

fitt ikon

the evolution
of the expandable hose



fitt®
Flowing forward

FITT GARDENING SOLUTIONS



fit^{ik} ikon

the evolution
of the expandable hose

Fitt, an international leading group, is a pioneer in the development of innovative technologies and solutions for the passage of fluids for domestic, professional and industrial use.

Flowing Forward

Since 1969, FITT has been producing complete systems in thermoplastic materials for the passage of liquid, gaseous and solid substances, developing solutions for both the professional market – for industrial and construction applications –, and for domestic use, from gardening to hobby.

Continuous innovation

For over fifty years FITT has been creating new generation technologies for its reference markets, ensuring reliability, safety, performance and ease of use.

A digital “Concept Lab”, entirely dedicated to the development of new products and process technologies, supports its innovative capacity, in full agreement with the principle of “open innovation.” FITT also collaborates with the academic world and an international research network, in addition to making use of third party certification bodies, for the validation of protocols and quality tests.





The vision of the future

In achieving its objectives, FITT pursues the sustainability values – as far as production technologies, business processes and products –, in order to face the new environmental challenges to which we are today called to respond. Only by combining investments, social responsibility, awareness and strategy, will it be possible to contribute to improving the world together for the next generations.

A story in the making

FITT, in its second generation – currently led by Alessandro Mezzalira – was founded in 1969 by his father Rinaldo. With headquarters in Sandrigo, in the province of Vicenza, FITT is an international point of reference in its sector, with numerous production sites, commercial and distribution branches in Europe and worldwide.

innovation

Innovation is the concrete 360° application of an invention or idea that guarantees better results and benefits, therefore bringing social progress.

VISION



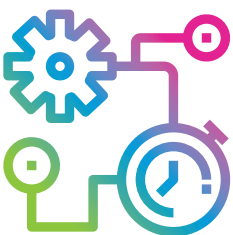
FITT pursues the values of sustainability - in production technologies, business processes and products -, to meet the new challenges that the market and the environment in which we live send our way.

GROWTH



Innovation is also a boost to consumption and therefore to the demand for goods that can stimulate economic growth within a market economy, where it becomes the main key to competitiveness.

PROCESS



Innovation is not limited to the technical field, but exists in every sector, and therefore it also concerns the mental or structural processes that guide our team on a daily basis.





INSPIRATION



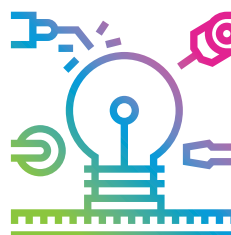
Innovation guides us beyond the concept of best. This is the main idea that leads us to create our products by designing and manufacturing them entirely in Italy.

CREATIVITY



It's the response to change that leads us to create new scenarios by offering something different and certainly innovative.

DEVELOPMENT



The development represents the realisation of the innovation in order to revolutionize the market with products/services focused on the expression of needs still unsatisfied.

fitt advantages

The FITT ADVANTAGE approach is a 360° project that uses innovation both in the product and the in-store activation.

We will support consumers in the purchasing process by enabling them to make an informed decision, while also offering important improvements to the retailer.

CUSTOMER BENEFITS

The point of sale has always been one of the most important touch points between the user of a product and the brand. Precisely for this reason, in order to improve the consumer's customer journey, we aim at the creation of products that can guide them to immediately identify the best solution for their needs, whilst at the same time following the objective of optimizing shelf space inside the store, maximizing not only its effect, but also the aesthetic aspect.

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- Expand market share in a fast-growing category
 - Organize and optimize space, with higher revenues and profitability
 - Maximize sales
 - Improve the reputation of the retailer as a category innovator
-

BENEFITS FOR THE CONSUMER

It is clear that today the competitive advantage lies in the capability of intercepting customer needs. This new era makes it necessary for FITT not only to focus on the end user, but also to become customer-obsessed, as the only weapon for achieving long-term success is the satisfaction and loyalty of the customers themselves. This has allowed us to focus our energies and strategies on knowledge and commitment to consumers, creating innovative products that improve people's lives.

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- Consumer-focused approach, to meet their needs
 - Provide more information and simplify the shopping experience of the consumer in an unassisted environment, thanks to the new packaging layout
 - Guide the consumer to an informed purchasing decision based on the type of hose applications
 - Guide the consumer towards innovative products
-

category

OUR SOLUTIONS

- Organisation and optimisation of space
- Increased revenue and profitability
- Maximisation of sales



1.1 / fitt ikon

SCAN
TO VIEW THE VIDEO
PRESENTATION



FITT Ikon: the evolution of the expandable hose.

