



## Garden Hoses

*Dept. 7: Lawn & Garden*

### *Program*

## Advantages



Ace brand hoses have seen a substantial increase in sales in the last year. With the switch to aluminum couplings, all of our hoses are now drinking water safe—a modification expected to further increase sales in the hoses category.

### Less SKUs = More Sales

By reducing SKUs, we effectively decreased inventory while creating the opportunity for more sales.

### Strong Seller

The hose category has increased in sales by 26% since 2012, which reflects an increased need by consumers, revealing hoses as a product that “sells itself.”

### Drinking Water Safe

All hoses offered are drinking water safe and manufactured to SWAN specifications, a trusted hose brand.

### Comparable Quality

All internationally sold hoses are held to the same high standards as the domestic line.

# Implementation

Ace is dedicated to your success. The following tips and offerings are intended to help you successfully implement the hoses program into your store.

## Offerings

Ace will provide you new POP signage going out to the retailers, reflecting hose durability as seen in light-duty, medium-duty, heavy-duty, and industrial hoses.

Ace's merchandising team will provide you with a planogram depicting how to display the 26 SKU assortment.

## Tips

The hose category is a popular seller, and as the only change to the new assortment is the switch to aluminum couplings to make all hoses drinking water safe, there is no need to sell through existing inventory.

The optimal way to display the hose assortment is on either a basic shelf or peg hook, arranged by the duty rating of the hose.

### Checklist

- Evaluate actual inventory counts of screwdrivers
- Understand inventory turns on screwdrivers
- Contact your sales manager if interested in purchasing the old inventory
- Address your old inventory
- Set the new inventory

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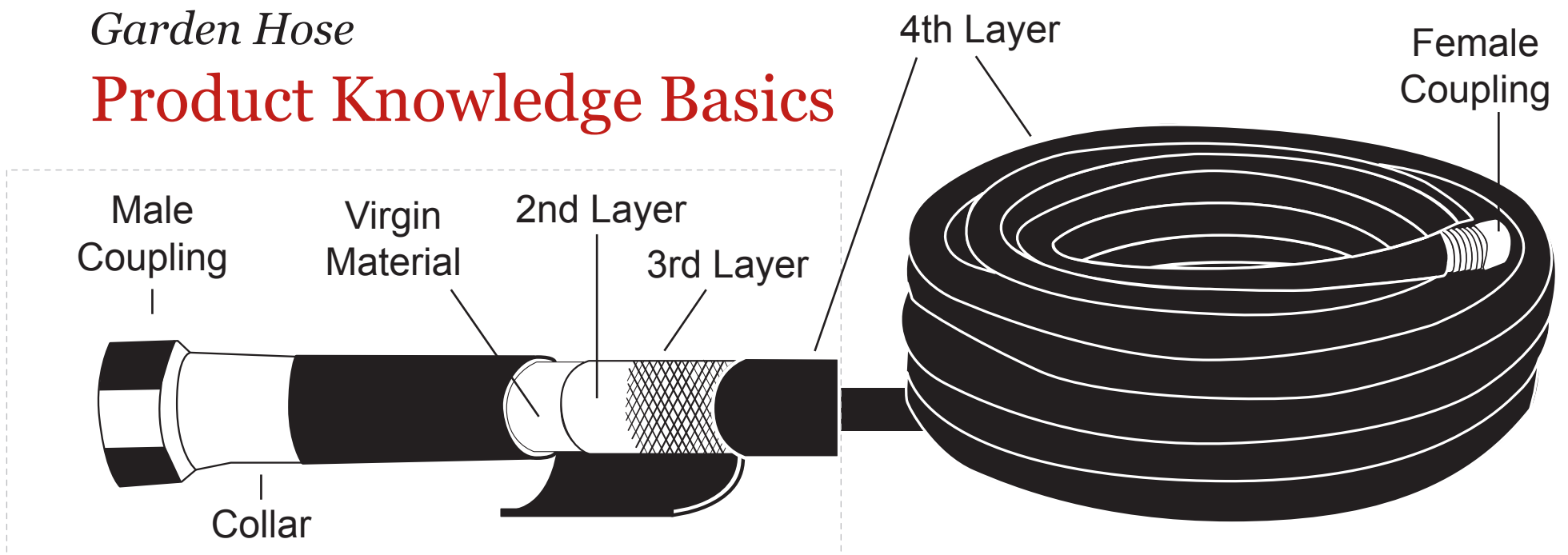
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## Garden Hose

