



PRODUCT/SERVICE INTERESTING FACTS

PRESS RELEASE TEMPLATE

Questionnaire To Write A Product/Service Interesting Facts Press Release

The purpose of this press release is to share essential and interesting facts about a specific product or service and showcase a company's ability to advise buyers.

Product/Service Name:

Custom Pond Design & Installation

Product/Service Type:

Design and installation of artificial ponds, lakes, and other water features.

Product/Service Purpose:

Beautification of landscapes, support of native wildlife and livestock, habitats for fishing and spaces for recreational activity, including boating and swimming.

Marketplaces That Need The Product/Service:

Residential and commercial developers, homeowners, conservation and wildlife centers, public and commercial gardens/parks, country clubs and other commercial outdoor venues, etc.

Product/Service Buyer Type:

Land managers, landscapers, private business owners, homeowners, hatchery and fish farm owners

Product/Service User Type:

Water gardeners, wildlife enthusiasts, fishing hobbyists, boaters, photographers, fish hatchery farmers

Key Features Of Product/Service:

Feature 1: A controllable but natural body of water made to specific size and appearance requirements

Feature 2: A professionally engineered aeration and filtration system that is easy to maintain

Feature 3: Access to experts for all maintenance and modifications needed in the future

Feature 4: A five-year guaranteed repair contract

Feature 5: A beautified landscape that raises property values

What Makes The Product/Service Unique:

Aqua Zelm's water features meet the right balance of easy maintenance and custom design that accounts for natural environmental features. Our designers create features that never look out of place or become too complex for simple and efficient upkeep. Since everything is custom installed and all systems are expertly engineered, the results are superior to out-of-the-box pond kits and secondary services from landscaping companies.

When The Company Started Offering The Product/Service:

1988

Why The Company Chooses To Provide This Specific Product/Service:

Our founder Laurence Zelm, updated his garden with a water feature and found it greatly improved the space. His friend, the owner of a local gourmet restaurant catering hall, was impressed and paid Mr. Zelm to add a similar feature for special event photos. It worked out so well, he decided to start a business solely devoted to custom-designed ponds and water features.

Qualification/Capabilities That Enable The Company To Reliably Offer This Product/Service:

Laurence Zelm is a certified plumber with a passion for gardening. He has assembled a team of engineers, designers, and professional gardeners and landscapers to serve as the Aqua Zelm staff. They are experts in the art and science of enhancing outdoor spaces.

Interesting/Little-Known Facts About The Product/Service:

Fact 1: Aqua Zelm uses a complex 3D rendering system to map out the water feature and run four-season, multi-weather scenarios to ensure the water feature looks beautiful and all systems function despite flooding, drought, ice, wind, and other effects.

Fact 2: Aqua Zelm systems promote cleaner habitats in man-made fishing ponds and fish hatchery facilities. The result is healthier, larger, and more nutritious fish.

Fact 3: Aqua Zelm UV filtration and aeration systems prevent the spread of harmful bacteria, helping to neutralize the effects of run-off pollutants.

Fact 4: Aqua Zelm services include specimens from native aqua plant nurseries, which attract and support wildlife.

Fact 5: Aqua Zelm systems are all designed to utilize natural water classifiers, including carbon filter and barley straw-based algae preventatives, reducing the need for chemical-based water treatments.

Common Mistakes A Poorly Informed Buyer May Make When Seeking Product/Service:

Relying on pond installation services from companies that offer it as a supplement or buying an out-of-the-box kit that might not work with their space. These options fail to account for long-term requirements and lead to issues that are expensive to fix just a few years later.

What An Informed Buyer Looks For When Choosing A Product/Service Provider:

A water feature designer that accounts for a complete system and long term prosperity, which is specially engineered to offer low maintenance and all-season beauty.

Why The Company Is The Best Choice For Product/Service:

We are a water feature service provider that offers truly dedicated services, not just supplemental or afterthought services that are part of bigger landscaping packages. We employ engineers as well as designers, which means our systems are highly efficient and easy to maintain.

Company Quote About The Product/Service:

Water features should be beautiful, and to achieve that, they must be manageable. That's a built-in part of our approach and the key to our success as a service provider.

Person Providing The Quote:

Laurence Zelm

Their Professional Title/Role:

Founder and CEO

Call To Action:

This is what readers should do if they want to find out more.

Complete the design form on our website describing your ideal water feature and we'll respond with a plan to realize it.

Summary

Aqua Zelm shares facts about its dedicated water feature design and installation services to help buyers better understand the possibilities and benefits. The company also shares what future customers need to know before they decide to install a lake, pond, or other water feature.



IMPORTANT FACTS ON WATER FEATURES OFFERED BY EXPERT SERVICE PROVIDER AQUA ZELM

PRESS RELEASE SUMMARY

Aqua Zelm shares facts about its dedicated water feature design and installation services to help buyers better understand the possibilities and benefits. The company also shares what future customers need to know before they decide to install a lake, pond, or other water feature.

PRESS RELEASE

When done right, custom pond design and installation accomplish many things, including beautifying landscapes, supporting native wildlife and livestock, and creating spaces for fishing and recreational activity. Aqua Zelm, a dedicated water feature designer and installer, has helped realize this for commercial, private, and public spaces, and water gardeners, fishing hobbyists, swimmers, and many others. The company has become a trusted name in the creation of easy-to-maintain, custom designs.

To learn more about the design and installation of artificial ponds, lakes, and other water features, visit aquazelm.com/design_installtion.htm.

Since 1988, Aqua Zelm has been offering services that create features with all the beauty and functionality of a natural body of water, but with professionally-engineered aeration and filtration systems. In addition to getting a beautified landscape that raises property values, customers also receive a five-year guaranteed repair contract and access to experts for all future maintenance and modifications. In the course of delivering these services, the company has acquired an extensive level of knowledge to share.

Some of the most notable facts of Aqua Zelm water features are designs that utilize natural water clarifiers, including charcoal filters and barley straw-based algae preventatives, which reduce chemical-based water treatment requirements. When employed in hatcheries and man-made fishing habitats, the systems have been shown to promote the propagation of larger, healthier fish. Run-off pollutants and harmful water-spread bacteria can be neutralized thanks to UV filtration and aeration systems. In addition to connecting its customers with native aqua plant nurseries, the company's weather feature service also provides 3D rendered maps and four-season, multi-weather scenarios, which can show how a design appears year-round and how it withstands more extreme weather events.

Apart from urging customers to be aware of these facts when they're considering a water feature service, Aqua Zelm recommends that they seek out a water feature designer that accounts for a complete system, which is specially engineered to offer low maintenance and all-season beauty. The company also warns that buyers avoid services that are offered as a secondary or supplement to other landscaping services and that they also avoid choosing an out-of-the-box kit that fails to account for specific attributes in the environment.

Aqua Zelm founder and CEO, Laurence Zelm, has expressed, "Water features should be beautiful, and to achieve that, they must be manageable. That's a built-in part of our approach and the key to our success as a service provider."

The company invites those who may be considering a water feature to complete a custom design form on its website. On submitting an ideal water feature description, buyers can then expect a comprehensive plan from Aqua Zelm's engineering and design team.

BOILERPLATE

Aqua Zelm is a water feature design and installation company that combines esthetics and engineering to create stunning and sustainable ponds, lakes, and artificial waterways of all sizes. The company works directly with homeowners, municipal services, private business owners, and hobbyists to realize water features that retain year-round beauty.