



Hoselink selected as finalist in Australia Post ORIAS Awards

It has been announced that Sydney-based company, Hoselink, has been rated among the top six retailers in the Large Retailer category of the Australia Post Online Retail Industry Awards (ORIAS) People's Choice Award

Beating out more than 1,100 merchants who registered, Hoselink is up against Beserk, Kogan.com, Meshki, Pillow Talk and Showpo for the coveted winning title, to be announced on 26th July 2018.

ORIAS is the country's flagship awards for businesses who sell online to recognise and reward retailers for their innovation, hard work and outstanding customer experiences. The People's Choice Awards is the only ORIAS category voted for by customers, and it's the customers who have always been at the heart of family business, Hoselink.

Our customers relate to founder of the brand, Tim Kierath, who was just like them at one point – fed up with bursting hose connectors and looking for a solution. 20 years ago Tim came up with just that, an invention to innovate the way we water with a patented design for 100% watertight fittings featuring a unique bayonet point and twist connection.

After a rocky start trying to distribute Hoselink's connectors through retailers in Australia and abroad, the business came close to folding. Finally, in a last-ditch attempt to overcome the ruthless retail giants and near financial ruin, Tim and his family joined together to give it one last shot, cutting out the middle man and launching a prosperous new website with a direct selling approach solely in Australia, taking a huge risk on something they had no prior experience in.

The strong belief in a totally unique product and a vision to become a reliable Australian brand where customers are treated like part of the family has never wavered, and it's this that has taken Hoselink from strength to strength.

Tim is now in his seventies and still works full-time in the office alongside his three children, Sally, Ben and Jamie, appearing in adverts and working to continually grow and strengthen the brand, refusing to rest on his laurels. Our customers come to us fed up with the standard click-on hose fittings, looking to change their hose set up, and often end up changing their lives thanks to Hoselink's range of products designed to make tedious tasks easier; from our Retractable Hose Reels that make watering accessible for everyone, including those with disabilities and arthritis, to gardening gear designed to make backbreaking jobs a breeze.

Warranties may expire but Hoselink's after-care service never does, whether it's been two years or 10, we'll always help our customers and their votes have given us new confidence that the loyalty is mutual.

Notes to Editors

Please contact Natalie Crofts on nataliecrofts@hoselink.com.au for further information or high res imagery.

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