



FLOPRO LAUNCHES STRONGEST EVER EXPANDING HOSE LINE UP

THE ULTIMATE SOLUTIONS FOR GARDENING WATERING

FloPro, part of Westland Horticulture, is renowned for its quality watering range, offering customers leak-free solutions that are compatible with all brands. FloPro is thrilled to announce its latest innovation, **the Cobra**, a durable, lightweight and flexible hose that **expands to 3x its size** and **never kinks**.

The ultra tough hose is **20x times stronger*** than a typical fabric expanding hose, and features a rigid expanding inner layer and a durable expanding outer layer, so even thorns are no match for the Cobra.



In a controlled test measuring the force required to damage a hose pipe with a sharp object, such as a rose thorn, found that fabric hoses can typically withstand a loading weight of 150g, whilst the Cobra can **withstand up to 2390g**, offering gardeners an exceptionally durable solution. The tough exterior of the hose doesn't compromise on its flexibility, as the Cobra is **50% lighter** than traditional PVC garden hose pipes of similar lengths, and its **compact size** makes it simple to store after use.

In addition to its impressive strength, the Cobra addresses one of the most common frustrations gardeners face – kinking hoses that interrupt water flow. The Cobra's innovative structure absorbs twists and kinks, ensuring a **consistent water flow**, eliminating this common annoyance. Furthermore, the Cobra hose can also be repaired

FloPro is also on a journey to help prevent water wastage, as the average leaking tap can waste **90 litres of water per month**, but thanks to the brand's Supergrip connectors, which are 20% longer than average, FloPro guarantees a leak-free solution. What's more, the **connectors are 100% compatible** with all watering brands and standard outdoor taps.

Natalie Searle, Head of Marketing & Communications, Hardware Division, commented: "At FloPro, we continuously strive to offer our customers innovative solutions that truly meet the needs of gardeners. The Cobra focuses on addressing the biggest watering frustrations gardeners encounter, such as hoses being ripped and torn by shrubs and rose thorns. We set out to create our **strongest and most durable expanding hose yet**, and the Cobra delivers on that promise."

The new FloPro Cobra hose offers the ultimate in convenience, flexibility and strength and is the perfect solution to upgrade from fabric expanding hoses or indeed any garden watering system.

ENDS

Notes to editors:

*Compared to a competitor expanding hose in a controlled puncture resistance test. Fabric Hose weight loading 105g. Flopro Cobra hose weight loading 2390g.

About Westland Horticulture:

Westland Horticulture, home to brands such as Flopro, Peckish, Unwins, Kent & Stowe, and Gro-Sure, is a leading horticultural company dedicated to helping people create and maintain beautiful, healthy gardens that encourage an outdoor lifestyle.

Established in Northern Ireland in 1990, we have a rich heritage and pride our brands on being the trusted partners that our customers can rely on, season after season.

Sustainability is at the heart of what we do. We aim to deliver a positive change through long-term investment, from significantly reducing peat across our range, increasingly adapting our packaging to become plastic-free, and always striving to source local ingredients. We're also very proud that all our sites use 100% renewable energy and are zero waste to landfill.

For further information and images contact Sara Bazeley at sbazeley@westland.com.