

# Companion Pets in the UK



In partnership with:



Department for  
International Trade



## Inside this publication

● Facts & figures	p4-5
● Training	p6-7
● Pet food	p8-9
● Treats & food	p10-11
● Accessories	p12-13
● Grooming	p14-15
● Veterinary	p16-17
● Hygiene	p18
● Technology	p19
● Birds & small animals	p20-22
● Reptiles	p23
● Aquatics	p24-25
● Trade associations	p26
● Events	p27-29
● Suppliers	p30-32



This publication 'Companion Pets in the UK' is published in partnership with the Department for International Trade (DIT) by PetQuip.

Publisher: Pat Flynn, Trade Association Manager, PetQuip  
Edited and designed by: Neil Pope, Oskar Media



A message from Dr Elizabeth Warham FRSB,  
Head of the Agri-Tech Organisation

# Why the UK is great for the pet trade

Many of the world's most successful companies benefit from the UK's passion for innovation, unparalleled know-how and commitment to quality service. The UK is open for business, with a time zone which can serve all the world's markets, and - equipped with English, the international business language - its businesses can guarantee to provide successful solutions to every corner of the globe.

This publication highlights the extraordinary capability that exists in the UK companion pet sector. The UK industry offers a full portfolio of products and services for all pet requirements, including expertise from world leading veterinary clinics to pet food nutrition or the design and manufacture of GPS tracking devices for pets.

Building on its enviable reputation for research, innovation and high quality standards, the UK supplies sector has introduced some of the world's leading technology, processes and services which are being utilised in established and growing markets around the world. The UK industry is viewed as scientifically progressive, technically advanced and environmentally responsible.

UK firms are developing trade links with international veterinary clinics, wholesalers and retailers across the globe. UK businesses supply everything from pet treats to live food for reptiles and amphibians, grooming accessories to animal beds, right through to retail and point-of-sale services (and everything in between).

Many of the companies profiled are already exporting to overseas markets and looking at new markets or expanding in existing markets. If you are interested in learning more about the UK pet sector, please do get in touch with the UK Department for International Trade's Agri-Tech division or the team at PetQuip which represents the best of British expertise in the companion pet sector.

## ESP

*Muchas de las empresas de mayor éxito del mundo se benefician de la pasión británica por la innovación, su know-how inigualable y su compromiso con el servicio de calidad. El Reino Unido está abierto a los negocios, y su zona horaria le permite dar servicio a todos los mercados del mundo. Gracias al inglés, el idioma internacional de los negocios, sus empresas están en disposición de ofrecer soluciones de éxito en cualquier rincón del mundo.*



Produced in partnership with the Department for International Trade by:

# PetQuip, the international trade association of pet equipment suppliers

PetQuip is a division of the The Federation of Garden & Leisure Manufacturers Ltd, the UK's trade association for the gardening and leisure industry. For over 55 years the association has worked to achieve substantial new business between suppliers and buyers. PetQuip represents the most progressive pet equipment manufacturers, suppliers and distributors; membership of the association is recognised as a sign of sales competence, service and product quality by UK and international buyers. Organisers of British pavilions at overseas trade exhibitions and of the internationally renowned PetQuip Awards held in the UK, PetQuip aids members to run their businesses successfully in both the UK and worldwide.



# The Agri-Tech Organisation for the UK Department for International Trade

The Agri-Tech Organisation for the UK Department for International Trade is the centre of excellence and first port of call for overseas companies looking for investment opportunities in the UK and for UK-based companies seeking to expand their international business.

The unique hybrid team of private sector specialists and civil servants embraces business, academia and government across the UK and global agri-tech sector. Key areas of focus are plant sciences, animal health, aquaculture and precision agriculture, but other opportunities are supported on request.

## ESP

### *PetQuip es la asociación de comercio internacional de proveedores de equipos para mascotas*

*PetQuip es un departamento de The Federation of Garden & Leisure Manufacturers Ltd, la asociación comercial del sector de los productos y servicios de jardinería y ocio del Reino Unido. La asociación trabaja desde hace más de 55 años con el objetivo de obtener nuevos negocios importantes entre proveedores y compradores. PetQuip representa a los fabricantes, proveedores y distribuidores más innovadores de equipos para mascotas; los compradores del Reino Unido y el resto del mundo identifican la pertenencia a esta asociación con competencia de ventas, calidad de servicios y productos. PetQuip es la encargada de organizar los pabellones británicos en ferias comerciales extranjeras y es la responsable de los reconocidos Premios PetQuip, celebrados en el Reino Unido. Esta organización ayuda a sus socios a impulsar el éxito de sus negocios tanto en el Reino Unido como en el exterior.*

### *Agri-Tech Organisation, parte del Ministerio de Comercio Internacional del Reino Unido*

*La Agri-Tech Organisation del Ministerio de Comercio Internacional del Reino Unido es el centro de excelencia y punto de referencia para aquellas empresas extranjeras que buscan oportunidades de inversión en el Reino Unido, así como para las empresas británicas que desean ampliar sus negocios internacionales. El exclusivo equipo híbrido compuesto por especialistas del sector privado y funcionarios engloba profesionales del mundo empresarial, académico y público del sector de la tecnología agraria británico y mundial. Las principales áreas de interés son la fitotécnica, la salud animal, la acuicultura y la agricultura de precisión, si bien también prestamos apoyo en relación con otras oportunidades previa solicitud.*

introduction



# Britain leads the way

This country's pet industry is big business and growing at an impressive rate with new companies entering the market place on a regular basis.

The boom in pet food and accessories is being put down to what's described as the humanisation of domestic animals.

"Pet owners are increasingly treating their cats, dogs and even small mammals like members of their family," says Euromonitor, which regularly gauges the size of the market.

"The opportunity to commercialise this trend into a vast range of goods and services is staggering for the company that can position itself to gain credibility among this growing demographic."

New products like beer for dogs, portable pet toilets, duffle coats and sleeping bags are regularly being unveiled to retailers and buyers from around the world at the UK's leading trade exhibitions.

And the innovation doesn't end with pet accessories, as retailers are being tempted to stock an amazing amount of pet food containing ingredients like venison, duck

and pheasant.

"People love their pets and they also love to spoil them," says Gordon Thomas, organiser of PATS, which runs two major pet trade shows - at Sandown Park, Surrey, and Telford, Shropshire, every year.

"UK companies have responded to the call for new and innovative products and every year we see a whole host of fresh launches into the marketplace. It's not just home-based retailers benefitting from these developments, as international buyers are seeing British designed products as potential bestsellers."

Amanda Sizer Barrett is the director general of PetQuip, the UK trade association for suppliers of pet products, accessories and services. She says: "The products available from our members demonstrate the design flair and product innovation that make the British pet care industry a world leader.

"We know from feedback from overseas buyers they are finding products in the UK that are very different from elsewhere, and our suppliers are incredibly reliable."

ESP

## Gran Bretaña va a la cabeza

*El sector de las mascotas de este país es muy sustancial y se beneficia de un impresionante ritmo de crecimiento, lo que anima a nuevas empresas a salir al mercado de forma regular.*

*El boom de los alimentos y accesorios para mascotas se vincula con lo que se ha dado en llamar la humanización de los animales domésticos.*

*"Los propietarios de mascotas cada vez tratan más a sus perros, gatos e incluso otros pequeños mamíferos como miembros de su familia", concluye Euromonitor, que estima regularmente el tamaño del mercado.*

*Durante las principales ferias comerciales del Reino Unido se presentan regularmente ante distribuidores y compradores de todo el mundo nuevos productos como cerveza para perros, inodoros portátiles para mascotas, tencas y sacos de dormir.*

*Pero la innovación no se limita a los accesorios para mascotas. De hecho, las tiendas tienden a abastecerse de sorprendentes cantidades de alimentos para mascotas con ingredientes como ciervo, pato y faisán.*



# Affordable premiumisation

Market Research expert Euromonitor provides an overview of the current UK pet market.

2017 witnessed a continuation in premiumisation, with brands and manufacturers looking to meet consumers' demands by launching products with high specific value and targeting very certain factors such as age, breed, lifestyle, weight or size. Well-informed pet owners who are looking for superior food and are increasingly willing to reduce budgets on their own diets rather than their pets, are driving the market. Innovative and segmented products do not always mean high prices. The strong presence of premium products and brands in large grocery retailers coupled with private label launching products, is resulting in affordable unit prices which 'pet parents' can enjoy.

## THE PERFECT FOOD FOR EVERY PET

A switch in the pet population landscape, resulting in positive growth in the number of cats and small mammals and a marginal decrease in the number of dogs, is a key factor in pet food, which in addition is becoming increasingly segmented in order to gain positioning and to create, and achieve, different unique selling points. By targeting an older dog, a castrated cat or a calm guinea pig, manufacturers are able to create the perfect product for each animal and consumer, and lessen threats such as pet owners cooking for their pets or potential issues caused by the wrong diet.

## NATURAL FOODS MEET CONSUMERS' AWARENESS

Manufacturers are trying to take advantage of a new type of consumer, keen on understanding the kind of food they are feeding their pets and valuing transparency in products, information and advice. Brands are attempting to offer clean products, with innovative recipes and high value-for-money, by focusing on natural and non-processed food. Colourants,



preservatives and artificial ingredients are avoided as much as possible and brands, manufacturers and retailers are focusing on informing pet owners about the best specific foods for their pets.

## INTERNET RETAILING ON THE RISE

Pet specialist retailers such as pet stores and pet superstores experienced a positive performance during 2016, although internet retailing witnessed even higher growth due to the level of convenience and amount of information that it provides. Pet owners no longer choose pet food without checking first the nutritive content and its potential benefits for pets. Online specialist retailers are gaining in popularity, along with the well-known British supermarkets, which offer specific sections for pet food, indicating all the relevant aspects that consumers are looking for.

## DEVELOPMENT OF NEW ALTERNATIVES

2016 and 2017 witnessed some interesting new developments which could lead to potential trends over the forecast period. An already explored alternative such as raw food is gaining weight, with some retailers - especially pet superstores and internet retailers - offering raw food as a way to provide their pets with a completely natural diet and link them with their traditional feeding habits. However, raw food remains a niche and both manufacturers and consumers will continue to be affected by humanisation.

