

Omlet announces the launch of the new Eglu Cube

Omlet are delighted to announce the global launch of the new Eglu Cube chicken coop.

The design of the new Eglu Cube was focused on just one thing, creating the ultimate chicken coop. Made with advanced manufacturing technology, this coop is extremely strong and durable yet surprisingly light, making it effortlessly manoeuvrable. Aesthetically pleasing, the clean, functional lines not only look great but also make cleaning the coop a breeze.

The new Eglu Cube is also the safest chicken coop on the market. It has a patented locking mechanism that will outfox any predators and includes a steel weld mesh run, complete with Omlet's unique anti-tunnel skirt, designed to keep any unwanted visitors at bay.

Comfier, more discreet and easier to clean - the Eglu Cube makes light work of a large flock. Inside the Eglu Cube, chickens will find a spacious roosting area with contoured bars to provide plenty of perching opportunities. The nest box, complete with sliding door, is discreetly positioned off to one side for privacy during the crucial egg laying moment.

With space for up to 10 hens you could be collecting a staggering 60 eggs a week. Your family will enjoy an abundance of cakes, quiches and dippy eggs galore!

Omlet's Head of Product Design Simon Nicholls said "With the new Eglu Cube we really wanted to push the boundaries of what a chicken coop could be. This is definitely the most advanced chicken house we have ever designed, it's safer for your hens, more comfortable and even easier to clean. It really is the ultimate hen house."

Whether you live in a town or the countryside, are a first time chicken keeper or an experienced breeder the new Eglu Cube will delight owners and their hens alike.

Notes to editors:

The Eglu Cube is available in the UK, Europe, Australia, New Zealand and the US. It comes in two colours - leaf green and purple. A complete kit including specially designed food and water containers, all weather cover and a secure run costs £699.00. Prices start at £549.00.

The Eglu Cube and standard run together measure approx 1.6m wide by 2.2m long. The standard run is suitable for up to six chickens. The Eglu Cube is also available with run extensions for up to 10 chickens.

Omlet launched the original Eglu in 2004. It quickly became synonymous with a new urban chicken keeping movement. The Eglu has been exhibited all over the world and was included in the V&A's first major exhibition celebrating post war design to coincide with the 2012 Olympics alongside Concorde and the E-Type Jaguar.

Omlet has since designed a wide range of products for keeping chickens, bees, rabbits, guinea pigs, cats and continues to innovate in order to make owning and looking after a pets a rewarding and enhancing experience for both pet and owner.

Omlet products are available in the UK, Europe, USA, Australia and New Zealand.

Omlet's four founders - Johannes, William, James and Simon - passionately believe that everyone should be able to experience the delight of dipping soldiers into their own home grown eggs. As well as containing all 8 of the amino acids, vitamins and minerals essential for a healthy body and 14% of the adult RDA of protein the Omlet team found that eating home grown eggs improved their health, intelligence and made them into more attractive and interesting people to be around.

Omlet and Eglu are registered trademarks.

For high resolution images of The Eglu Cube contact: Sam Morley at sam@omlet.co.uk

For more information about Omlet and the new Eglu Cube visit https://www.omlet.co.uk/shop/chicken_keeping/eglu_cube/