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# **Gardening & Home Improvement**

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**New Era for Gardening & Home Improvement** 



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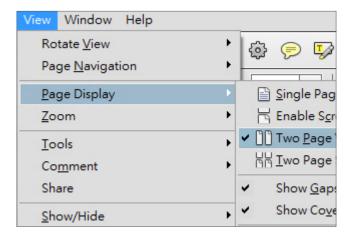
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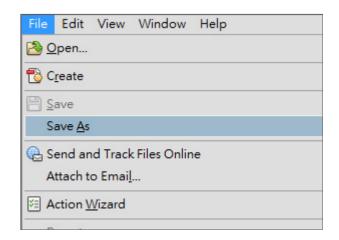
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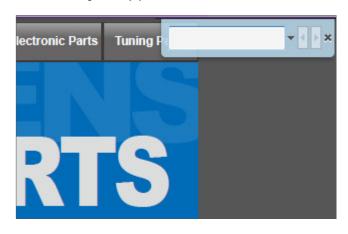
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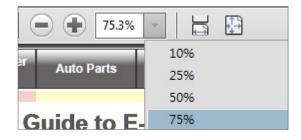
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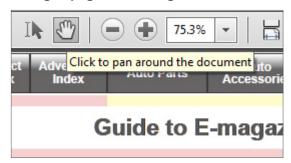


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#### **Contents**

- Gardening Tools
- Watering & Irrigation Equipment
- Power Gardening Tools & Parts
- Hardware and Accessories
- Agricultural Machinery and Accessories



# Garden Media Report says Americans actively engage in gardening for well-being

By STEVE CHUANG

Gardening is increasingly associated with a healthy lifestyle, according to the "2015 Garden Trends Report" issued by Garden Media Group that says "People (in the U.S.) see both outdoor and indoor spaces as extensions of themselves and are making conscious decisions to use plants and garden products as tools to increase their overall well-being, lead a sustainable lifestyle and make positive impact on their communities and the planet."

With ever more consumers engaged in leisure gardening to not only enjoy playing in dirt and nature, but to create healthy lifestyles and individualized spaces in their backyards, the so-called "Bed Head" garden style is therefore identified by the report as a growing, interesting trend among others.



Garden cutting tools with light weight and userfriendly functions are popular with ordinary gardeners. (photo courtesy of Wise Center)

The report indicates that the "Bed Head" style means the purposefully, casually non-styled outdoor spaces created from the result of intentionally working within the natural landscape, which calls for use of native plants to increase diversity, balance and ecosystems without too much water consumption in irrigation, primarily because gardeners with such preference tend to be inherently laid-back. Within this scenario, easy-to-hold, budget-priced garden cutting tools, including floral scissors, hedge shears, loppers, pruning shears and many others are likely to gain more popularity in the near future.

For global buyers and entrepreneurs interested in the gardening product market, Taiwan has a sound reputation as an ideal source of high-quality, marketable garden cutting tools, with the industry going back many decades and boasting a considerable number of suppliers clustered in Taiwan's central region covering Changhua and Taichung, where suppliers with exceptional production techniques and flexibility, as well

as excellent R&D capability, have worked with global buyers to effectively help build sales and profitability.

A few notable suppliers include such globally known names as Wise Center Industrial Group, Winland Garden Tools, Jiin Haur Industrial and Ho Cheng Garden Tools, all of whom have just launched new products to meet demand resulting from the abovementioned trend.

# Edible Gardening to Fuel Growth of Watering & Irrigation Equipment Suppliers

Dutch Ministry of Foreign Affairs reports rising trend of edible gardening in EU

#### By STEVE CHUANG

With occasional reports of food shortage resulting from climate change and tainted foods as well as people more aware of the importance of healthy lifestyle and food, edible gardening or growing one's own fruits and vegetables has emerged as a focal point for consumers and backyard gardeners in developed countries, a trend confirmed by not just market observers, but also European governments.

For instance, CBI (Centre for the Promotion of Imports from Developing Countries), an agency under the Netherlands's Ministry of Foreign Affairs, issued a report two years ago to indicate a significant trend for growing one's own food, including vegetables and herbs that are seen as a more sustainable and healthier option than going to the grocery store, across the euro bloc. Health consideration aside, the sense of satisfaction and bragging rights with presenting one's homegrown crops at the table is also among incentives for consumers inclined to be backyard farmers.