# Product Knowledge Basics



## Male and Female Couplings

Threaded fittings that connect hose to spigot or other attachments



## Collar

Fitting that connects couplings and hose



## Virgin Material

Innermost tube of hose sheathed by 2nd layer or 4th layer



## 2nd and 3rd Layers

Woven reinforcement layer sheathing 1st inner tube and inner tube



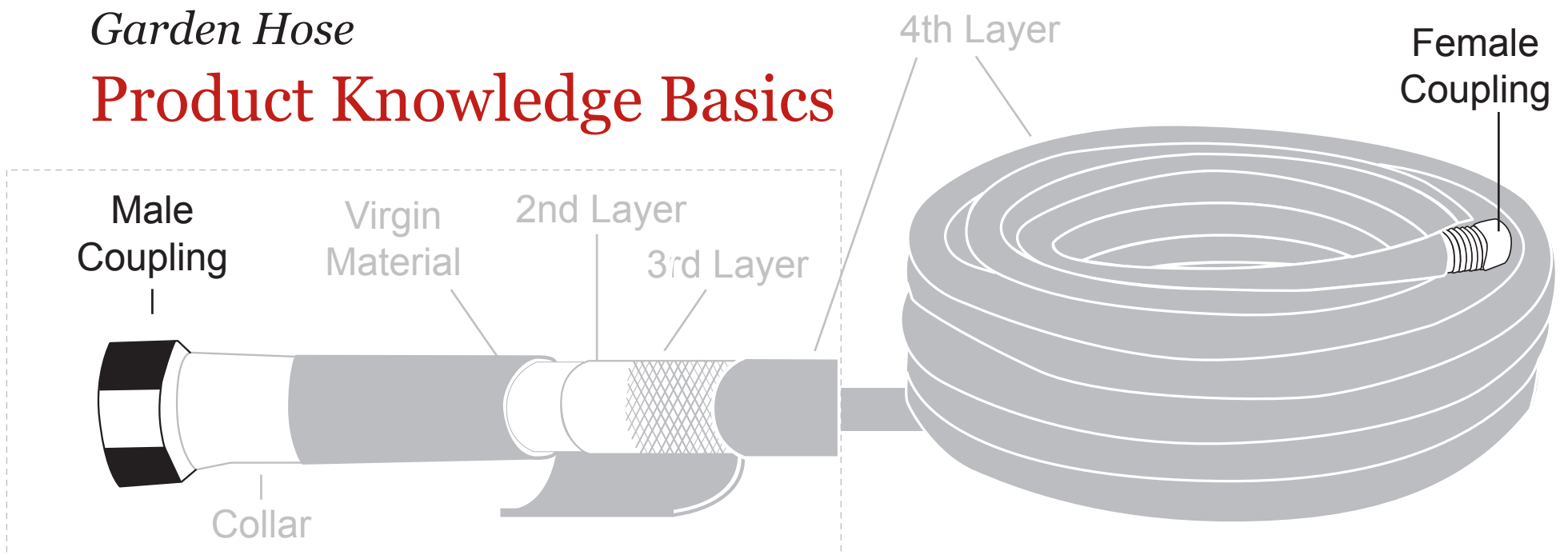
## 4th Layer

Outermost hose covering providing varying levels of protection



## Garden Hose

# Product Knowledge Basics



## Male and Female Couplings

### Purpose

Couplings provide a means to connect either end of a hose to spigots or other applications. Hoses for most applications implement an externally threaded (male) coupling on one end as well as an internally threaded (female) coupling at the other end. Both typically utilize a captive nut to attach to hose and collar. Different couplings are offered for varying applications, determined by the expected level of abuse subjected to the hose.

### Types

There are several types of couplings for various applications, ranging from light to heavy-duty.

#### Plastic

Plastic couplings are intended for light duty applications. They are often ergonomically shaped, ideal for hand-tightening and tool-less assembly.