## ESP Premiumización asequible

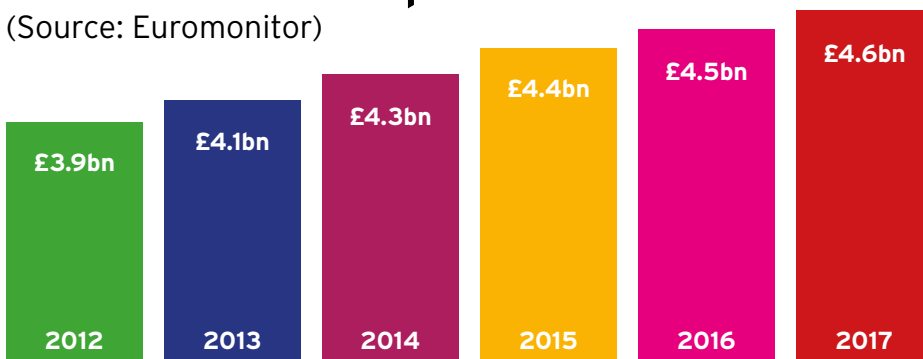
La premiumización continuó en 2017, año durante el cual las marcas y fabricantes trataron de dar respuesta a las demandas de los consumidores con el lanzamiento de productos con un elevado valor específico orientados a factores muy particulares, como la edad, la raza, el estilo de vida, el peso o el tamaño.

Los propietarios de mascotas bien informados que buscan alimentos de calidad superior y están dispuestos a reducir el presupuesto de su propia alimentación para no sacrificar la dieta de sus mascotas son los impulsores de este mercado. Los productos innovadores y segmentados no siempre son sinónimo de precios altos.

La sólida presencia de productos y marcas premium en las grandes tiendas de alimentación, sumado al lanzamiento de productos de marca propia, está propiciando la aparición de precios asequibles que los "papás de mascotas" pueden permitirse.

## Value of the UK pet market

(Source: Euromonitor)



# UK pet care industry: key statistics

▶ Britons spent approximately **£4.5bn** on their pets in 2016, an increase of 1.6% from 2015 and 25% since 2010 (Euromonitor)



◀ A total of **£2.8bn** was spent on pet food with the large majority on dog food (**£1.35bn**) and cat food (**£1.1bn**) (Pet Food Manufacturers' Association)

▶ **12 million UK households** own a pet and the pet population stands at **54 million**. It's hardly a surprise that fish make up the highest number at over **15 million** (Pet Food Manufacturers' Association)



◀ The UK is the largest dog owning country in Europe (Fediaf)

▶ There are **3,500 UK pet shops** and **600 specialist aquatic centres** employing over **15,000 people** (Pet Industry Federation)





# Pet product pioneer

Dr Roger Mugford has been a pioneer in the pet market for nearly 50 years. Awarded a Lifetime Achievement honour by PetQuip, the man behind The Company of Animals continues to blaze a trail with innovative new products. So what sets him apart from the rest?



training

## How did you first become involved in the pet industry?

In 1970, I was hired by Pedigree Petfoods (a division part of Mars Inc) as an animal behaviourist/psychologist to study the food preferences of dogs and cats, and the psychological relationship between owners and their pets. I quickly came to appreciate the importance of the love factor between people and their animals, and how it could have life changing and improving consequences for both.

I conducted some market research into the willingness of owners to replace their pets after they had died. Ten percent of dog owners said they would not replace the current animal because it had been a badly behaved or troublesome liability. Of course, the other 90% of dog owners were broadly happy with their pets.

This worrying section of discontented dog owners inspired me to go into private practice as an animal therapist, where I could apply skills developed in other

areas of clinical psychology to modify the behaviour of pet animals. This was at a time when a TV personality trainer Barbara Woodhouse was much in vogue, but I was rather shocked at her over-simplified approach to dealing with animal behavioural problems, let alone her methods for training dogs.

Thus in 1979, I left Pedigree Petfoods to found The Animal Behaviour Centre, initially out of our home, and only doing domiciliary or home visits throughout the UK.

Whilst practising as an animal psychologist and helping dogs to behave better with their owners, I experimented with accessories, just anything that could be an alternative to the choke chains favoured by Barbara Woodhouse.

It was then that I happened upon the concept of a head collar for dogs, born out of a farming background where head collars are used on horses and any large animal that has the advantage of power and weight over a human.

## How has The Company of Animals developed over the years?

The Company of Animals was born out of marketing my single most important and first invention, the Halti Head Collar. That was in 1982, where I supervised its manufacture by a British clothing company, and sales to the then 70-plus UK pet wholesalers.

Of course, Halti instantly received acclaim from trainers, vets and more importantly, from dog owners, so it quickly became a "must have" item to stock in pet stores.

The range of products that The Company of Animals offered then increased, most notably with the addition of Kong to the portfolio in the late 1980s. My happy association with Jo Markham, founder of the Kong company thrived, where we achieved Europe-wide distribution of this amazing dog toy. Once Kong had achieved a good momentum and value of sales, it was returned to the US parent company, who continue to do a fantastic job without direct





The award-winning Halti.



distribution and pleasingly it attracts wonderful feedback from owners. However, we do have other successful brands, notably The Pet Corrector (born out of me using CO2 fire extinguishers to break up dog fights) and the Baskerville range of muzzles. It was natural that I should promote muzzles because they provide short-term safety, pending more structured programmes of behaviour therapy and re-training of the dog.

#### How do you keep innovating and launching great new products?

I am still a hands-on dog trainer and animal psychologist, where for at least two days a week I am on call and working with dogs. This gives me access to ideas and practical challenges to create better designed products. This is the great advantage that The Company of Animals has over others who simply copy generic designs that have been around for years.

Inventing new products is the thing that drives me into working long hours every day, seven days a week. If I am not worrying about pet products, I am worrying about my farm animals, or the several "good causes" with which I am associated. My motivation hasn't changed in 35 years, which is to make people and pets happy, make them safe and make a little money!

#### Has your love of animals been passed on to your children?

All my children love animals. Emily is directly involved as a veterinary surgeon, joint owner of a practice within a Pets at Home store. My son Harry works within the Pet Head team after an academic career in sport science and medicine. Harry's twin brother James is an App Developer with a special interest in virtual reality, and often uses animals as subjects for his VR games. Finally, my eldest daughter Ruth is a scientist with the British Antarctic Survey, keen to conserve planet earth from those that would destroy it.

#### ESP

### Pionero en el sector de los productos para mascotas

*El Dr. Roger Mugford ha sido pionero del mercado de las mascotas desde prácticamente 50 años. El hombre responsable de The Company of Animals, que recibió el premio honorífico a toda su carrera de PetQuip, sigue marcando el camino con nuevos productos innovadores.*

*"Sigo siendo un adiestrador canino en activo y psicólogo animal, por lo que al menos dos días a la semana hago trabajo de campo con perros," comenta Roger. "Esta labor me brinda acceso a ideas y retos prácticos que me ayudan a crear productos con un diseño mejorado.*

*"Esta es la gran ventaja de The Company of Animals sobre otras empresas que se limitan a copiar diseños genéricos ya conocidos.*

*"La invención de nuevos productos es lo que me motiva a trabajar durante largas horas cada día, todos los días de la semana.*

involvement of The Company of Animals.

During the first 20 years of the company, I acquired distribution rights to other imported pet products in the UK and in Europe, such as, a range of dental care products (CET), Furminator (pet hair remover) and Pet Head (a range of shampoos). We took each of these brands to high levels of sales, but too often with diminished profit margins (compared to say, our pioneer product Halti), and in sectors outside my own personal expertise which is about the behaviour of dogs and cats.

Accordingly, we took the difficult decision to drop third party external brands, and we now only focus upon our core ranges of products in the training and behaviour category. Pet Head was the interesting exception, but we bought the firm and the brand from its American owners in 2016.

#### What has been your bestselling product?

Halti was and remains our bestselling product with the best margins, best

#### How big is the export side of the business?

2016 was a milestone for The Company of Animals, when more than 50% of the company sales were outside the UK. The ratio is now 40:60%, with the rest of the world growing more rapidly than in the UK. Our biggest and most exciting investment has been in a wholly-owned subsidiary of The Company of Animals in America, where we have introduced the category of training and behaviour to their pet stores.

We have been very well received in the US market and expect that sales should soon exceed those in the UK. However, there are opportunities for The Company of Animals ethos and product in all developed countries, across Asia, Europe and in South America. We have ambitious growth plans which require investment in good sales people, distribution and in marketing. I have a great team who are all committed to spreading the word that every dog should be loved, well cared for, well-behaved and have fun. Whilst doing so, we might even turn a modest profit!



Roger picked up a World Branding Award for the Halti in 2017.



# Pet and Industry Data

Every year the Pet Food Manufacturers Association (PFMA) gathers Pet Food Market Data and commissions Pet Population Research. Here is a snapshot of the PFMA findings.

## PET POPULATION DATA



12 million households have pets  
54 million total pet population

## PET FOOD MARKET DATA

PFMA is the principal trade body representing the UK pet food industry. Its 76 member companies account for over 90% of the UK market.



pet food



# UK pet food market continues to grow

Michael Bellingham, PFMA Chief Executive, summarises how the pet food market is performing in the UK.

"The pet food market saw growth of 2% in 2016 with the market continuing to an all-time high of £2.6 billion. Without doubt the field of pet nutrition moves at a fast pace," says Michael Bellingham.

"The offering has changed dramatically over the years, moving us from basic pet foods that provide the right nutrients in the right quantities to more sophisticated foods that do this and more.

"In terms of trends, humanisation of pets continues to be the biggest and most impactful trend in the pet food industry. Looking at the latest results in the PFMA market report, the strongest growth areas for cats have been at the premium and value ends.

"For dogs, it has been at the premium end with age related and grain-free foods seeing particularly strong growth. For both dogs and cats, niche specialist products, including those focusing on a specific health benefit continue to be very popular."

Ensuring that all the pets in our society are well looked after and receive a healthy diet, is key to the activity of PFMA.

PFMA is actively involved in organisations such as National Pet Month, the Canine Feline Sector Group and the All Parliamentary Group for Animal Welfare, all

of which work hard to raise standards and awareness of animal welfare issues.

PFMA has a specific role in the area of pet nutrition and this is where the organisation educates to make sure those at the front line of pet care have all the information they need to support owners in providing the best possible diets.

