

# Aqua Premium Platinum Dealers Update 2025

15 skus of:

## AQUAEL



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1 Glossy or Ultrascape  
Display tank 3ft or bigger

Must stock 4 out of 6:



*A.P.*  
Natural Products

**MARINEPURE™**  
HIGH PERFORMANCE BIOFILTER MEDIA



\*Recommended starting ranges included on pg.2

15 combined skus of:

~~Dainichi~~  
FISH FOOD

~~new life~~  
SPECTRUM



# APPD - Details: recommended starting ranges

- **Marine Pure:** Must stock 3 different varieties. These varieties could be:
  1. Blocks & Plates: recommended for customers with larger tanks and or sumps. 1 Marine pure block typically treats 600L once properly seeded. Particularly popular amongst marine aquarists.
  2. Spheres: recommended for individual sale or customers with canisters. Each sphere treats approximately 15-20L of water, can be sold dry or pre-seeded. Popular amongst nano Aquarists or those looking to run MarinePure in powered canisters.
  3. Gems: recommended for internal/ hang-on-back filters. 1 packet of gems can treat up to 200L (more conservative estimates around 150L). Ideal for beginning aquarists or those looking to upgrade internal filters.
- **Easy-Life:** Must stock Fluid Filter Medium & 4 skus.
  1. Fluid Filter Medium: recommended for all aquarists. Natural alternative to traditional water conditioner with added benefits.
  - Recommendation for 4 other lines could be:
    1. Excital/ Blue Exit: recommended for cyanobacteria control. Effective cyanobacteria control that can be difficult to come by. Great for customers dealing with this issue.
    2. Voogle: recommended for aquarists with more delicate fish. Prophylactic cocktail designed to minimise negative effects from stress especially from addition of new fish and transport. Especially effective with discus and delicate amazonian species.
- **Nisso:** Must stock 8 separate skus:
- **A.P. Naturals:** Must stock minimum 2 varieties
- **JBL:** Must stock 1 form of test suitcase + 6 other lines.
  1. Test suitcases are available in Combi (basic) or Lab (advance) varieties.
  2. Individual test kits: each test included in the test suitcases are available for individual purchase.
  3. 7 balls: high performance root tabs, popular large soft and popular amongst planted aquarists.
  4. ProScan: app intergrated test strip with parameter history recording and easy explanation for beginners. ProScan also allows for easy sending and saving of results for in-store consultation.
- **Polyfilter:** Must stock both sizes of polyfilter.

## APPD - Details: 3ft Display tank

- Display tank/s can either be a wet shop display or a built dry-display for sale.
  1. Wet shop display tanks are available with 20% shop display discount.
  2. Aqua Premium will also provide a set of laminated posters (pictured below). Which can be put on display with the display tank to highlight what the corresponding package includes as well as provide the customer with pricing details.

## APPD - General Details

- Aqua Premium Platinum Dealers enjoys the benefit of a 10% standard discount on all full priced items. This discount can be added on top of a 2.5% box lot discounts as well as a 5% pre-payment discounts. The 10% APPD discount is excluded on items that are on monthly specials/ shop use/ clearance items.
  - In the case where an item is on special for less than 10% the greater discount will be applied.
  - There is a expectation for the retailer to fulfill the conditions of the APPD and for core APPD shelf stock to be reordered every 6 months to make this discount viable. Failure to do so could result in the revoking of the discount.
  - Should the conditions of the APPD program change current APPD customers will still be entitled to APPD discounts for 2 years from the date of change.