Consumers' tendency for growing own food in their gardens, backyards and even balconies has gained popularity in the U.S. over the past few years as well. According to a report by Garden Media Group, an estimated 47 million Americans had plans to growing edibles in 2013, up 3 percent from 2012. Consumers' participation in growing crops at home is expected to further increase in the coming few years, given that 73 percent of polled consumers in Garden Media Group's survey agree "Growing Your Own Food"



Taiwan has a large number of professional manufacturers of watering and irrigation supplies and accessories (photo courtesy of Cheng Yeau).

assures better taste, nutrition and quality, the substantial elements of a healthy, enjoyable lifestyle. This will lay a solid foundation for promising growth of the segment for watering and irrigation supplies, in addition to conventional lawn maintenance.

For suppliers of those products, the rise of greenhouse food production is equally important to the trend mentioned above. With steadily surging global population, along with climatic instability, raising concern about crop production, greenhouse equipment, including watering equipment and related accessories, has created a lucrative market segment worthy of the suppliers to pay attention to and develop.

Meanwhile well-informed buyers can attest to the large number of suppliers of watering and irrigation supplies and accessories in Taiwan, such as Cheng Yeau and Kenswell Tube (hoses), Newbud Industrial (sprinklers and hose fittings), Rong Lih (hose reels and hangers), Gui Yo (water wands, nozzles, sprinklers, timers, etc.), and Ruey Ryh (spray nozzles, sprinklers, etc.).