PFMA focuses on educating pet owners and pet professionals on nutrition and attends numerous events such as London Vet Show (LVS) and the British Veterinary Nursing Association (BVNA) Congress as well as visiting UK vet schools.

At the London Vet Show, for instance, it was reported that vets believe 49% of dogs, 44% cats, 32% small mammals and 11% birds are overweight/obese. As a result of these findings, the PFMA has looked at the numerous reasons why pet owners were

El mercado de los alimentos para mascotas del Reino Unido continúa creciendo

"El mercado de los alimentos para mascotas experimentó un crecimiento del 2% de 2016, año durante el cual el mercado avanzó hacia un máximo histórico de 2.600 millones de libras esterlinas. Sin ningún tipo de duda, el sector de la nutrición de las mascotas crece a un ritmo rápido," afirma Michael Bellingham, director general de Pet Food Manufacturers' Association (PFMA, la asociación de fabricantes de alimentos para mascotas).

"La oferta ha cambiado drásticamente a lo largo de los años, pasando de alimentos básicos para mascotas que proporcionan los ingredientes adecuados en las cantidades idóneas a alimentos más sofisticados que van mucho más allá.

"En lo que respecta a las tendencias, la humanización de las mascotas sigue siendo la tendencia más importante y de mayor impacto en la industria de la alimentación para mascotas. Si analizamos los últimos resultados del informe de mercado de la PFMA, las áreas con mayor crecimiento en la alimentación para gatos han sido los segmentos premium y económico.

"En el caso de los perros, este mayor crecimiento se ha observado en el segmento premium, donde los alimentos clasificados por edad y libres de cereales han avanzado de forma particular. Tanto en perros como en gatos, los productos especializados nicho, incluidos aquellos orientados a mejorar determinados aspectos de la salud, continúan siendo muy populares."

not always succeeding in providing their pets with optimum nutrition.

In terms of attitudes towards reading nutritional information on the pet food label, 43% of owners never read this and the main reason (40%) is that they never read information on packaging. A further 9% claim no interest in the calorie consumption by their pets while 35% claim to already have the relevant knowledge about the correct diet for their pets.

Feeding guidelines are a vital piece of information on the pet food label as they provide recommended portion sizes based on the size/weight of a pet. PFMA advises owners to follow the feeding guidelines, adapting to the individual needs of their pet. To help owners feed to ideal body condition, PFMA has developed Pet Size-O-Meters available at [www.pfma.org.uk](http://www.pfma.org.uk)

## TOTAL UK PET FOOD MARKET (in terms of Volume and Value)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Volume (000 tonnes)	1323	1331	1330	1335	1328	1333	1337	1340	1321	1325
% change		1%	0%	0%	-1%	0%	0%	0%	-1%	0%
Value / £ms	2049	2181	2323	2365	2407	2464	2535	2575	2563	2605
% change		6%	7%	2%	2%	2%	3%	2%	0%	2%



# Raising the bar for dog treats

## CASE STUDY: THE DOG TREAT COMPANY



The Dog Treat Company is on a mission to raise the bar for top dog treats, mirroring the flourishing movement in human food for tasty choices, ingredient integrity, traceability and nutritional vibrancy.

Owner Joe Halliwell takes up the story. "We wanted to marry great taste with functional benefit cues. We've never understood why the terms 'treats' and 'good for you' were being deployed as mutually exclusive terms, because with one in three dogs now deemed clinically obese it would be great to champion dog treats that are more about long-term genuine health benefits than momentary guilt trip evasion."

Joe launched The Dog Treat Company 18 months ago "as a heartfelt crusade" against bland, over-processed, conveyor belt dog treats, opting instead for a DEFRA approved bakery, small batches, human-grade ingredients and low calorie recipes.

The company began life as a home delivery service, providing countless happy 'letterbox' moments. But Joe soon realised there was a void of such goodies in traditional independent pet shops, garden centres and farm shops.

Nowadays the company is also making significant headway in dog-friendly pubs, delis, cafes, boutique hotels and even holiday centres.

"I remember like yesterday the light bulb moment that led to DTC's launch," added Joe. "I was in a supermarket picking up some dog treats when an elderly lady started wagging her finger whilst pointing at the dubious ingredient deck on the pack, uttering phrases like, unsavoury meat meal, artificial rubbish, masking sugars and salts and nutritionally vacant recipes. I decided to do something to change things."

The Dog Treat Company is a Devon-based family business with a purpose-built 7,500

sq ft bakery perched on the edge of the Dartmoor Business Park. Joe wanted to tap into the county's unrivalled foodie pedigree using locally sourced ingredients.

"There are many reasons to believe in the DTC dog treat vision. For one thing each and every one of the tasty treats offers bona-fide functional benefits as their product names proudly suggest (Calming, Fresh Breath, Joint Care and Skin & Coat).

"Secondly we're a young business that's not afraid to adopt different thinking. For example, in the old days our treat pouches were very brown and understated - albeit with a loud, proud label - because we wanted 'product to be king.' As our appeal has spread to human-centric venues - pubs, hotels, holiday centres and farm shops - we realised that we needed packaging with a bit more ping.

"We're also rather proud of our quirky, quintessentially English humour that can be seen across our packaging, website, and throughout our seasonal specials like Pawever Yours, Bark The Herald."

Today the Dog Treat Company is very much a global concern with export markets as diverse as Scandinavia, Holland, Italy and Germany to South Korea and Hong Kong. Exports make up about 40% of the company's total global footprint which sits neatly among its significant home market listings: Pet's Corner, Fetch, Ocado, Pets At Home, Not On The High Street and Fortnum & Mason.

"We feel we're at the forefront of the nutritionally well-rounded treats movement but would never take our pioneering status for granted," said Joe.

### ESP

## Mejora de los snacks para perros

The Dog Treat Company se ha fijado como objetivo mejorar los snacks para perros, de forma análoga al floreciente movimiento en la alimentación humana que favorece las opciones más sabrosas, la integridad de los ingredientes, la trazabilidad y la energía nutricional.

En palabras de su propietario Joe Halliwell: "Buscábamos aunar un excelente sabor con ventajas funcionales. Nunca comprendimos por qué las palabras "snack" y "saludable" siempre se empleaban como mutuamente excluyentes. Ahora que uno de cada tres perros se considera clínicamente obeso, sería genial ofrecer snacks para perros que aportasen ventajas reales para la salud a largo plazo en lugar de proporcionar una evasión momentánea de la culpabilidad."

Joe creó The Dog Treat Company hace 18 meses "como una auténtica cruzada" contra los snacks para perros industriales ultraprocesados y sosos. Apostó por recetas de horneado aprobadas por DEFRA bajas en calorías, con ingredientes aptos para el consumo humano en pequeñas cantidades.





CASE STUDY: VITALIN PET FOOD

# Brand with long heritage

Vitalin has a long standing heritage which dates back to 1953 when the first product 'Original' was made by Arthur Mills in Ripon, Yorkshire. Being the first commercially produced complete dry food in the UK, it wasn't long until it grew in popularity.

Since then, Vitalin has gone from strength to strength, introducing the new Super Premium Life Stage Range in the 1990s. Following its success, Vitalin Super Premium dog food was rebranded in 2014, Vitalin ferret was rebranded in 2015 and Vitalin Super Premium cat food was launched in 2016.

Since the first bag of Original was rolled off the production line, over the last 60 years, thousands of pets have been successfully fed on Vitalin.

Vitalin is now owned by Grove Pet Foods who acquired the brand in 2011, and the food is made at the company's factory on the Lincolnshire-Nottinghamshire border.

Combining the perfect blend of ingredients, nutritional expertise and modern manufacturing techniques, Vitalin prides itself on creating a balanced food for pets of all ages. The products have been developed in line with vets and nutritionists, utilising the latest in scientific research.

Wherever possible, the brand's carefully selected ingredients are sourced from the UK, with some from local farms.

Pet food nutrition has always been important but with the increase of consumer awareness, the internet, new research, and human health/nutrition trends transferring to the pet trade, it is now even more significant.

Today, pet owners want to be more informed when it comes to what they feed their pets and are more concerned about what goes into the food they're providing



Vitalin is produced in a modern pet food factory.

their animals - for example, products that contain artificial colours, flavours or preservatives can contribute to health and behaviour problems in pets.

Over past six years, the export side of the Vitalin business has grown rapidly and given the company a chance to explore and serve foreign markets. With Vitalin being manufactured in the UK and its long-standing heritage, Grove Pet Foods has seen the demand for Vitalin grow both in the UK and overseas.

### Vitalin's history

**1950s** - Vitalin was created at Kennel Nutrition in Ripon & Vitalin Original was produced.

**1990s** - The Super Premium Life Stage Range was formulated to cater for dogs of all ages.

**2011** - Vitalin acquired by Grove Pet Foods.

**2014** - Vitalin rebranded the Super Premium range.

**2016** - Vitalin launched Super Premium cat food.

### ESP

## Una marca con una larga tradición

Vitalin cuenta con una larga tradición que se remonta a 1953, año en el cual se lanzó al mercado el primer producto "Original" fabricado por Arthur Mills en Ripon, Yorkshire (Reino Unido). Se trataba del primer alimento seco completo producido a escala comercial en el Reino Unido, lo que contribuyó a su rápida popularidad.

Desde entonces, Vitalin ha logrado consolidarse en el mercado hasta el lanzamiento en la década de 1990 de la nueva gama Super Premium específica para distintas edades. Tras este enorme éxito, en 2014 estos alimentos para perros pasaron a denominarse Vitalin Super Premium, y en 2015 Vitalin Ferret. En 2016, se lanzó al mercado el alimento para gatos Vitalin Super Premium.



# Royal seal of approval



## CASE STUDY: ARMITAGE PET CARE

Royal Warrant holder Armitage Pet Care can be proud of the fact the Queen regularly feeds her Corgis with Good Boy Choc Drops.

"The reason they are so popular is that they are highly palatable and, most important of all, safe for pets," says Steph Ayres, International Sales Manager.

"We've been producing our Choc Drops in the UK for over 50 years and sell over two billion drops a year."

Armitage has a long heritage in the pet industry that dates back to 1775. King George III was on the throne and America was a British Colony when Samuel Fox arrived in Nottingham and opened Victoria

Stores. When Samuel died the business was left to his cousins who, alongside the retail operation, started a flour mill, and later formed Armitage Bros in 1897. Despite the Great War of 1914-1918, the business continued to prosper, and by the 1920s, after manufacturing had further diversified, Armitage was firmly established as a leading supplier of chicken, game and poultry food.