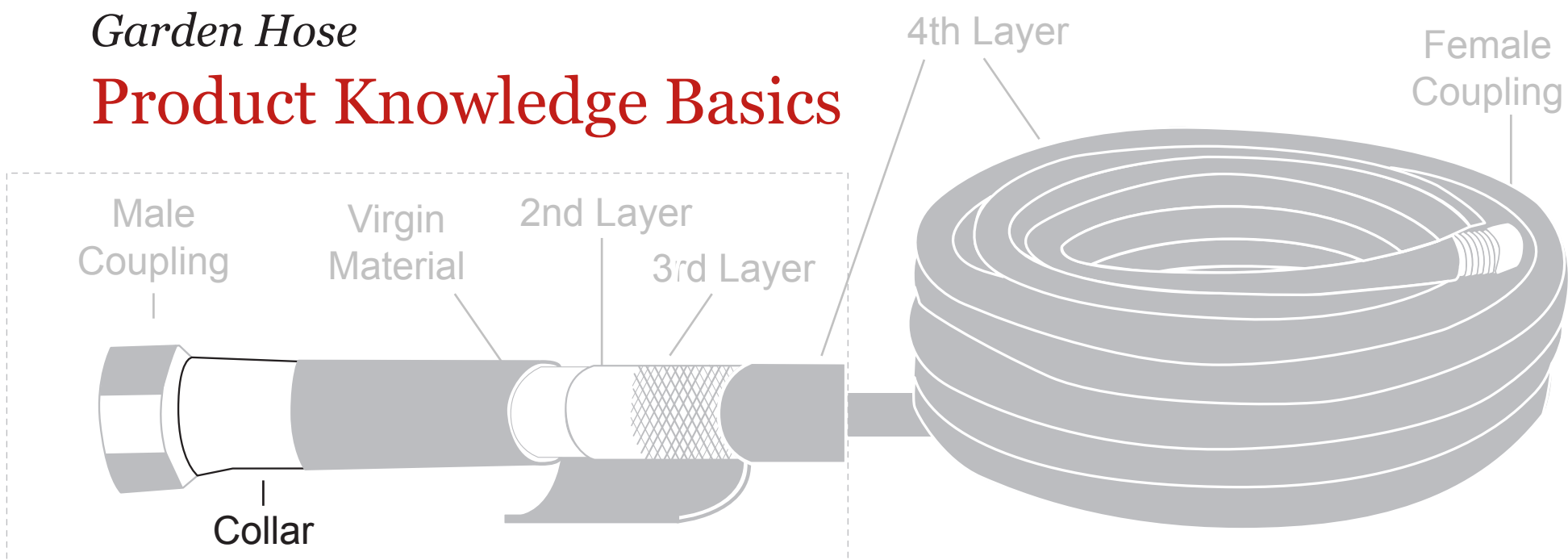
#### Crush Resistant (Aluminum or Brass)

Crush-resistant couplings are fitted to more durable hoses, and are usually made of cast brass or aluminum. They are designed to withstand being crushed during industrial or heavy-duty applications.



## Garden Hose

# Product Knowledge Basics



## Collar

### Purpose

Collars are affixed to the hose and are used as an external reinforcement allowing a solid connection between hose and coupling. Some hoses come with a “hose saver” which protects the hose and collar joint from tension created by pulling on the hose.

