as the red lava, the uniqueness and rareness of this lava makes it a must have for any aquarium enthusiast.





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BACKGROUND—Pisces Laboratories is the technology and export branch of the Pisces Group. The Pisces Group consists of four companies and is the largest manufacturer and wholesaler in the Australian pet industry.

As part of a family owned business with over 120 staff we offer the best in customer service and quality products at an affordable price.

The Pisces Group has been operating for over 45 years and supplies more than 90% of all retail pet shops, zoos and other industry related businesses Australia wide. The Pisces Group is one of Australia's most trusted and well-loved brands.

Our products include aquarium & reptile sands, coral sand, fighter jewels, New Zealand river gravels, quartz gravel, New Zealand iron sand (ultimate substrate for exceptional plant grow), New Zealand scoria (excellent bio-filter aquarium substrate), exquisite aquascaping rocks, spectacular lava rocks; reptile gutload, superfood and calcium; reptile bedding and small animal bedding made from Australian araucaria and reptile bark made from Australian cypress; hermit crab and spiny insect habitat kits; aquarium water treatments; aquaponic, hydroponic and aquarium kits; slim hanging filters; submersible pumps; internal filters; air pumps; nano sponge filters; filter media; stones, nets and other accessories.

We will be present at **booth 4195 SuperZoo 2016**. Drop by and chat with Andrew, David and Sadie.

## ENDS ##



Australia's  
largest manufacturer  
of reptile & aquarium products

Pisces Laboratories Pty Ltd Phone +617 3374 1839 Fax +617 3374 2393  
Email sales@piscesusa.com PO Box 200 Kenmore Queensland 4069 Australia

[www.piscesusa.com](http://www.piscesusa.com)