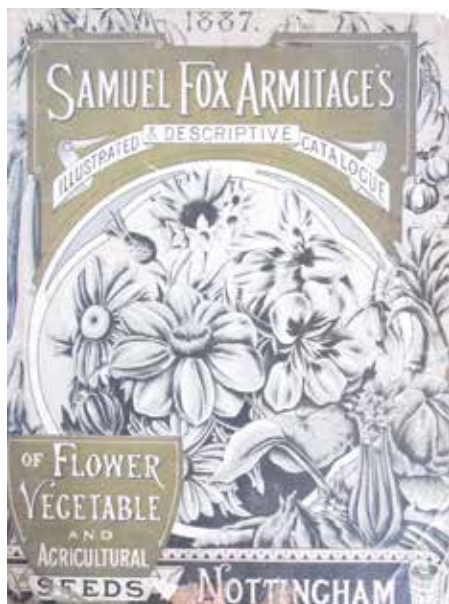
World War II brought another turning point in the company's history - the Victoria Stores were closed after suffering irreparable bomb damage, but the company replaced retail with further manufacturing business, and in 1965 production of Good Boy Choc Drops began. A number of other acquisitions followed Good Boy, with Rotastak, Wafcol and Algarde ranges all welcomed into the Armitage family.

In 1976 the company was awarded the much coveted Royal Warrant as pet food manufacturer to Queen Elizabeth II.

In 2003, Armitage Bros Plc was sold to private investment group Focus 100, kick-starting a new period of investment across the business which has delivered a consolidated, state-of-the-art manufacturing operation at its Colwick site in Nottingham, alongside a continuous stream of market leading product innovation. The company now employs 110 people.

Armitage, which exports to 36 countries,





manufactures all forms of treat drops for dog, cat and small animal, plus its own sand sheets for caged birds. It also has 18 injection moulding machines producing all things plastic for pets.

"For us to grow our sales we need to constantly be developing new ideas and bring them to the market," adds Steph.

"We have a large team covering each category that continually devotes a high level of time and spend to extensive research and development."

### ESP

## Sello real de aprobación

Para Armitage Pet Care, proveedor oficial de la corte del Reino Unido, es todo un orgullo saber que la Reina de Inglaterra alimenta a sus Corgis con Good Boy Choc Drops.

"El motivo de su gran popularidad es su excelente sabor y, lo que es más importante, el hecho de que sea seguro para las mascotas," afirma Steph Ayres, encargado de ventas internacionales.

"Fabricamos Choc Drops en el Reino Unido desde hace más de 50 años y vendemos más de 2.000 millones de grajeas al año."

Armitage, que exporta a 36 países, fabrica todo tipo de grajeas para perros, gatos y pequeños animales, más su propia gama de lechos de arena para aves enjauladas. Además, cuenta con 18 máquinas de moldeo por inyección para fabricar todo tipo de accesorios de plástico para mascotas.

# Eco-friendly approach

DID YOU KNOW SINCE LAUNCHING HUGRUG IN 2008 WE HAVE RECYCLED & USED OVER:



8 million T-SHIRTS  
...FOR THE COTTON TUFTS



8 million PLASTIC BOTTLES & TAPS  
...FOR THE BONING MEMBRANE



2 million LITRES OF WATER PER YEAR  
...THROUGH OUR MANUFACTURING PROCESS



PLUS WE RECYCLE OUR OFFCUTS  
...AND WE THEM IN OUR RUBBER BACKING

AND WE ARE PROUD TO SAY OUR FACTORIES IN YORKSHIRE ARE ZERO TO LANDFILL



## CASE STUDY: HUGRUGS

HugRug is a range of eco-friendly products produced by Phoenix Textiles Ltd, a private, family-run company which has been designing and manufacturing household textiles, rugs and carpets from its Yorkshire base for over 60 years.

From the outset the HugRug range has been created and developed to be as environmentally friendly as possible.

From the sourcing of raw materials, the development of entirely new manufacturing processes, using cleaner/greener sources of electricity made by hydro pumps, windmill farms and solar, through to its eventual disposal and recycling, everything has been considered to ensure HugRug has a light, environmental footprint.

For example, the face fabric of each rug is 90% cotton recycled from the clothing industry combined with 10% micro fibres. The base fabric is made from recycled drink bottles and bottle tops, and the rubber backing contains recycled content.

The company states: "At HugRug we have always looked for the best way of creating a cradle to grave ethos. As part of that we have invested in technology that allows us to recycle our own offcuts, trimmings and even old HugRugs, and use them in the rubber

backing, therefore saving anything going to landfill and creating a true virtuous circle."

Having started with just ten staff Phoenix Textiles now employs over 100 people and continues to go from strength to strength by focusing on innovative products and design.

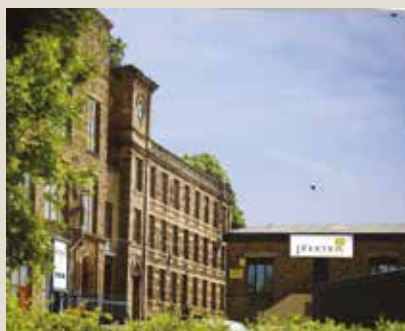
### ESP

## Enfoque respetuoso con el medio ambiente

HugRug es la gama de productos respetuosos con el medio ambiente fabricados por Phoenix Textiles Ltd, una empresa familiar que diseña y fabrica textiles de hogar, alfombras y moquetas desde su sede en Yorkshire desde hace más de 60 años.

Desde el inicio, la gama HugRug ha sido concebida para resultar lo más ecológica posible.

Desde el abastecimiento de las materias primas, el desarrollo de procesos de fabricación totalmente nuevos -usando fuentes de electricidad más limpias, como la hidrogenación, los molinos eólicos y la energía solar- hasta la eliminación y el reciclado de sus residuos, la empresa se ha esforzado para minimizar la huella medioambiental de HugRug.





# Grooming for success

## CASE STUDY: GROUP55

The grooming sector of the UK pet care market has grown considerably over the past few years, and that growth is set to continue in the future.

Group55 is one British company that has achieved great success in the sector, becoming a world leader in pet cleaning solutions.

Owner Stephen Turner took time out of his busy schedule to discuss his award-winning company.

### When did Group55 first launch into the UK pet market?

We have been manufacturing and distributing products that protect and care for families and pets since 1999. Our product range has changed significantly over the years and today millions of our products have been sold to customers in more than 50 countries around the world who trust Group55 products to deliver world class quality, performance and results.

### How many pet brands do you now produce?

We have two in-house brands and manufacture private label brands for many of the largest pet retailers and brand owners around the world. Our in-house brands are both successful in their market sectors. Animology is a multi-award winning pet brand that is principally recognised as a world leader in animal cleaning solutions, however the product range is much larger, spanning dog beds to dog health supplements. Our other brand, Strikeback, is the UK's number 1 dedicated household flea control brand.



grooming



**How do you keep coming up with so many innovative new launches?**

At Group55 we have a dedicated team of multi-disciplinary experts who work together to contribute to our NPD process. Our research and development department works daily on developing new and exciting formulations using the very latest ingredients, techniques and equipment. We have a testing laboratory that allows us to conduct comprehensive competitor analyses and benchmarking. Our marketing department conducts market and trend analysis and finally our sales team is hugely experienced and often identifies opportunities for a new product or brand.

**Do you manufacture all your own products?**

While all our products are formulated and developed in-house, such is the variety of the products we produce, some of our products are made by third party manufacturers which are leaders in their field. Vitamins and supplements, for example, are products we are successful in but would not manufacture ourselves as the volumes required to satisfy the pet industry alone make such an initiative prohibitive. 95% of the products we sell are manufactured in the UK.

**How important is the export market to your business?**

Our business outside the UK is the fastest growing part of the company. We expect export sales to represent at least 50% of our turnover in 2018. This growth comes from both the continued demand for our own brands and the ever increasing demand for private label partnerships.

**Why are you so successful abroad?**

We are experts in a niche market that few competitors truly understand. Our facilities, experience and capabilities are unique, making us world leaders in our field. Our Animology brand succeeds overseas because our products are of the highest quality at a competitive price, the packaging is multi-lingual and we provide global brand management and assistance to all our international distributors. Our private label partnerships are secured by providing the very best knowledge and innovation, supported by an acute understanding of the legislation that controls the products we manufacture.

**Was it difficult to break into overseas markets?**

Surprisingly not. We first exhibited our Animology brand at a trade show in Germany in 2010. That show resulted in firm orders from 14 countries around the world, and we have never looked back. We are very proud of our achievements with Animology, it is a brand that we 'got right' in every way and it is that success that has helped the business to grow ever since.

**How do you invest in your business?**

Like all world leading businesses our principle investment is in our employees. We employ experienced individuals of high education and provide them an environment that encourages success and personal advancement. We operate from a newly built, state-of-the-art £2m facility that includes the finest chemistry laboratory and testing facilities to ensure we are able to provide our customers the very best in innovation and quality.

**ESP**

## Estética para mascotas de éxito

*El sector de la estética para mascotas del Reino Unido ha experimentado un importante crecimiento durante los últimos años, y todo apunta a que esta tendencia continuará de cara al futuro.*

*Group55 es una empresa británica de gran éxito en este sector que ha logrado convertirse en líder mundial en soluciones de limpieza para mascotas.*

*En palabras de su propietario Stephen Turner: "Group55 cuenta con un equipo dedicado de expertos multidisciplinares que colaboran y contribuyen a nuestro proceso de desarrollo de nuevos productos. Nuestro departamento de investigación y desarrollo trabaja cada día en el desarrollo de nuevas e interesantes fórmulas que integran los últimos ingredientes, técnicas y equipos.*

*"Nuestro laboratorio de pruebas nos permite realizar análisis integrales de la competencia y establecer referencias. Por otro lado, nuestro departamento de marketing lleva a cabo análisis de mercado y tendencias, y por último, nuestro experimentado equipo de ventas es capaz de identificar oportunidades para nuevos productos o marcas."*

*Stephen continúa explicando: "Como todas las empresas líderes mundiales, nuestra principal inversión es en nuestro personal. Contamos con experimentados empleados altamente cualificados y les ofrecemos un entorno que fomenta el éxito y el progreso personal. Llevamos a cabo nuestras operaciones desde nuestras nuevas instalaciones punteras valoradas en 2 millones de libras esterlinas, que abarcan un sofisticado laboratorio de química e instalaciones de pruebas, lo que nos permite ofrecer a nuestros clientes lo último en innovación y calidad."*



# CENTRE OF EXCELLENCE



A £5 million purpose built hospital near Sedgfield in County Durham is a great example of the specialist care that is now being provided for the nation's pets.