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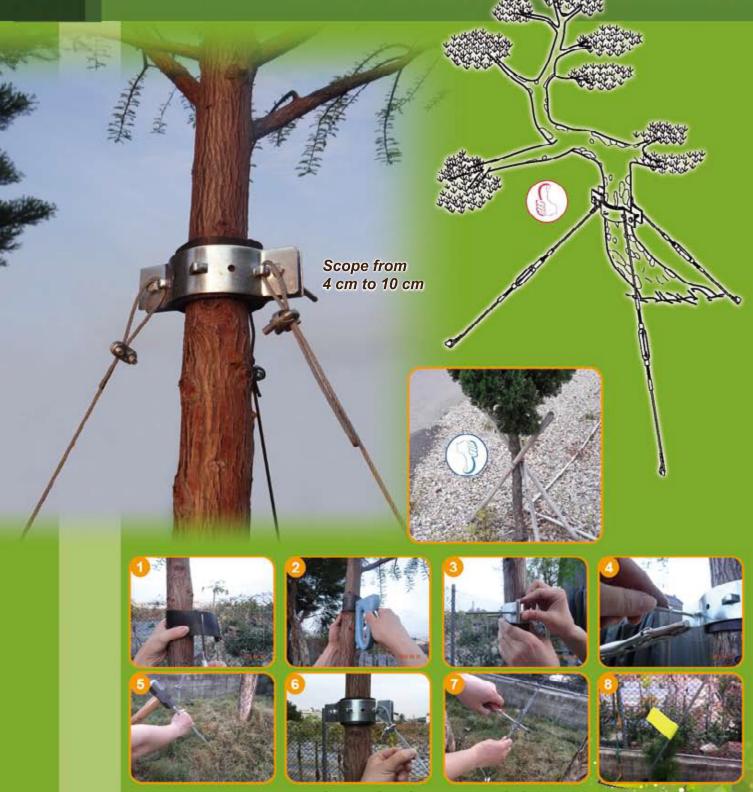
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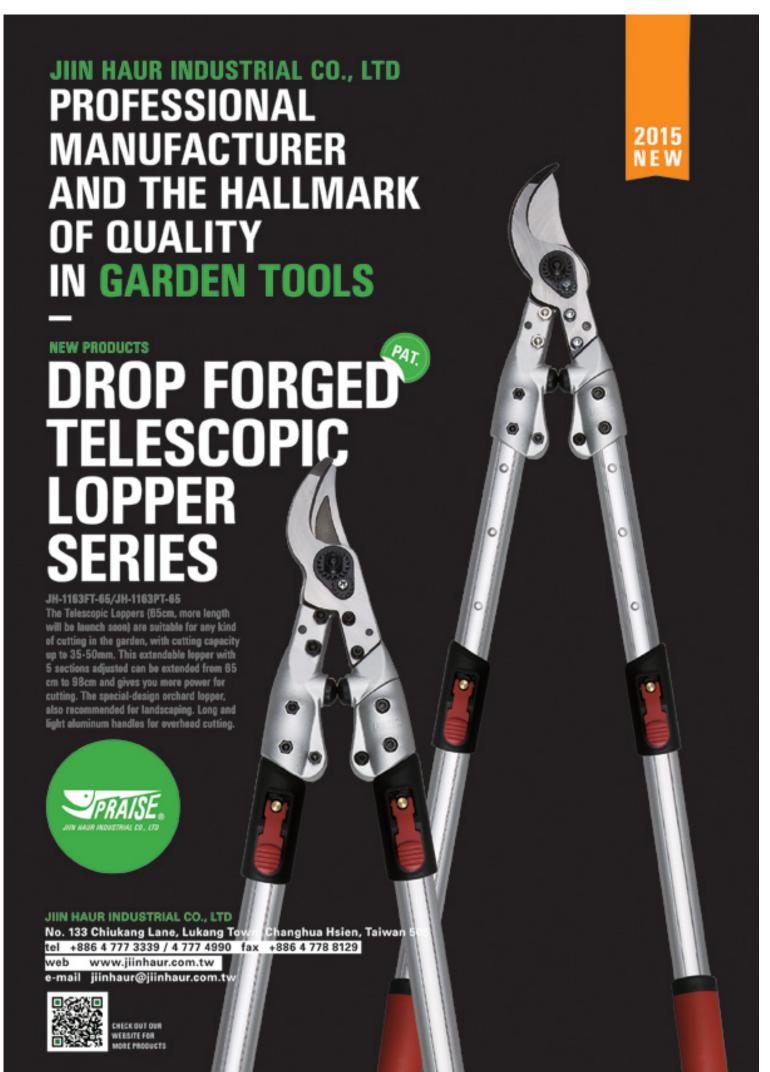
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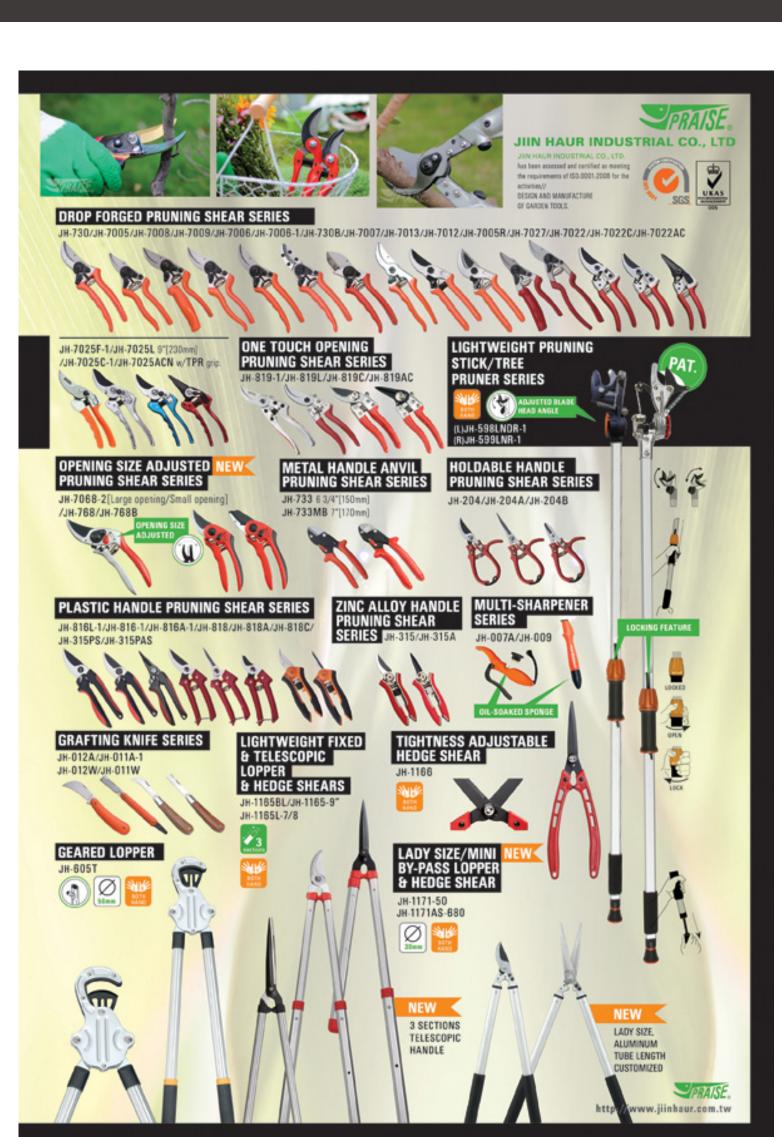
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Kenswell supplies a wide range of tubing products, covering coasted wires, reflective coils, protective coils, hydraulic hoses and interior lubricated tubes for control cables. These products are available in a variety of materials and specifications to be used for different purposes, like bicycles and motorcycles,

