

aquatictrader

THE UK'S LEADING MAGAZINE FOR THE AQUATICS INDUSTRY

Accentuate the positive

How to make fishkeeping a pleasure from the start
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Stop poisonous harvesting

John Dawes on the campaign to stop sodium cyanide being used to collect marine fish.
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The tangled web

Cautionary tale from an aquatictrader reader.
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Fish are good for you!

CASCO and Reef One have unveiled a new initiative – the BiOrb Program – to help Autism Speaks, a US organisation dedicated to funding research into the causes, prevention, treatment and cure of autism.

Studies show that watching fish can help reduce stress and anxiety, promote relaxation and enhance learning abilities to provide healing benefits for children with autism.

Casco and Reef One have designed a special biOrb (pictured right) in Autism Speaks' trademark blue colour and will be donating a portion of the proceeds from the sale of the blue biOrb to the charity to help autistic children throughout the US. The two companies are also donating blue biOrbs to autism treatment centres across the States to contribute to the healthy, soothing environment necessary for autistic children.

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Statistics show the odds of being diagnosed with autism are 1 in 150 – that's almost 1.5 million Americans. Autistic children have difficulties with social interaction, problems with verbal and non-verbal communication and repetitive behaviours or narrow obsessive interests. Currently, there are no effective means to prevent autism, no fully-effective treatments and no cure.

"We are honoured to help this organisation and cause any way we can," said Craig Dewalt, president and CEO of Casco Group Inc. "Autism is a tragic disease and we hope the biOrb can help promote healing and relaxation for

autistic children and ultimately help fund and find a cure."

The biOrb is a simple globe-shaped acrylic aquarium that is virtually self cleaning. It combines the 360 degree visual appeal of a traditional fish bowl with the technology of a modern aquarium. The 30-litre globe features an easy-to-change cartridge filtration system that keeps water clear and provides a healthy habitat for fish. While traditional biOrbs come with a variety of different coloured tops and bottoms, the Autism biOrb comes only in the organisation's trademark blue.

Casco and Reef One say they are also dedicated to promoting educational messages about autism through the company's marketing materials and outreach efforts.

The Autism Speaks biOrb was launched at the Global Pet Expo in Florida last month.



Jungle Trade Supplies takes over Peak Aquatics

AQUATICS and reptile importer and wholesaler Jungle Trade Supplies has taken over Derbyshire-based Peak Aquatics.

Jungle, a subsidiary of Felmax Ltd, is based at the former Peak Aquatics HQ in Buxton, where it has a trade shop as well as handling telephone orders for delivery throughout mainland UK.

The company stocks more than 1,500 product

lines, including tropical and coldwater fish, and supplies everything for the rapidly-expanding reptile sector, from livestock and foods to housing and substrates – as well as exotic spiders and insects.

Although a new business, formed just before Christmas, parent company Felmax and subsidiary Jungle Trade Supplies are backed by many years experience in the sector.

Reptile



Aquatic



Birds



Small Animals

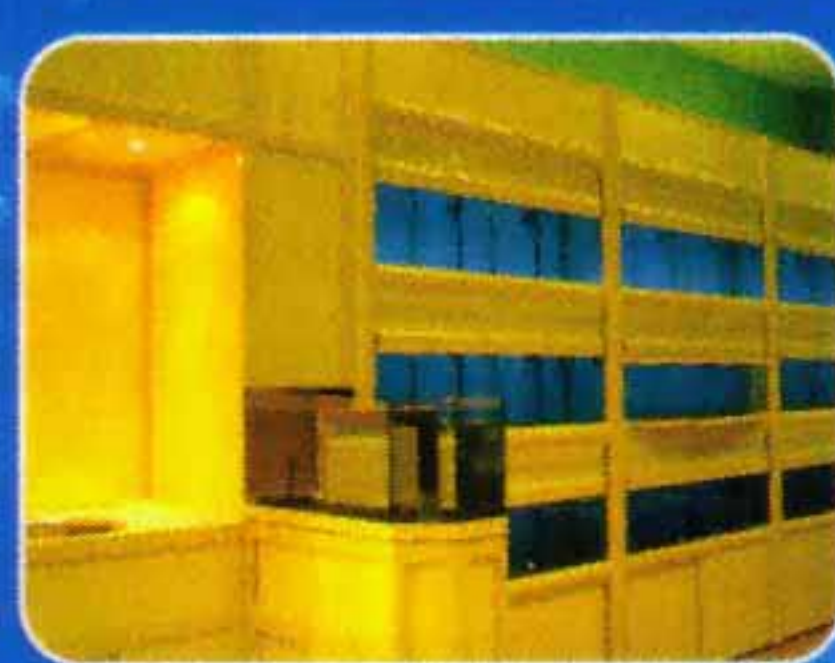


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