It boasts a mass of advanced technology in its chemotherapy and rehabilitation wards, as well as in the dedicated intensive care unit which includes a MRI scanner machine, fully operational and able to be used on humans.

Wear Referrals is located at junction 60 of the A1 motorway at Bradbury, and cares for dogs and cats referred from vets based as far away as Leeds, Liverpool, Hull,

Glasgow and Edinburgh.

Clinical director Dr Gerard te Lintelo says: "Whilst the building and facilities certainly are impressive and contains the latest equipment it is the team of people inside that truly make it outstanding.

"We are well on the way to becoming a Centre of Excellence, both clinically and educationally, and offer a wide range of events and opportunities for practitioners in the industry to develop professional skills and knowledge, and further develop their experience and disciplines using the best technology available."

The eco-friendly hospital provides specialist care in various disciplines, including orthopaedics, spinal surgery, soft tissue surgery and magnetic resonance imaging (MRI).

It also offers rehabilitation, including hydrotherapy and physiotherapy, and emergency and critical care.

**"It is the team of people inside that truly make it outstanding"**

veterinary

## Ensuring animal medicines are responsibly supplied

The Animal Medicines Training Regulatory Authority (AMTRA) is an independent body which works to ensure that animal medicines in the UK are prescribed and supplied in a responsible manner.

A Suitably Qualified Person (SQP) is an animal medicines advisor, a legal category of professionally qualified person who is entitled to prescribe and/or supply certain veterinary medicines under the Veterinary Medicines Regulations.

It is the duty of an SQP to ensure that the statutory requirements in respect of the prescription and/or supply of certain veterinary medicines are respected, advising on choice of medicine and their safe and effective use. The SQP is



responsible for ensuring this irrespective of how the product is supplied, eg supply from a registered retail premises, postal supply, from a website, etc.

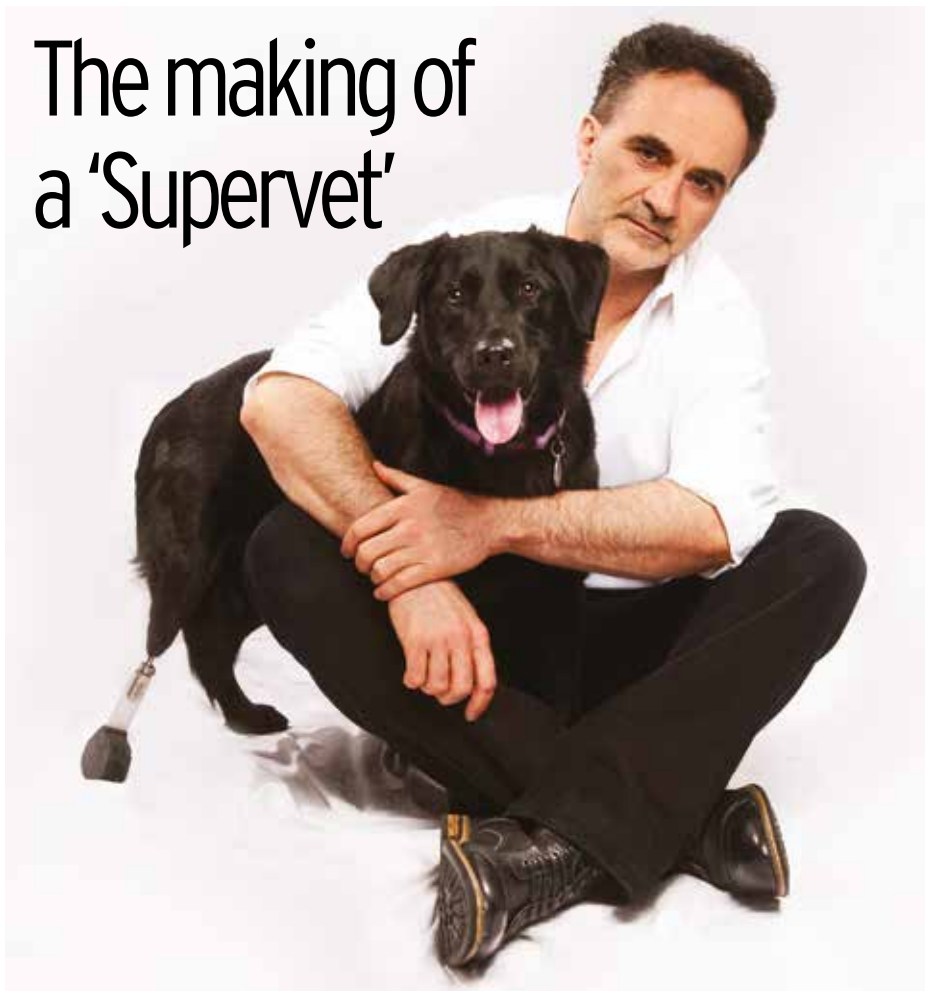
There are over 6,500 SQPs. They include more than 800 working in veterinary practices, increasing numbers of registered pet shop staff, suppliers of equine products, and those working in agricultural merchants and country stores.

All SQPs are obliged to undertake CPD - Continuing Professional Development. The amount of CPD required depends on the category of SQP registration.

All CPD is accredited by AMTRA in advance, and a proportion is subject to an audit visit by an AMTRA CPD auditor. All CPD points are then recorded by AMTRA to keep track of how each individual is progressing.

Any SQP who does not gain sufficient CPD points during an AMTRA CPD period must pass an exam to demonstrate continuing competency before they will be permitted to renew their SQP status for the following year.

# The making of a 'Supervet'



Noel Fitzpatrick has become one of the pet industry's most notable characters following his pioneering veterinary work and consequently his ground-breaking 'Supervet' series on British TV.

Noel studied veterinary medicine in University College of Dublin and graduated in 1990. He then worked in several large-animal vets in Ireland where he performed his very first orthopaedic operation.

In 1993 Noel moved to Guildford, Surrey, where he worked in a small animal practice before setting up Fitzpatrick Referrals - a million pound state of the art practice - in 2005.

Noel's vision was to create an

environment where it would be truly possible to marry compassionate care with excellence in veterinary medicine.

"We passionately believe that every animal entrusted into our care should be treated with the same love and respect as if it was our own," says Noel. "We never stop challenging the accepted norms in life saving treatment but for us an animal's overall wellbeing and emotional needs are just as important as the top class medical attention it receives and indeed deserves."

Fitzpatrick Referrals has become the focus of the television documentaries The Bionic Vet (2010) and Supervet (2014 to present).

ESP

## Excelencia veterinaria

El hospital construido cerca de Sedgfield, en el Condado de Durham, cuya obra costó 5 millones de libras esterlinas, es un excelente ejemplo de la atención especializada que actualmente reciben las mascotas de este país.

Wear Referrals está equipado con la tecnología más avanzada en su planta de quimioterapia y rehabilitación, así como en la unidad de cuidados intensivos, que cuenta con un escáner de resonancia magnética totalmente operativo y apto también para humanos.

Por su parte, The Animal Medicines Training Regulatory Authority (AMTRA, la autoridad reguladora de formación sobre medicamentos para animales) es un organismo independiente dedicado a garantizar que los medicamentos para animales del Reino Unido se prescriben y suministran de forma responsable.

Un Suitably Qualified Person (SQP, o individuo debidamente cualificado) es un asesor en materia de medicamentos para animales, una categoría legal de los profesionales cualificados encargados de prescribir y/o suministrar determinados medicamentos veterinarios según la Normativa de Medicamentos Veterinarios.

Noel Fitzpatrick se ha convertido en uno de los personajes más conocidos de la industria de las mascotas tras su pionera labor veterinaria y posteriormente su revolucionaria serie "Supervet" para la televisión británica.

Fitzpatrick Referrals se ha convertido en el punto focal de los documentales televisivos The Bionic Vet (2010) y Supervet (2014 hasta ahora).





# Dog owners can now clean up properly after scooping the poop

## CASE STUDY: POOGUARD

Most dog owners believe they are acting responsibly by cleaning up after their pet but actually each time they scoop the poop they can leave behind millions of viruses and bacteria - around 25 million per poo, in fact - some of which can pose significant risks to dogs and people.

These bugs can be responsible for digestive upsets and more serious conditions. One rugby player almost lost his foot after a wound sustained on the pitch became infected by bacteria from dog faeces and this isn't uncommon.

Dogs themselves can also become victim too - there are over 20,000 cases of Parvovirus and hundreds of canine deaths reported by PDSA hospitals alone.

British inventor Kevan Norton says the problem is underestimated because pet owners can't see the millions of germs left behind after scooping and don't understand the risks.

"It's very much out of sight, out of mind until something goes wrong," adds Kevan

Kevan's response to the problem was to develop a new product called PooGuard™ which aims to help pet owners Pick Up Properly.

PooGuard is a foaming disinfectant that is simply sprayed onto the ground after pick-up to destroy 99.99% of viruses and bacteria found in dog faeces and it's tough enough to kill Parvovirus, Giardia, Salmonella, Enterobacter and Streptococcus.

A bitter repellent discourages the pet from approaching treated poo, also helping to prevent spread while the product gets to work. It's safe to use around children and pets, can be used indoors and out and doesn't harm the environment.

PooGuard was awarded pet product innovation of the year by PetQuip in 2016 and is available from Pedigree Wholesale as a handy 50 ml carry size to use during walks and a 300 ml can to use in and around the home, in parks, or on sports pitches. It takes up little shelf space and offers great opportunities to generate repeat sales.