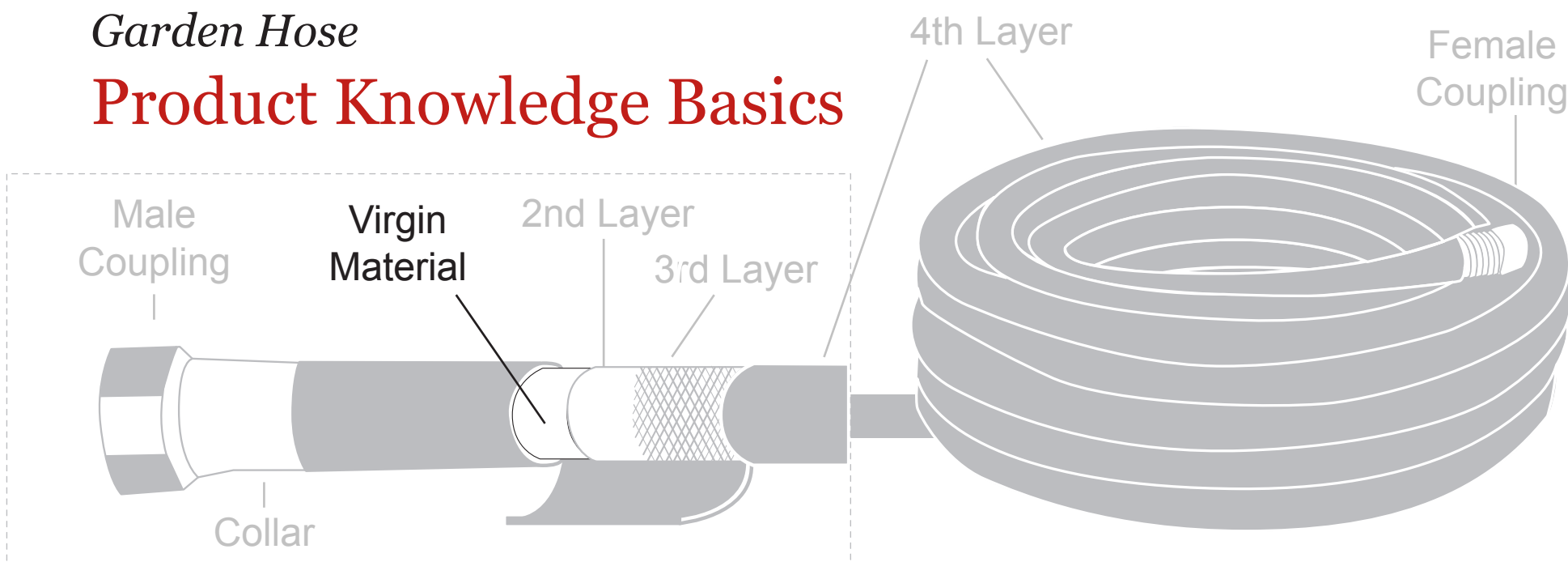
### Types

Collars are generally made from either stamped galvanized steel, stamped brass, or cast brass. Cast brass is the most durable.



## Garden Hose

# Product Knowledge Basics



## Virgin Material

This is the innermost tube of a hose that makes direct contact with whatever liquid that flows through the tube. Its inner surface is a smooth, flexible rubber or vinyl material.

### Purpose

The purpose of the 1st inner tube is to transport liquid throughout the tube without allowing build-up, and while resisting damage from kinking.

### Types

#### Antimicrobial

Some hoses meant to transport potable water offer a virgin tube with an antimicrobial lining to prevent the build-up and transfer of bacteria.

#### Vinyl

Inexpensive and light-duty hoses often utilize vinyl as the virgin material, and sometime as a combination virgin material/hose cover. Medium-duty hoses often combine a vinyl virgin material with a rubber hose cover for combined strength and cost efficiency.

#### Rubber

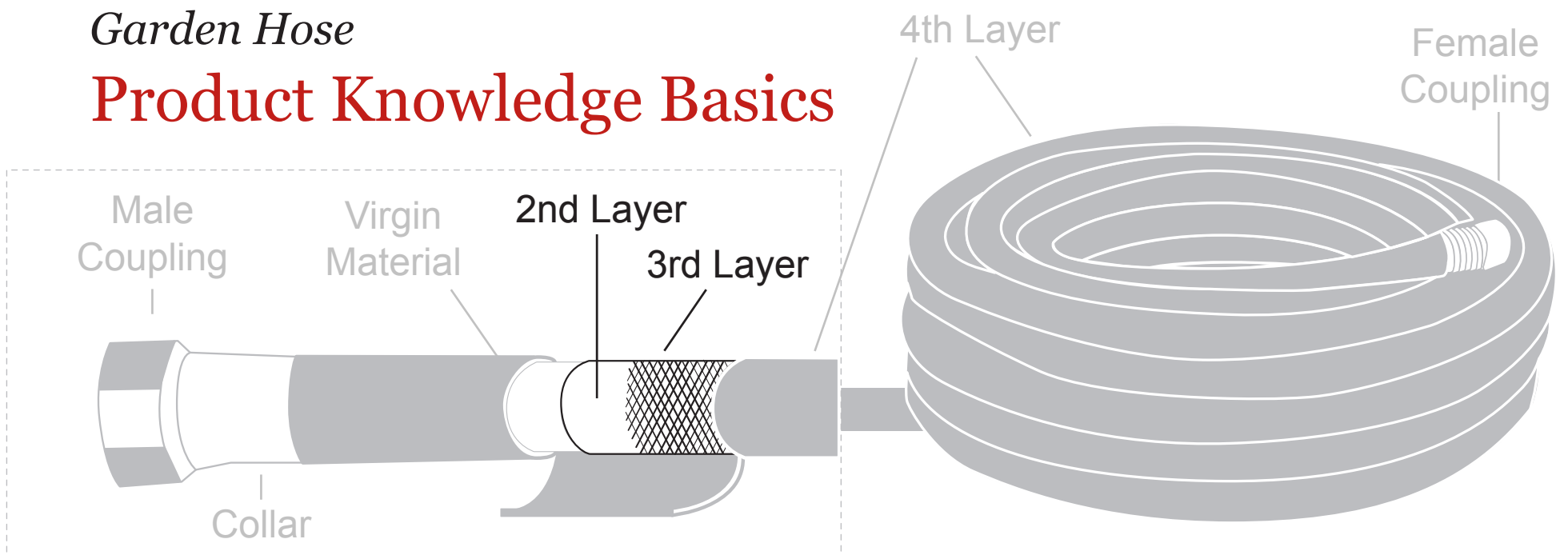
Higher-end and heavier duty hoses utilize rubber as both virgin material as well as a hose cover, while being reinforced with one or multiple layers of nylon or rayon mesh. Rubber is more resistant to extreme weather conditions, has a higher burst resistance from internal pressure, and is more durable and abrasion resistant than other hose materials.





