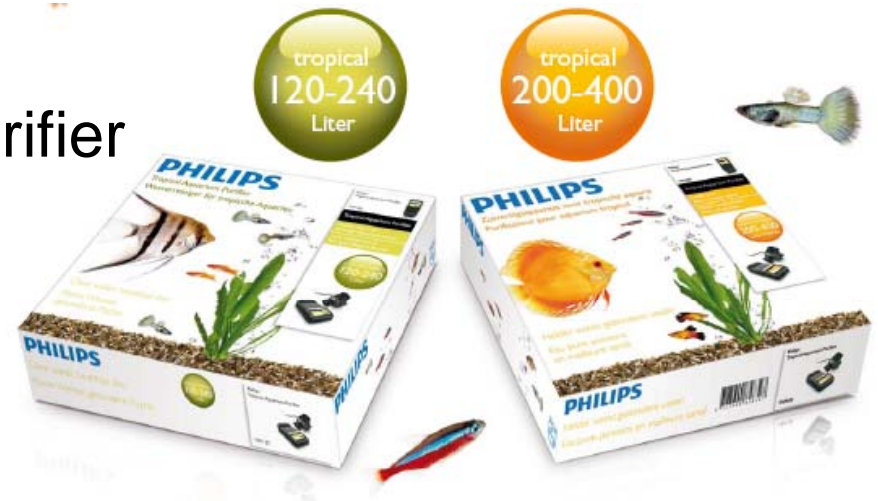


# PHILIPS

sense and simplicity

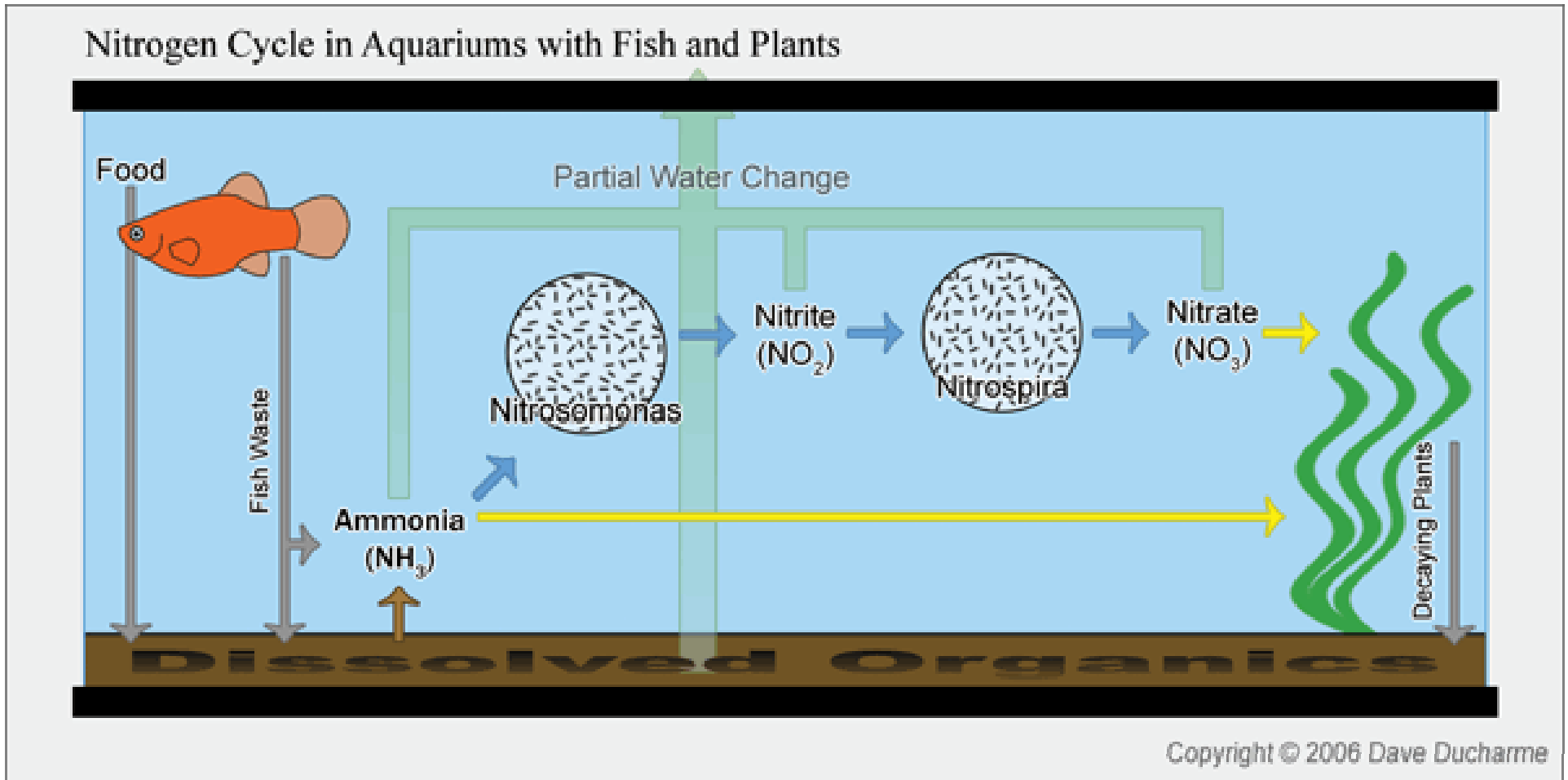
New product introduction:  
Philips Tropical Aquarium Purifier