### ESP

## Los propietarios de perros pueden limpiar ahora con total eficacia

*PooGuard está concebido para ayudar a los dueños de mascotas a limpiar eficazmente. PooGuard es un desinfectante en espuma que se rocía sobre el suelo para eliminar hasta el 99,99% de los virus y bacterias de las heces caninas, y es lo suficientemente fuerte como para acabar con Parvovirus, Giardia, Salmonella, Enterobacter y Streptococcus. El repelente amargo evita que las mascotas se acerquen a las cacas tratadas, lo que también previene su propagación mientras el producto actúa. Su uso es seguro tanto para mascotas como para niños, puede emplearse en interior y exterior y no es nocivo para el medio ambiente.*



Cambridge physicist Dr. Nick Hill had a standard non-selective cat door and was experiencing problems with neighbours' cats coming into his house, which made his own pet Flipper stressed and fearful. Tired of the frequent cat fights and spraying incidents in his kitchen, Nick purchased a magnetic cat door. However, Flipper was unimpressed with the collar he had to wear and managed to lose it.

Nick realised the potential of using Flipper's identification microchip to operate a cat door, and after three years' intensive development SureFlap (now called Sure Petcare) was born in 2007. The company has over 50 employees and has won many awards, including a PetQuip honour for product innovation.

Sure Petcare microchip pet doors use a pet's existing identification microchip as its own unique door key. The microchip is learnt and stored permanently in the cat flap's memory with just the press of a button. Each time a pet approaches, the cat flap reads the animal's microchip and if it is stored in the door's memory, it unlocks to let the animal into the house, keeping intruders outside.

They are compatible with all common formats of identification microchip, and store up to 32 pet identities in their memory.

The product has such worldwide appeal that Sure Petcare supplies over

hygiene

ESP

## La tecnología para mascotas es un importante ámbito de crecimiento

El Dr. Nick Hill, físico de Cambridge, tenía una gatera no selectiva que permitía que los gatos del vecindario accedieran a su casa, lo que hacía que su mascota Flipper sintiese miedo y estrés. Cansado de las peleas de gatos y de los incidentes "húmedos" en su cocina, Nick compró una gatera magnética. Sin embargo, Flipper no estaba demasiado contento con su collar, y se las arregló para perderlo.

Nick pronto se dio cuenta de que podría usar el microchip identificativo de Flipper para hacer funcionar la gatera. Tras tres años de intenso desarrollo, en 2007 nació SureFlap (actualmente Sure Petcare). La empresa cuenta con más de 50 empleados y ha ganado numerosos premios, incluido el premio de honor de PetQuip a la innovación de productos.

Las puertas para animales de microchip Sure Petcare utilizan el microchip identificativo de la mascota como llave exclusiva. El microchip se añade y almacena de forma permanente en la memoria de la gatera con solo apretar un botón. Cada vez que se acerca una mascota, la gatera lee el microchip del animal. Si está almacenado en la memoria de la puerta, esta se abre para dejar pasar al animal a casa y evitar que accedan intrusos.



# Pet technology is huge growth area

## CASE STUDY: SURE PETCARE



26 countries, with offices in the UK, New Zealand, USA and Australia, plus team members based around Europe.

"Our technical innovation and focus on service and quality really set us apart," said a company spokesperson. "Enhancing the bond between pets and their owners is at the heart of everything we do, and all of our products are developed following research and feedback from customers.

"We also work with leading veterinary and behaviour experts to design products that pets can interact with naturally, and which use technology to enhance their day-to-day wellbeing.

"The insights we have gained from both customers and veterinary experts have enabled us to develop truly innovative products which have solved problems long experienced by pet owners. A prime example of this is the Microchip Pet Feeder, which defined a new product category when it was launched in 2014.

"We view the level of customer service we provide to be an integral part of our overall product offering, and because of what we can learn from our customers, the conversations we have with them help to build the future success of the company.

"Our worldwide customer service team can be contacted via free phone telephone numbers, email or online chat and are happy to help with anything from standard product questions to advising on how to get a timid pet used to their SureFlap product."

Following the success of the microchip pet door range, Sure Petcare branched out into feeders, launching the Microchip Pet Feeder to solve the problem of food stealing in multi-pet households. This was followed by the Sealed Pet Bowl, which features a sealed bowl and lid to keep food fresher for longer, plus reduce flies and pet food odours in the home.

Pet technology is a huge growth area, with owners increasingly wanting to feel



more connected to their pets and have a better understanding of them.

So what new Sure Petcare products are in the pipeline? The Pet Door Connect is the first in an exciting family of connected products designed to provide pet owners with a holistic view of their pet's health and wellbeing. Combined with the Sure Petcare Hub, the Pet Door Connect monitors when a pet enters and leaves the house and sends this information to the free Sure Petcare App. An owner can also monitor a pet's activity over time, with graphs which show how much time a pet has spent in/out. The pet door's locking modes and curfew mode can also be changed via the app.



# UK factory sets the highest standards



birds & small animals

The Westland factory at Driffield, Yorkshire, is a unique purpose-built bird and pet food manufacturing plant, which has received significant investment since it was taken over by the company in 2012.

It has held the highest accreditation from the British Retail Consortium (BRC) for the last seven years, across a stringent set of criteria, covering everything from processes, hygiene and safety, to full traceability of ingredients. Last September it received its latest 2-day BRC annual audit and achieved the newly created AA grade, only awarded for sites which manufacture food products of exceptional safety and quality.

In 2016 it underwent a £1.5m suet production facility to manufacture suet products, after £500,000 was spent the previous year on installing new production lines and improved machinery. These are just the latest in a continuous improvement programme to keep ahead of current technology.

The factory now produces 99% of its

## CASE STUDY: WESTLAND

own food range in-house, including bird and small animals (rabbits, hamsters and guinea pigs), setting new standards in the consumer suet and food sector.

The voyage of nutritional discovery started 200 years ago when George Buckton founded a general merchants company in Hull, renowned for shipping quality produce and an emporium of exotica from distant lands.

The company was sold to the Hutchinson family in the 20th century and launched into the pet industry under the name of George Buckton Ltd in the early 1960s. The company was purchased by Cranswick PLC in 1995 and then in 2012, by Westland Horticulture.

The Westland group has heavily invested in the brands that are produced at the Driffield site, including Peckish, Nature's Feast and Bucktons. It is the only company to invest in above-the-line advertising

(including TV and national print) to grow the birdcare category and get newcomers involved. In addition, investment was made in the Nature's Feast brand in 2016 to include a new range of products for small animals, including rabbits, guinea pigs and hamsters.

Westland has a driving desire to innovate and create products that meet the needs of a changing world. This includes delivering insight-based NPD which is easy to use, guarantees success and addresses common consumer concerns.

This desire not to settle for second best and to be No 1 in the eyes of consumers is something which is embedded in all aspects of the business, in terms of investment to sites, infrastructure, quality of products and commitment to marketing.

In addition Westland has a dedicated divisional team, which works closely to ensure its bird and pet products are in line


**ESP**

### La fábrica británica establece los estándares de calidad más altos

La fábrica Westland de Driffield, Yorkshire, es una exclusiva planta de fabricación de alimentos para mascotas y aves que ha sido objeto de sustanciales inversiones desde que fue adquirida por la empresa en 2012.

Ha recibido la máxima acreditación del British Retail Consortium (BRC) durante los últimos siete años en una exigente serie de criterios relativos a los procesos, la higiene y seguridad y la trazabilidad integral de los ingredientes. El pasado septiembre se sometió durante dos días a la última auditoría anual de BRC y obtuvo la recién creada calificación AA, solo concedida a las plantas que fabrican productos alimentarios de la más alta calidad y seguridad.

La fábrica produce actualmente el 99% de su propia gama de alimentos internamente, incluidos los alimentos para aves y pequeños animales (conejos, hámsters y cobayas), estableciendo nuevos estándares de calidad en el sector de la alimentación y grasas para el consumo.



with what consumers actually want. This includes a nutritional technologist and consultant vet, working in conjunction with technical specialists.

In the small animal side of the business Westland has provided a unique product proposition in the market. It combines the nutrition of pellets, but with the added interest of natural ingredients which encourage small animals to forage and

spend time bonding with their owners. All products were inspired following insight into the needs of pets and their owners and developed in conjunction with the company's in-house nutritional technologist and consultant vet.

The small animal range has been well received by both trade and the end consumer, and is available at a wide number of pet stores and garden centres.



# Education is key to small animal sector



## CASE STUDY: BURGESS PET CARE

Ownership of domestic rabbits and guinea pigs may be in decline but this sector of the market is still highly profitable thanks to a greater awareness of pet welfare. Burgess is one company setting high standards in the field of 'small furrries'.

Burgess Pet Care is a family owned business and its ancestry can be traced back to 1649 with a milling business near the World Heritage Site of Fountains Abbey in North Yorkshire.



In 1790 the family moved to a flour mill in the heart of 'Herriot Country' where the business was based before moving to the site of its present head office - Victory Mill - on the edge of the North York Moors National Park in 1922.

Burgess started pet food production 30 years at its Cherry Tree Mill site in East Yorkshire.

"We believe that we have an unprecedented level of experience in milling and animal feed production," says Peter Lancaster, Head of Marketing.

"The majority of our products are produced at Cherry Tree Mill which is BRC grade A accredited. We actively source as many of our ingredients as possible from local suppliers - you could say we use tractor miles not air miles! We often have local farmers delivering by tractor, which brings this place to life. Our hay is produced just a short drive away, again showing our commitment to local suppliers."

Peter admits that all indications point towards a small decline in the UK population of rabbits and guinea pigs but he's not unduly worried by this fact.

"Traditionally seen as a child's first pet the population numbers may be suffering due to the attraction of electronic entertainment such as games consoles.

"The increase in private rented accommodation is a further barrier to pet ownership.

"However, this trend is offset by the increased knowledge of owners resulting in a higher level of spending per animal."

Burgess places a lot of emphasis on pet welfare education, believing it to be a key responsibility for companies involved in this sector of the market.

"Burgess Pet Care puts animal welfare at the heart of what we do," says Peter. "This can be seen by our investment in activities such as Rabbit Awareness Week which has been improving rabbit welfare for over a decade.

"We invest in a variety of programmes to educate owners, retailers and vets on the importance of correct diet in improving the welfare of animals and work with leading universities to understand how diets can impact on health and wellbeing.

"It was Burgess-funded research that highlighted some of the risks associated with feeding muesli-style diets and created a step change in how rabbits are fed in the UK."

The export market is crucial to the success of Burgess, which currently exports to nearly 30 different countries. "Our success in exports is driven by our commitment to animal welfare which resonates with pet owners around the globe," says Peter.