## Garden Hose

# Product Knowledge Basics



## 2nd and 3rd Layers

### 2nd Layer

The 2nd layer provides additional support for the hose. Depending on the type of hose, this tube may or may not be present. 2nd layers are usually made of vinyl, rubber, or recycled material.

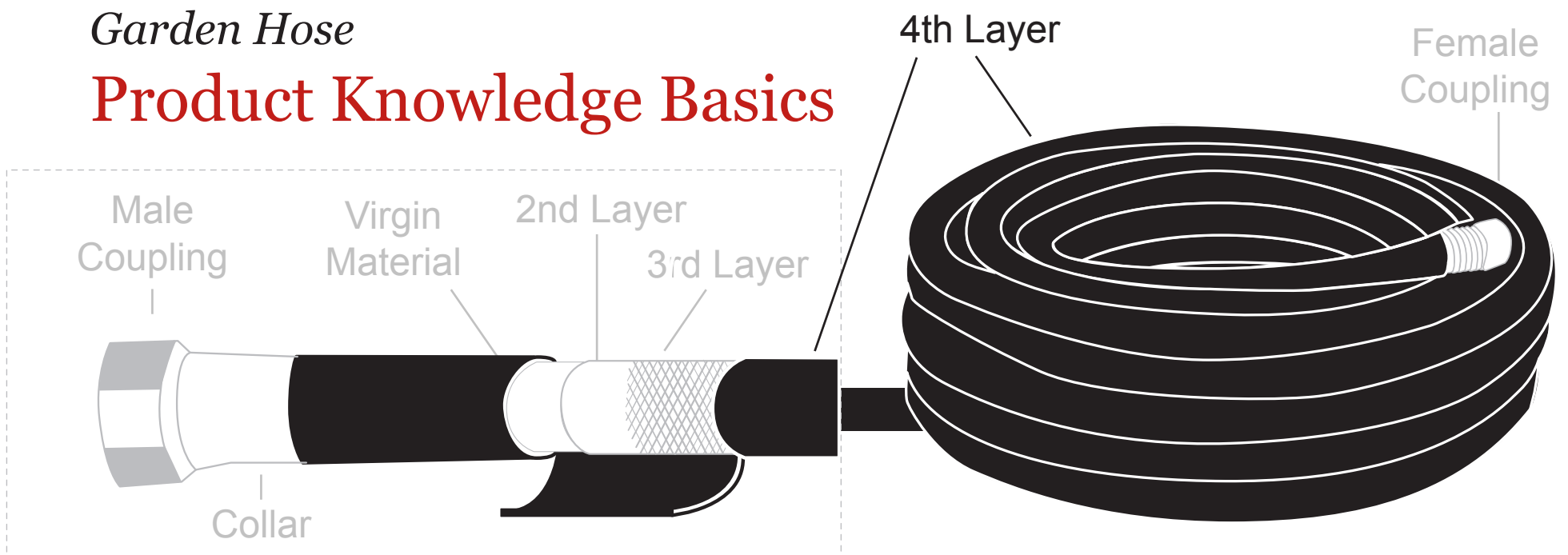
### 3rd Layer

Mesh sheaths the virgin material or 2nd layer provides additional strength against punctures, cracks, and internal pressures exerted by the PSI of the contents of the hose. Mesh may also sheath additional tubes or the hose cover to provide additional strength. The mesh is typically made of stretch and abrasion-resistant nylon or rayon fibers woven together.



## Garden Hose

# Product Knowledge Basics



## 4th Layer

The 4th layer is the outermost layer of a hose that makes direct contact with the environment.

### Purpose

The 4th layer is intended to house and protect the inner layers of the hose. It can also provide levels of kink resistance. Depending on the application, this protective cover can be made from a variety of materials that determine the overall rating of the hose as light-duty, medium-duty, all-weather, heavy-duty, or industrial.

### Types

#### Vinyl

Vinyl-only 4th layers offer the lightest and least costly hose option used for light-duty applications only. Vinyl alone provides very little protection as a hose, so most vinyl hoses are reinforced with a layer of mesh for added strength. These hoses provide little kink, weather, or wear resistance.

#### Vinyl/Rubber

As a medium-duty 4th layer, rubber-coated vinyl covers provide more strength and durability than vinyl alone while still maintaining a moderate weight and cost.

#### Rubber

Rubber hoses are some of the most durable hoses available. They are resistant to kinks, weather, bursting, and extremely hot water. They are also the heaviest and most expensive options.