FITT features an **innovative technology** that guarantees **high resistance** to various stresses, combined with **exceptional lightness**. Thanks to the highly innovative materials, the product is **extremely compact**, light and easy to handle. FITT Ikon is ideal for small spaces, such as small terraces and balconies. Thanks to the Aquastop system, which prevents water leaks, it can also be **safely used indoors**.

WHY SHOULD YOU BUY IT?

- 1 - **ULTRA LIGHT** when compared with traditional PVC hoses
 - 2 - Made with **PATENTED TECHNOLOGIES** for greater strength and elasticity
 - 3 - **REPAIRABLE** product for a longer life cycle
 - 4 - **4 INTERNATIONAL PATENTS** guarantee higher quality
-





FITT Ikon stands for innovation and quality with unique features.

FITT Ikon is the perfect product to take care of flowers and plants on the balcony, but also to wash garden furniture, cars, bicycles, toys. It can also be extremely useful when going camping, to wash your boat, or even your pet.



USE



CHARACTERISTICS



REPAIRABLE



IT DOESN'T TWIST



DOES NOT CHOKE

PVC FREE



(REG. EU 10/2011 - SIMULANT A - DRINKING WATER)

Maximum extension with **3 Bar** water pressure.

colours protected by EU registered design 7976220 / international design pending

1.2 / the technology



TPE: compact, lightweight and ready to use

The unique and patented technology of both the **product** and the **production process**, makes the hose **four times lighter and three times more compact** than a traditional garden hose, a real revolution for the watering hose market. Small outdoor irrigation and cleaning activities become more enjoyable.

Raw materials

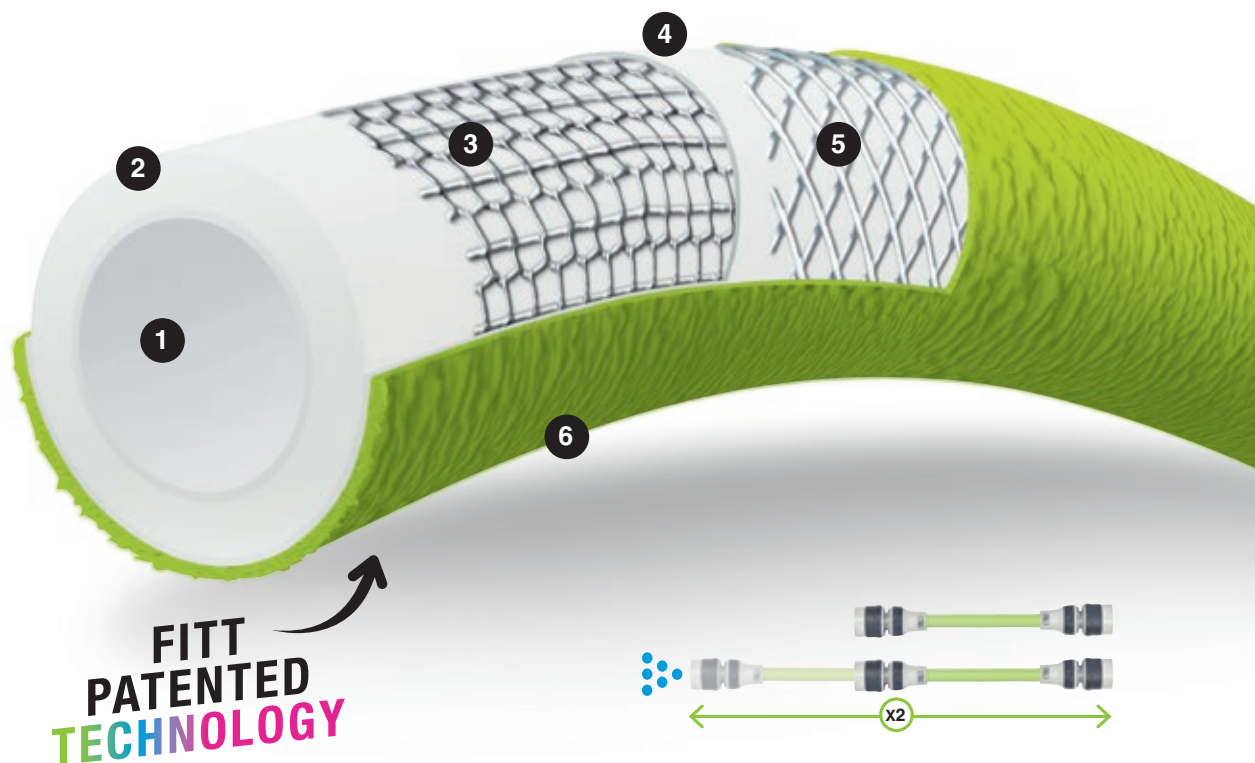
We have developed the hose using a specific thermoplastic elastomer material according to the needs of the consumer, increasing the abrasion resistance by 5 times; the product is also completely recyclable* without the need for the separation of its materials.