### ESP

#### *La educación es fundamental en el sector de los animales pequeños*

*Aunque la compra de conejos domésticos o cobayas vaya en descenso, este segmento del mercado sigue siendo muy rentable gracias al aumento en la concienciación sobre el bienestar animal. Burgess es una empresa que está elevando los estándares de calidad en el campo de los "pequeños peludos".*

*Burgess Pet Care es una empresa familiar cuyos orígenes se remontan a 1649, cuando se trataba de un negocio de molinero cerca de la Abadía de Fountains, un lugar Patrimonio de la Humanidad ubicado en el norte de Yorkshire.*

*Burgess hace especial hincapié en la formación sobre bienestar animal desde el firme convencimiento de que esta es una de las principales responsabilidades de las empresas de este sector.*

Mill staff working for the company in the 1930s.



birds & small animals



# Making a hobby into a business



## CASE STUDY: PEREGRINE LIVEFOODS

Peregrine Livefoods was founded 30 years by Dave Perry and Tim Green, two of its current directors. As hobbyists they were breeding a wide range of reptiles and amphibians and selling them to fellow enthusiasts.

It quickly became apparent that many keepers had problems with being able to feed their pets as most reptiles and amphibians need live insects as food, and at that time livefoods were not commercially available.

As Dave and Tim had experience with breeding insects from their day jobs as research scientists they started to produce live food insects and so Peregrine Livefoods was born.

Over the years the company has consistently grown and expanded its portfolio of products to become a 'one stop shop' to all retailers who wish to retail reptiles, amphibians and their associated products.

Now celebrating its 30th birthday the company turns over more than £13 million pa and employs over 130 people.

"Peregrine has grown and thrived due to its firm foundations as hobbyists," says



Dave Perry. "We understand our sector, and the challenges that are involved, especially with selling live insects

"We work in partnership with our customers to help them be more successful. With this in mind we provide a range of

additional support for shops, including training sessions, design support, POS, promotions and much more.

"We have always recognised that captive breeding produces the best quality, and most suitable, animals for the pet trade and we have concentrated on providing our customers with a wide selection of captive bred stock. Each week we produce a livestock list, 95% or which is sourced from captive breeding.

Peregrine Livefoods breeds all its own livefoods, except mealworms. The livefood production unit was custom built in 2007, and expanded in 2013. In 2016 the company achieved a milestone when its 60-strong livefood production team produced over 1 billion insects.

Dave Perry said the company currently exports very small amounts to the EU, adding: "We do see this as a new and exciting opportunity and are planning to expand our export activity in the future."

Reptile keeping has grown massively since Peregrine Livefoods started 30 years ago and Dave currently estimates the retail reptile market in the UK to be worth somewhere in the region of £250 million.



### ESP

## Convertir un pasatiempo en un negocio

*Peregrine Livefoods fue fundada hace 30 años por Dave Perry y Tim Green, dos de sus directores actuales. En su tiempo libre criaban una amplia gama de reptiles y anfibios, que vendían a sus amigos aficionados.*

*Rápidamente comprendieron que muchos cuidadores tenían problemas a la hora de alimentar a sus mascotas, ya que la mayoría de reptiles y anfibios comen insectos vivos. Por aquel entonces, los alimentos vivos no estaban disponibles comercialmente.*

*La experiencia en la cría de insectos que Dave y Tim poseían por su trabajo como científicos investigadores les ayudó a comenzar a producir insectos vivos para alimento, momento en el que nació Peregrine Livefoods.*

Peregrine Livefoods has impressive facilities including an extensive warehouse (left) and locust room.



# Retail theatre



## CASE STUDY: CASCO PET

CASCO Pet is a B2B full line manufacturer of specialist store fixtures, supplying global pet retailers with aquatic racks and animal habitats to house their livestock. The company delivers the best in retail 'theatre' to ensure stores have excellent footfall and provide the ultimate environments for animal welfare.

It all started in 1997 when Matthew Bubear established CASCO Europe in the UK under its parent company, CASCO Group. In 2010 CASCO Europe became its own independent entity with Matthew the sole shareholder.

In the following six years the company went on to establish offices across the globe, starting with the procurement of Aquastyl, a production and distribution centre in Portugal. In the following years CASCO America and CASCO Australia were founded. More recently a break was made into the German market with the acquisition of IHM Aquarientechnik, a reputable German manufacturing company, now CASCO Pet GmbH.

Having worked in the industry his entire life, Matthew saw an opportunity to be more innovative in the way pet retail habitats were designed and built. He wanted to improve design standards and add creative display solutions that would go beyond simply housing animals, confident in the knowledge that great store design would play an important part in delivering a sense of retail theatre and allow for greater pet engagement.

CASCO Pet's core values of innovation, quality craftsmanship and service, provide

clients with dynamic retail theatre through the provision of beautiful innovative habitats for live animals and fish.

These displays inspire pet owners of the future and ensure retailers have regular, sustainable footfall in their stores. CASCO Pet habitats and aquariums are designed to be as close to a natural environment as possible. Animal welfare is the top priority and product designers are constantly working on innovations to achieve the company's goal of bringing the outside in.

CASCO Pet exports to the USA and Mexico, South Africa, Australasia and Europe, and plans are underway to enter the markets in Asia, South America and the Middle East.

With the subtle differences between countries, CASCO Pet adapts products to suit the various markets. An example of this is centralised filtration systems for its US retailers as opposed to per level filtration for the German market.

CASCO Pet designs and manufactures several products and one of its most popular is the Aquabar Professional LED

Controller, which helps to manage lighting and to reduce costs in store by customising a weekly lighting schedule, with the added benefit of remote access.

## ESP Equipamientos para tiendas

*CASCO Pet es un fabricante completo de accesorios especiales para tiendas que suministra a los establecimientos de mascotas de todo el mundo bastidores para acuarios y hábitats para animales en los que alojar a animales vivos. La empresa proporciona los mejores productos de equipamiento para garantizar que las tiendas ofrecen la mejor experiencia a sus visitantes y los animales disfrutan de entornos que garantizan su máximo bienestar.*

*Los valores centrales de innovación, fabricación de calidad y servicio de CASCO Pet proporcionan a los clientes de la empresa un entorno de tienda dinámico gracias a los hábitats innovadores y bellos en los que alojar animales y peces vivos.*



# Encouraging children to take up fishkeeping



ESP

## Fomentar entre los niños el interés por el cuidado de peces

A pesar de ser uno de los pasatiempos más populares, el cuidado de peces sigue necesitando dar con fórmulas que le permitan atraer a nuevos seguidores, especialmente niños, a este hobby.

Según comenta Ashleigh Foster, encargado de marketing de Tetra: "Para garantizar el crecimiento futuro de la industria del cuidado de peces, es especialmente importante para nosotros como empresa animar a los consumidores a interesarse por el fascinante mundo subacuático, y a la vez combatir algunos mitos recurrentes en torno al mantenimiento de los acuarios gracias a las sencillas soluciones disponibles en el mercado.

"La información debe ser un elemento central del cuidado de peces. Si mejoramos los conocimientos sobre cómo mantener un acuario o estanque, los consumidores podrán tener la tranquilidad de saber cómo disfrutar de esta afición."

**Despite being one of the most popular past-times, fishkeeping still needs to find ways of attracting newcomers, especially children, to the hobby. Here Ashleigh Foster, Marketing Manager at Tetra, reveals ways to encourage people to take it up.**

In order for the fishkeeping industry to continue to grow it's hugely important for us as a company to engage consumers to learn more about the fascinating underwater world whilst combatting common myths around things like maintenance through the simple solutions that are now available.

We're passionate about making fishkeeping as easy as possible which is why we're always reviewing our products and solutions to continually innovate. For example, we recently updated our Tetra App to include a handy filter change

reminder. This takes the hard work out of remembering important dates, helping consumers to ensure their aquarium is as healthy as possible.

Keeping fish is something that the majority of us enjoyed as a child and with aquariums offering so many benefits to little ones - including reducing stress levels, teaching responsibility and boosting creativity - fish really do make a fantastic first pet. Children are fascinated by fish and really interested in learning more.

As something that can be enjoyed by the whole family, fishkeeping offers a safe way to introduce many children to their first pet and teach key skills such as responsibility, importance of water quality and how to care for a pet.

That's why Tetra has a range of children's themed aquariums available, to welcome little ones along with their family into fishkeeping in a safe and

supportive way.

With so many reports having been published this year, which highlight that our children are spending too much time in front of screens, fishkeeping provides a fun way of encouraging them away from the TV, phones and tablets to not only educate them on the various fish available but also ignite a new passion.

Education needs to be at the heart of fishkeeping. Through understanding more about keeping an aquarium or pond, consumers are able to ensure they have the knowledge to enjoy a successful journey.

Through our Facebook page 'Tetra UK', our app, ongoing staff training, presences at shows and marketing efforts and initiatives, we ensure that we tackle a number of fishkeeping topics to dispel myths, provide solutions and answer any questions consumers might have so that they always feel supported.





# Important organisations in UK pet care

## Organizaciones importantes

### Animal Medicines Training Regulatory Authority (AMTRA)

1c Windmill Avenue  
Woolpit  
Bury St Edmunds  
IP30 9UP  
T: +44 (0)1359 245801  
E: [info@amtra.org.uk](mailto:info@amtra.org.uk)  
W: [www.amtra.org.uk](http://www.amtra.org.uk)

AMTRA is an independent regulatory body, which works to ensure that Suitably Qualified Persons working within the pet industry prescribe and supply animal medicines in the UK in a responsible manner. Under the Veterinary Medicines Regulations AMTRA is appointed by the Secretary of State to keep a register of SQPs.

### British Veterinary Association (BVA)

7 Mansfield Street  
London W1G 9NQ  
T: +44 (0)20 7636 6541  
E: [bvahq@bva.co.uk](mailto:bvahq@bva.co.uk)  
W: [www.bva.co.uk](http://www.bva.co.uk)

The BVA is the national representative body for the veterinary profession in the UK. The association guides its members throughout their careers, from student to retirement, with the support and knowledge they need to achieve their goals, and speak up for them on the issues that matter most. It is the only UK veterinary association that looks after the interests of all vets in all disciplines. The BVA, which has 16,000 members, is a not-for-profit organisation so any money that it makes is reinvested to serve the veterinary profession.