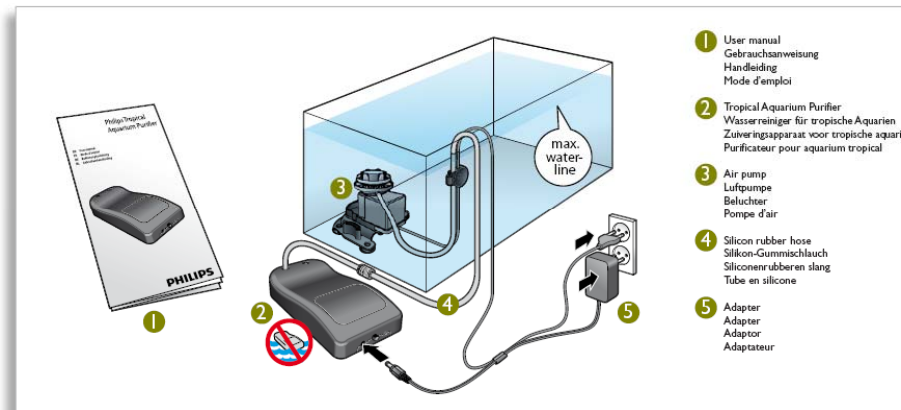
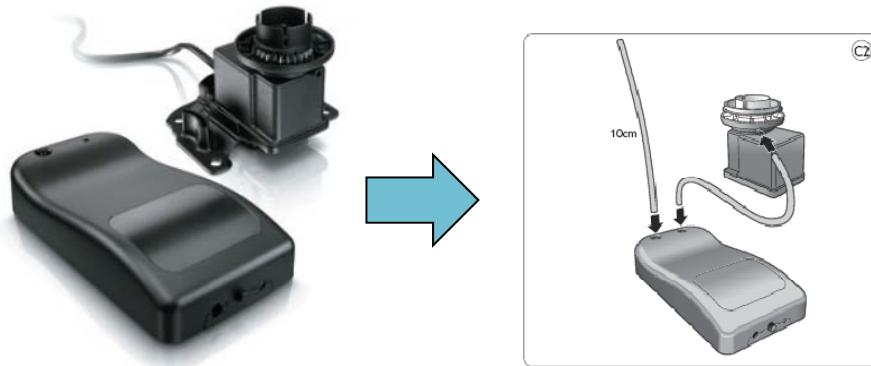
Ben de Smit  
Philips Lighting Terneuzen, The Netherlands  
11/06/09

Application of current TRIO unit:

