

# New Product Press Release



...the flexible garden frame connector

October 12 2009

For immediate release

**FIGO – your flexible gardening friend**  
**The only limitation is your imagination!**



FIGO is the latest innovative accessory to help gardeners make a vast array of structures in their gardens. From wigwams for supporting climbing plants to constructing fruit cages, the FIGO flexible connector is the answer to all gardeners' support and plant protection needs.

FIGO flexible connectors are used to make structures from a wide range of readily available materials – such as bamboo canes or plastic or metal poles. FIGO's flexible arms can accommodate anything from 8mm to 16mm in diameter, ensuring maximum versatility throughout the garden. The arms can be bent to any angle, so gardeners can build structures of any shape or size they want – even asymmetrically-shaped ones. They firmly grip the support to ensure maximum rigidity, yet are soft enough to allow for final adjustments and changes to the structure.

**No tools, no skill, no effort needed...**

FIGO is the quickest, easiest and most versatile system for building garden structures – including plant protection supports, fruit cages, cold frames, cloches and plant supports. In fact, just about anything the imagination can run to.

FIGO flexible connectors are made from EPDM rubber, which has outstanding heat and weather resistance. FIGOs can be used over and over again for many years; they are guaranteed for three years under normal garden conditions and use.

FIGOs are sold in 10-piece construction kits. The kits contain six three-arm and four four-arm flexible connectors, which can be used to make a wide range of garden structures. The kits come with full instructions and suggested uses.

The recommended selling price of the kit is £19.95. Following its successful launch at Glee 2009, FIGO construction kits will be available from garden centres and other retailers, or they can be bought mail order direct from FIGO Products or ordered online at [www.figoframes.com](http://www.figoframes.com)

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## Notes to Editors

- FIGO construction kits are available for editorial giveaways, reader offers and competition prizes.
- Further information, videos and details of FIGO can be found on the website – [www.figoframes.com](http://www.figoframes.com)
- FIGO will be available from early December.

For further information, images or samples for editorial review, contact Sharon Wong at FIGO Products Limited, Headlands House, 1 Kings Court, Kettering Parkway, Kettering, Northamptonshire NN15 6WJ.  
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## Background & history

Invented by gardener Sharon Wong, FIGO's creation came about after a frustrating time trying to use an existing product. Sharon says: "Fed up with sharing my vegetables and flowers with rabbits, pigeons and badgers, I bought a product with claims that, 'using a set of these connectors, plant protection cages that are strong and versatile could be built, quickly and easily using bamboo canes'. It sounded like the answer to my prayers. My experience with them was quite the opposite, in fact, it was a long and frustrating process.

"Not one bamboo cane in my vast collection fitted the holes in the rigid connectors. Trying to overcome the problem, I shaved the ends of thick canes to make them fit. The task took forever. Having finally sorted a set of canes that more or less fitted, setting up the cage was a fiasco; where the fit was not perfect, the canes kept falling out. I resorted to sticking them together with tape, but it was still most unsatisfactory.

"After that, I decided to have a go at inventing something myself! I had the concept but no product. Hyphen Design turned my idea into a product."

FIGO has been designed, developed and realised in partnership with Hyphen Design, product design and innovation consultants based in London, whose past customers include Speedo, B&Q and Virgin Mobile.

FIGO – to fasten, to connect or to join together – your flexible gardening friend

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