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and are ideal for use in both daily life and industrial production. Extruded plastic parts and industrial safety products are also available in thecompany's product portfolio.

With sound lines of precision production facilities and consummate production capability, the seasoned company is also capable of handling orders on an OEM and ODM basis.



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# Hung Ta Garden Enterprise Co., Ltd.

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Gardening is increasingly popular with consumers and weekend gardeners in the U.S. and Europe, as many market reports show that people are spending more leisure time in their backyards and gardens to socialize, host garden parties, lawn games and beverage brewing events.

Driven by the trend, the global market for gardening and outdoor living products is forecast by Garden Media Group, a U.S.-based market research firm, to remain on an uptrend with annual growth rate of 3.5% on average through 2016, when overall demand will reach US\$220 billion.

While available time and degree of labor input are generally concerns for DIY gardeners among others that affect willingness to engage in gardening, gardeners often struggle with the problem of the length of hose to buy that enable easy irrigation coverage of their spacious

gardens, given that a long hose tends to tangle easily to result in difficulty of storage efficiently without using reels or other complementary equipment, not to mention the quality of hose that could result in bursting and leaks.



To address the abovementioned problems, various functionally innovative products from Taiwan-based Hung Ta Garden Enterprise Co., Ltd., a dedicated maker of gardening tools and accessories with decades of experience, offer ideal solutions to gardeners looking for convenient, user-friendly tools.

#### **Ingenious Flat PVC Hoses**

For instance, Hung Ta's Flat PVC Twin Hose series are designed with a double-inner-hose structure for improved elasticity and functionality, which ensures smooth water flow even if the hose is kinked, as well as the hose to withstand 20-30 kilograms water pressure and retain original shape after use to avoid tangling. The hose series all are resistant to heat, cold and UV, hence featuring longer lifespan than competing models. Used along with the firm's unique reel, the hose series offer gardeners great user experience in easy, convenient gardening.

Another of Hung Ta's hose product is the Reinforced Flat Hose, featuring reinforced double-walled structure composed of a PVC inner tube braided with Tetoron through advanced knitting technology, hence featuring excellent resistance to impact, pressure, weather and UV exposure. As added-value, the Teteron-reinforced hose dries naturally and quickly within 24 hours, as well as being multi-nation patented.

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Founded in 2005, Hung Ta is known as a reliable manufacturer, for it adopts a sound line of CNC and advanced production equipment in its factory to secure production flexibility and qualitative consistency. Besides, this quality-dedicated supplier conscientiously carries out strict tests in line with international standards on all its finished products before shipment, helping customers accelerate launch of new products.

Additionally, the company also boasts plentiful metalworking skills that can turn customers' drawings into marketable products with high quality and precision, therefore being renowned among international buyers as a trustworthy production partner.

The company supplies a wide range of gardening tools and accessories, including sprinklers, spray guns, joints, flat hoses, trigger nozzles, sprinkler stands, misters, coil hoses, brass connectors, fire extinguishing hose nozzles, EVA coiled hoses, multifunctional flat houses, garden lightings, valves, plastic parts, mousetraps, animal traps and rat catchers and so forth.



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