

# D-BOOST Wi-Fi



D-EBOOST Wi-Fi is better than any other pump on the market because it has an attractive design and it's not just easy to install but guarantees a longer life of product with minimal maintenance. In fact its extremely robust structure is given by the plastics (technopolymers) and by water cooled engine, an innovation that allows greater protection against overheating, avoids dirty particles on its grid and makes the pump more compact and silent (79 Decibel). Avant-Guard Hydraulics is given instead of the geometry of the impellers which are optimized to obtain the best efficiency and self-priming characteristics (8 meters in less than 3 minutes). Furthermore the pump D-EBOOST Wi-Fi is unique thanks to the remote control with the smartphone that allows the imminent problem alert as broken pipes and/or dry run.

**WHY THE RETAILER S**

The image shows a close-up of the TALLAS control panel. On the left, a vertical scale indicates pressure in bar, ranging from 0 to 6. The panel features two main control buttons: 'MODE' and 'SET'. The 'MODE' button is surrounded by options: AUTO MODE, MANUAL MODE, ANTI-LEAKAGE, CUT IN, CUT OUT, and MAX PUMP ON. The 'SET' button is surrounded by options: ON, PUMP ON, ALARM, and OFF. To the right of these buttons is a 'SMARTY' logo, which consists of a cloud shape with a water drop and signal waves inside. At the bottom of the panel, the 'TALLAS' brand name is printed in a bold, sans-serif font, with a small serial number '00000000000000000000' and 'POWERED BY DAB' printed below it.

Because the visual impact of the store is very important and this pump with its the so-called “smart” packaging allows the consumer to understand the product and to support it in the right choice. The linear and minimal artwork with the pump itself allow to create useful and efficient exposures. Gardening is not typically related to smart products and with this pump, the retailer poses itself as a beginner and innovator, giving consumers more relax and easy life.