The materials

The only expandable hose on the market made with a layered extrusion process using TPE (plastic elastomer) and exclusive knitted nylon reinforcement.

(*) Patent pending





STRUCTURE AND MATERIALS

- | | |
|---|---|
| <p>1 Inner layer in elastomer (TPE) with slipping agent to improve and favour the water flow.</p> | <p>2 Elastomer underlayer (TPE) which gives the hose the ability to extend and stretch in an elastic way.</p> |
| <p>3 Polypropylene knit yarn layer (PP) which determines how far the hose can be stretched under the applied water pressure.</p> | <p>4 Intermediate layer in elastomer (TPE).</p> |
| <p>5 Polypropylene braided yarn layer (PP) that prevents radial expansion and promotes stretching.</p> | <p>6 External coloured covering layer made of elastomer (TPE) resistant to ageing, which gives the hose its aesthetic appeal and resistance to wear.</p> |
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PATENTS - DEPOSITS

- **HOSE, MACHINE, METHOD** European patent no. 3052847 / Eurasian patent no. 031710
 - **GUN** international registered design no. DM/091 293 / Russian federation registered design no. 102132
 - **FITTING EU** registered design no. 007991971-0003 / international design pending
 - **COLOURS** protected by EU registered design no. 7976220 / international design pending
 - **PACKAGING EU** registered design no. 7988407 / international design pending
-

1.3 / accessories

EASY-TO-REPLACE CONNECTORS

Made of premium quality thermoplastic material with a soft rubber cover, for excellent grip even with wet hands. Featuring **Aquastop fittings**, capable of stopping the water flow when the gun is disconnected from the hose and tap.

- EASILY REPLACEABLE
- 100% DRIP-PROOF
- TAP CONNECTOR INCLUDED

EU registered design 007991971-0003 / international design pending



MULTI-JET SPRAY GUN

Versatile system for all irrigation and cleaning activities in working environments. Developed in collaboration with **Centro Stile MOMODESIGN***, it stands out for its elegant and modern look.

ERGONOMIC HANDLE

With SOFT TOUCH rubber cover for easy and safe grip even with wet hands.

ITALIAN DESIGN

Kit consisting of multi-jet gun, 2 quick connectors (1 aquastop) and 3/4" tap adaptor.

FLOW MODULATOR

The adjustment lever, operated by the thumb, allows modulating the flow rate of the water, guaranteeing maximum effectiveness and simplicity of use.

DIFFERENT TYPES OF JETS

Powerful and energetic, delicate, uniform and precise.



(*) Design factory

International registered design no. DM/091 293 / Russian federation registered design no. 102132

1.4 / packaging



Advanced also in the packaging

Studied in detail to enhance the characteristics of the product, the new packaging immediately **attracts the attention**: it provides clear and precise information and highlights the **main advantages** and **benefits**. With open sections, to allow the consumer to appreciate the characteristics and high quality construction of FITT Ikon, the packaging also features a sturdy top handle for easy lifting and transport. The packaging has also been designed with practicality in mind, to simplify the removal and the first use of the hose.



CHARACTERISTICS

-  **Strong packaging handle** for easy lifting and transport.
- Attractive design.
- Possibility to **touch** and **feel** the **high quality of the materials**.

EU registered design 7988407 / international pending design

2.1 / assortiment

FITT IKON LIME

Length [m]	Bursting pressure [bar]	Ean Code
15	18	8011963782423



FITT IKON LAVENDER

Length [m]	Bursting pressure [bar]	Ean Code
15	18	8011963782454



FITT IKON BLUE

Length [m]	Bursting pressure [bar]	Ean Code
15	18	8011963782430



FITT IKON AQUAMARINE

Length [m]	Bursting pressure [bar]	Ean Code
15	18	8011963782447



2.2 / point-of-sale material

DISPLAY ASSORTMENT

Length [m]	Display 40x60xh120cm [pz]	Item Code	Ean Code
15	24	740060291559026	8011963782423
15	24	740090291559026	8011963782454
15	24	740070291559026	8011963782430
15	24	740070291559026	8011963782447



- HOSE, MACHINE, METHOD European patent no. 3052847 / Eurasian patent no. 031710
- GUN international registered design no. DM/091 293 / Russian federation registered design no. 102132
- FITTING EU registered design no. 007991971-0003 / international design pending
- COLOURS protected by EU registered design no. 7976220 / international design pending
- PACKAGING EU registered design no. 7988407 / international design pending

fitt gardening solutions

It's the business area of the FITT group that develops solutions and products for gardening, irrigation, cleaning and outdoor life for hobby and professional use, such as hoses to take with you when going camping, or for watering gardens, terraces and vegetable gardens, washing cars, bicycles and pets.



fitt.com

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