

no detail is worth overlooking when it comes to taking care of pets," said Mr Hill. "In addition, we invest in Research & Development to continue to uncover new nutrients and ingredients to use in our pet food products which can lead to significant improvement in the pet's health and well-being.

"And every day, we interact with hundreds of consumers face-to-face, on the telephone or online, including via our own website where consumers can engage with our pet experts in a live chat environment."

Pet food companies' success relies on being focused on pets' nutrition needs, safety and well-being. But they also need to embrace change, and part of that change may come from government imposed regulations.

"There have been so many examples over the last 10 years of toxicity from food that the government must act to do something. To not act is to put their head in the sand," Dr Malik told the ABC 7.30 Report<sup>7</sup>.

Is the PFIAA open to re-thinking how the industry operates and welcome government laws to improve regulations?

Dr Hall from the PFIAA agrees that all things must change in order for the industry to improve. He said: "The PFIAA recognises the importance of companion animals as family members and we are very much open to working with government to find ways to continue to improve the operations of our industry to enhance the wellbeing and health of pets in our communities." ■

REFERENCES

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- <sup>3</sup> [www.nielsen.com/content/dam/niensenglobal/kr/docs/global-report/2016/humanization-of-pet-food-report-mar-2016.pdf](http://www.nielsen.com/content/dam/niensenglobal/kr/docs/global-report/2016/humanization-of-pet-food-report-mar-2016.pdf)
- <sup>4</sup> [https://www.researchandmarkets.com/research/ph4h93/global\\_dog\\_and?w=5](https://www.researchandmarkets.com/research/ph4h93/global_dog_and?w=5)
- <sup>5</sup> <http://cl2016.test.ava.com.au/conduct>
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- <sup>7</sup> <https://goo.gl/7PBuj5>

# WHAT'S NEW

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## 1. MARINE AQUARIUM ALKALINITY CONTROL

Having the ability to monitor the aquarium dKH levels and dose according to the requirements, as well

as being able to connect to most third party aquarium controllers, such as Aquatronica, Dupla etc., the Alkatronic is a must-have for the serious aquarist, giving exceptional control, versatility and ease of use. The Alkatronic is creating a lot of 'buzz' on the forums.

The Alkatronic can measure the dKH levels at user specified intervals, from every 1h to every 12h, ranging from 4.48 – 15.40 dKH. This data can be accessed via the cloud, and alerts can be setup to notify if the dKH is beyond the set limits. The easy to use app for iOS or Android is free to download and makes setting up and maintaining the Alkatronic a breeze.

## 2. LED/T-5 HO HYBRID TECHNOLOGY AT A VERY FAVOURABLE PRICE

Giesemann Gemini – offering Bluetooth programmable LED / T5-HO lighting



at an affordable price. Included in the box with the light is everything required to set it up including height adjustable suspension system and four Giesemann T5-HO Powerchrome tubes in a combination of your choice (choose from Tropic, Super Flora, AquaBlue Coral, AquaBlue Azure, Actinic Blue, Super Actinic or Super Purple)

### Automatic 24 hour light management

Three channels control royal blue, blue and white LEDs from 0-100%,

### Simplest operation

The free app for Apple iOS (iPhone, iPad), Android (Samsung, HTC, Google and many more) or Mac OSX makes setting up and programming the Giesemann Gemini child's play.

## ABS TECHNOLOGIES

For more information contact ABS Technologies on (08) 8398 5560 or email [enquiries@abs-technologies.com.au](mailto:enquiries@abs-technologies.com.au)