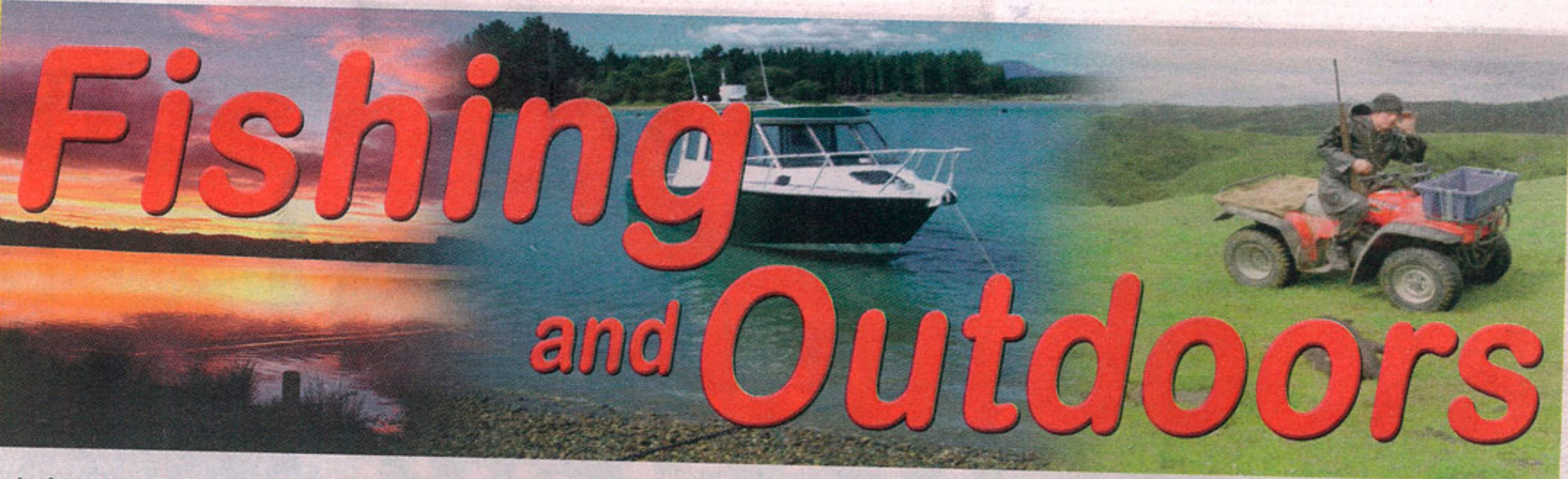


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Fishing and Outdoors

20000 copies distributed to the Waikato - Bay of Plenty - Auckland - Coromandel and King Country areas

January 2010

Need water when you're out fishing

Just in time for summer, a clever new 10 litre water box has been designed by Aquaceuticals as part of a refreshingly new water brand.

Water in a box fits in your fridge, is easy to handle and designed to travel, making it perfect for camping, picnics, boating, or simply placed on the kitchen top in your family home. The innovative 10 litre container is vacuum sealed to protect the purity of the water from outside air. As the container gradually empties the vacuum seal remains intact to ensure water retains its purity through to the very last drop.

Director of Aquaceuticals Glen Curd is excited about the new product.

"Water in a box has been created to provide you with high quality water in one of the most environmentally friendly packaging systems available today. There is over 80% less plastic when compared to the equivalent water volume in plastic bottles. Now that's got to be better for the environment," he says.

The Water in a box product has been classified as Natural Artesian Water and is packed at a BioGro certi-

fied water packaging facility, a natural aquifer source in Whakatane.

The water has a number of health benefits including high levels of silica which supports the stimulation of collagen production in the body, promotes anti ageing and improve the texture of your hair, skin and nails. The natural alkalinity of the water can help restore the acid/alkaline balance that is often disrupted by modern diets and stressful living. Plus a low level of dissolved solids in this water can help cleanse the body of toxins that can cause disease and illness.

The revitalizing mineral composition of Water in a box can help restore energy levels and stimulate brain and body functions leaving you

feeling energized and refreshed. While the soft silky taste enhanced by the Silica makes drinking the recommended daily intake a pleasure that you will enjoy.

What makes Water in a box so accessible to New Zealanders is the price. The new product is affordably sold for under \$7.00 for a 10 litre box at Pak 'n Save and other participating Food-stuffs stores.

"This water is all about what New Zealanders want. Water in a box is not only good for you and easy to use, it's also great for the environment," says Devon Tong, Marketing and Brand Development Manager Aquaceuticals.

Send in your funniest photo, blooper, joke or story and WIN with Aquaceuticals. 3 x 10L water boxes to give away

...to give a reasonable bottom echo making it easy to pick up the ledges and changing bottom contours where the fish are likely to be even if they don't have the best target definition, and all I have seen have a good water-proof rating.

Next are all of you with my size boat which mostly does harbour fishing or fishing within a mile or so of the beach unless it's a really nice day and the weather is not likely to change, then I might go out as far as 80m of water or so. My preference is a 500 watt dual frequency colour LCD sounder. While the 200Khz gives me good bottom discrimination in these depths and diving depths the 50Khz enhances the fish echo's to show the weaker fish targets, also most units have a zoom feature which I use in anything over 30m to give me a better idea of what is on the bottom. These

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