- Purify the water of a fish tank by accelerating the nitrogen cycle



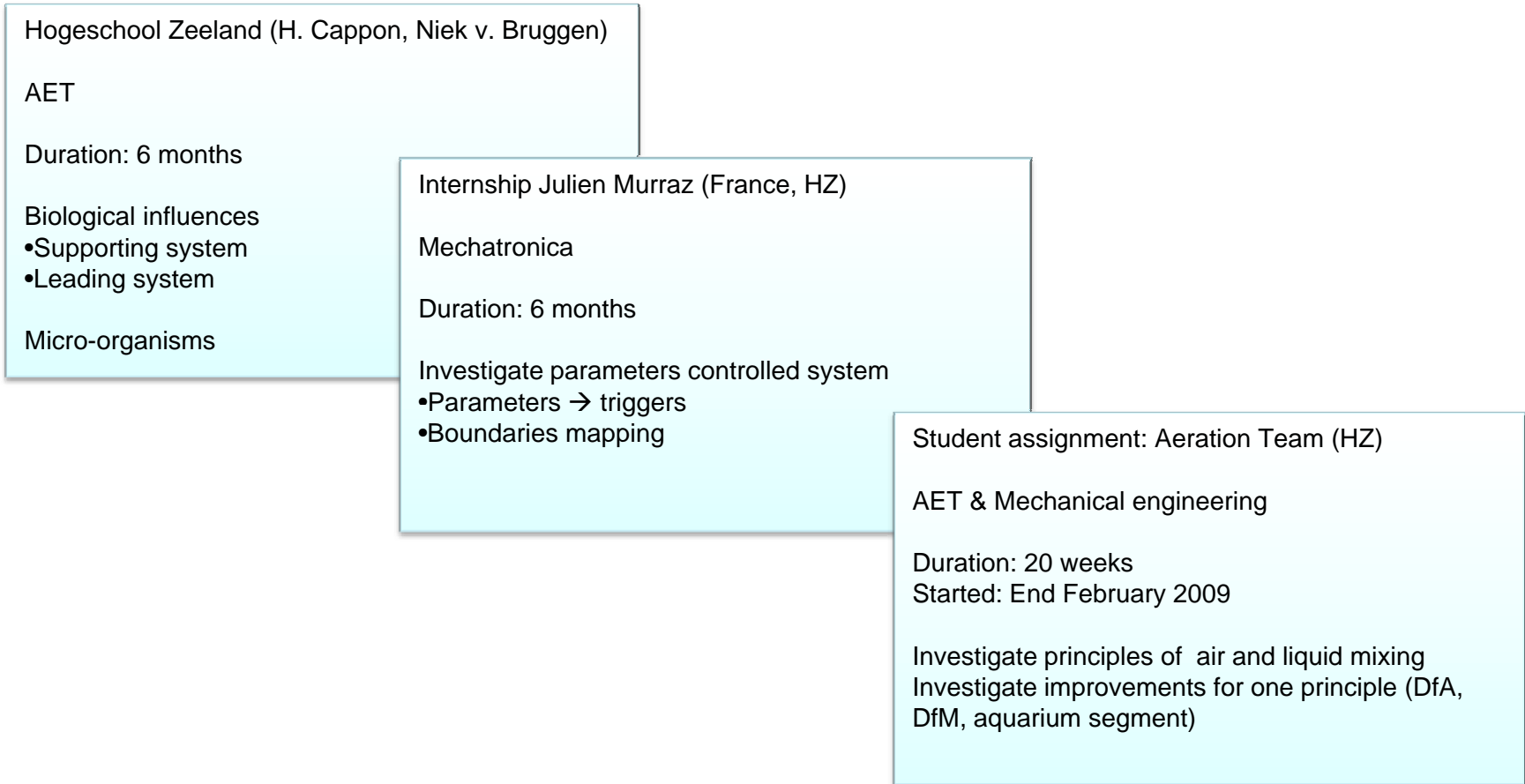
## Philips Tropical Aquarium Purifier Productvoorstelling



- Ozon-apparaat + aerator
- Toepassing in tropische aquaria
- PHILIPS-branded
- Naam: Tropical Aquarium Purifier
- Voordelen (hoofdclaims)
  - Helder water, gezonde vissen
  - Weinig onderhoud
  - Snelle opstart & installatie
- 2 uitvoeringen:
  - 120 – 240 Liter (TAP120)
  - 200 – 400 Liter (TAP200)
- Minimale en precies gedoseerde hoeveelheid ozon wordt in het aquarium “gezogen” middels aerator en oxideert organische vervuiling
- Zeer laag energieverbruik

# Technology investigation – Students/University

## Ozone & water



**PHILIPS**

Philips Tropical Aquarium Purifier  
Product – Prijs – Place – Promotie



I feel  
goooooood!

Clear water,  
healthier fish

- ✓ clean, crystal clear water without any hassle!
- ✓ no more need to changing or cleaning the water every 3 weeks
- ✓ fitter and healthier fish

**PHILIPS**

the new aquarium purifier

**PHILIPS**

Philips Tropical Aquarium Purifier  
Product – Prijs – Place – Promotie

Omdoos → shelf ready packaging

Display

