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## **New ScareCrow POP Display Attracts Customers with an Attention-getting Spray of Water**

**VICTORIA, BC (July 06, 2006)** Contech Electronics, developer of the ScareCrow® motion-activated animal deterrent for gardeners, has introduced an attention-getting point-of-purchase (POP) display for retailers. Ideal for livening up outdoor garden display areas, the new ScareCrow POP features a ScareCrow® motion-activated sprinkler, safely encased behind a clear waterproof shield. When a customer walks past, the ScareCrow POP responds with a sudden blast of water.

According to Mark Grambart, CEO of Contech Electronics, the fully functional ScareCrow POP is expected to considerably increase ScareCrow sales at the point of purchase. “The new ScareCrow POP is an enhanced version of an earlier design that proved extremely successful among garden retailers,” said Grambart. “The new ScareCrow POP looks great, and gets an instant response — customers like it because they can try the product right in the store, and retailers like it because it demonstrates just how well the ScareCrow works.”

Widely used and trusted by gardeners around the world, the Contech ScareCrow motion-activated sprinkler protects flowers, vegetables and even fish ponds from hungry and destructive animal intruders. The ScareCrow automatically detects deer, raccoons, heron, dogs and more as they approach, and repels them with a short, startling burst of

water. The combined noise, movement and spray scares animals away, and teaches them to avoid the area in future.

For the retail environment, the self-contained ScareCrow POP display is easy to install. Just attach a garden hose from a nearby faucet to feed water to the ScareCrow, and another hose to carry away excess water to the drain, and then switch the Scarecrow on. The ScareCrow POP will guard the aisle, letting no potential customer slip past.

The ScareCrow working POP display is available now from Contech Electronics. For more information, visit <http://www.contech-inc.com/dealers/adsmerchandising/purchase/>, call 1-800-767-8658 or e-mail [info@contech-inc.com](mailto:info@contech-inc.com).

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***About Contech Electronics***

*Established in 1987, Contech Electronics is a designer and provider of advanced animal training, control and wellness products for pet owners and gardeners all over the world. Safe and effective solutions such as the ScatMat® pet training mat and the ScareCrow® motion-activated sprinkler have made Contech a favorite among pet owners and gardeners alike, and continue to reinforce the company's reputation as a leading innovator in the pet and garden industries. For more information, visit [www.contech-inc.com](http://www.contech-inc.com)*