### People's Dispensary for Sick Animals (PDSA)

Whitechapel Way  
Priorslee  
Telford  
Shropshire TF2 9PQ  
T: 0800 917 2509  
W: [www.pdsa.org.uk](http://www.pdsa.org.uk)

Founded in 1917 by animal welfare pioneer, Maria Dickin CBE, PDSA is the UK's leading veterinary charity. Operating through a UK-wide network of 48 pet hospitals and 380 pet practices (contracted private practices), PDSA provides free veterinary care to the sick and injured pets of people in need and promotes responsible pet ownership.

### PetQuip

The White House  
High Street  
Brasted  
Nr Westerham  
Kent TN16 1JE  
T: +44 (0)1959 565995  
E: [info@petquip.com](mailto:info@petquip.com)  
W: [www.petquip.com](http://www.petquip.com)

PetQuip is a division of The Federation of Garden and Leisure Manufacturers and is dedicated to the promotion and expansion of trade between pet industry buyers and suppliers, both in the UK and internationally. PetQuip is organiser of Meet the Buyer days and awards schemes in the UK, and British group pavilions internationally. The organisation exists to: assist and promote the development of international trade in the pet equipment sector; expand contact between manufacturers, suppliers and buyers; and deliver a high quality, professional service to all trade partners. The PetQuip Awards, presented at a special ceremony during the UK's national trade show, PATS Telford, have become established as a major event in the pet industry calendar.

### Pet Food Manufacturers Association (PFMA)

6th Floor  
10 Bloomsbury Way  
London WC1A 2SL  
T: +44 (0)20 7379 9009  
E: [info@pfma.org.uk](mailto:info@pfma.org.uk)  
W: [www.pfma.org.uk](http://www.pfma.org.uk)

PFMA is the principal trade body representing the UK pet food industry. It has over 70 member companies, which accounts for over 90% of the UK market. The association aims to be the credible voice of a responsible pet food industry. While striving to achieve a balanced regulatory environment for the production of nutritious and safe food, the PFMA also encourages responsible pet ownership, working in partnership with the relevant pet organisations and charities. The PFMA focusses on providing pet owners and professionals with information on wet, dry and raw pet food and good nutrition. Whether you are a pet owner or work with pets, the PFMA has toolkits to make it easy to implement healthy feeding regimes.

### Pet Industry Federation (PIF)

Bedford Business Centre  
Unit A  
170 Mile Road  
Bedford MK42 9TW  
T: +44 (0)1234 273933  
E: [info@petfederation.co.uk](mailto:info@petfederation.co.uk)  
W: [www.petcare.org.uk](http://www.petcare.org.uk)

The Pet Industry Federation is the membership association for pet industry specialists in the UK. As a federation it combines five specialist trade associations under one umbrella group - British Dog Groomers' Association, Pet Retailers' Association, Pet Suppliers & Manufacturers' Association, UK Kennel & Cattery Association, and Pet Services Association. Federation members include groomers, pet boarders, pet retailers and manufacturers. PIF offers industry-led qualifications and training in dog grooming, pet retail and kennel & cattery management.

### Pet Product Retail Association (PPRA)

225 Bristol Road  
Edgbaston  
Birmingham B5 7UB  
T: 0121 446 6688  
E: [membership@bira.co.uk](mailto:membership@bira.co.uk)  
W: [www.bira.co.uk/sectors/ppra/](http://www.bira.co.uk/sectors/ppra/)

The PPRA is the national trade association for independent pet product retailers in the UK, and as a specialist division of bira (British Independent Retail Association) it has been supporting pet retailers since its launch in 2003.

### The Pet Charity

Bedford Business Centre  
170 Mile Road  
Bedford MK42 9TW  
T: +44 (0)1234 224506  
E: [info@thepetcharity.org.uk](mailto:info@thepetcharity.org.uk)  
W: [www.thepetcharity.org.uk](http://www.thepetcharity.org.uk)

The Pet Charity exists to spread awareness about the benefits of pet ownership and to increase pet welfare through education and research. The Charity runs campaigns such as Pets in Schools, encouraging children to learn about the responsibilities involved in pet care and helping teachers to fund a classroom pet through a voucher-based scheme. Alongside this, The Pet Charity commissions research projects, which inform its campaigns and media work too.

contacts



Main photography © Pet Pride Photography



HOWND picked up a PetQuip Award for the Bring Your Dog to Work initiative in 2017.

# Important date in pet calendar

One of the best loved dates in the pet calendar is 'Bring Your Dog to Work Day' held on a Friday every June. Not only does it provide lots of fun for owners and their pets in the workplace, the nationwide event also raises much-needed funds for animal charities.

The initiative is the brainchild of pet company HOWND and has grown in size each year since the launch in 2014.

The day generates extraordinary social media engagement from participating businesses, and in 2017 the #BringYourDogToWorkDay hashtag trended at number #1 on Twitter.

Celebrities like comedian Ricky Gervais and Coronation Street actors tweeted their support along with Larry the Cat from 10 Downing Street. Police forces, hotel chains

and recruitment agencies also announced their involvement on social media platforms.

'Bring Your Dog to Work Day' has been viewed as such a success it was voted Marketing Campaign of the Year in the 2017 PetQuip Awards.

"The nation embraced the initiative from the outset and today thousands of businesses around the country take part in the best day out for dogs. Raising money for animal welfare while promoting the benefits of bringing dogs into safe work environments are the aims of the event," explains Jo Amit, co-founder of HOWND.

"The 2017 event was definitely the most popular Bring Your Dog To Work Day yet. It was incredible to see the level of

participation from businesses across the UK. Some of the photos posted on social media were simply sensational.

"To date, we have only requested a £50 minimum contribution from business sponsors, so even though the event goes viral every year, our biggest challenge is raising substantial funds for the charities. We encourage businesses to bring in donations for their own causes too by using the hashtag #bringyourdogtoworkday. This has resulted in hundreds of companies across the country raising money on the day for their own local charities."

All Dogs Matter is one of the charities to have benefitted from donations and general manager Ira Moss says: "We're so thankful to everyone who has supported Bring Your Dog To Work Day and made a donation."



## ESP

### Fecha clave en el calendario de las mascotas

Una de las fechas más esperadas en el calendario de las mascotas es el "Día de llevar el perro al trabajo", celebrado un viernes del mes de junio. Además de ser muy divertido para dueños y mascotas, este evento nacional también recauda fondos que resultan muy necesarios para las organizaciones sin ánimo de lucro encargadas del bienestar de los animales.

Esta iniciativa fue lanzada por la empresa de mascotas HOWND y no ha dejado de crecer desde su primera edición en 2014.

El día genera una extraordinaria actividad en las redes sociales por parte de las empresas participantes, y en 2017 el hashtag #BringYourDogToWorkDay fue trending topic en Twitter.



# Chance to see all new UK products under one roof

Trade exhibitions like PATS offer visitors a great opportunity to view the latest launches.

International buyers and suppliers have an ideal opportunity to see the best that British pet companies have to offer if they take up an invitation to visit a specialist trade exhibition like PATS. The event has quickly established itself as the UK's leading pet trade show, and has worked hard at encouraging visitors from overseas to its two events each year.

Buyers from companies located across Europe, and as far afield as the United States of America and Australia, have registered to attend this show in the past.

Now in its ninth year, PATS stages a Spring show at Sandown Park, Surrey, in March, and a second National show in Telford, Shropshire, in September. It is the perfect venue for international visitors to discover what's new in the market for the year ahead and an ideal opportunity to talk to UK-based manufacturers and suppliers.

Exhibitors that export will have a 'PATS Exporter' logo on the fascia of their stands at the show, to help visitors navigate their way around the show.

And PetQuip is always in attendance to assist international enquiries and to advise exhibitors on how they can export their products.

One of the most popular features of the show is the New Products Showcase, which gives visitors the chance to see and touch prospective bestsellers.

The Showcase is designed to help buyers to find easily the latest and most exciting products to hit the pet trade.

Once visitors have seen what they like they then have the opportunity of visiting the stand of the manufacturer or supplier of that product to discuss it in more detail. There is an information card beside each product, giving details such as suggested retail price and where to find the item's exhibitor.

As well as visiting the vast array of exhibitor stands at PATS Sandown and PATS Telford, there are plenty of seating and refreshment areas throughout the halls where international buyers can sit down with potential partners and clients.

Other activities at the show include Grooming Workshops featuring state-of-the-art grooming demonstrations, and a free-to-attend series of seminars covering a wide range of topics.

Each year PATS is becoming more popular with international visitors and the Telford show in September intends to continue that trend.

Another show worth visiting is Aqua, the UK's water gardening and aquatics trade event held at Telford International Centre, Shropshire, in October biennially.

Run on similar lines to PATS, the exhibition attracts the leading UK companies in this sector of the market and is well worth a visit.

## WHAT THEY SAY ABOUT PATS...

"This has got to be one of the best shows I've experienced, and I'm very happy with the response." **Exhibitor**

"The show has fulfilled all my expectations. It's the perfect place to meet new and old customers, and there is always a buzz about the place." **Exhibitor**

"I've really been impressed with the number and quality of visitors to our stand. We've taken some good orders." **Exhibitor**

"PATS has been a resounding success with huge interest around the launch of our new products." **Exhibitor**

"It's always good to catch up with our regular suppliers, meet new ones and take advantage of some great show offers and deals." **Visitor**

"PATS Sandown is a must-visit event for our team. It's an opportunity to see all the new launches under one roof and talk to important people in the industry." **International visitor**

events





## Crufts...a premier dog show with lots of pedigree

Crufts is one of the largest dog events in the world. No longer purely a dog show, Crufts celebrates every aspect of the role that dogs play in our lives.

It has changed in ways that couldn't possibly have been imagined when the show was set up in Victorian times by the late Charles Cruft. Although it was a very different event in 1891, Charles Cruft was a great showman and would surely have enjoyed the size and scope of the event today, which is an essential date in any dog lover's calendar.

Crufts is ultimately a celebration of all dogs. It celebrates working dogs, which are fit and healthy enough to perform the jobs for which they were originally bred, such as those in the Gamekeepers classes and those participating in displays including the West Midlands Police Dogs. The show hails hero dogs through the Eukanuba Friends for Life competition and crossbreeds are honoured through the final of the Scrufts Family Crossbreed of the Year competition. Rescue dogs are celebrated in the rescue dog agility competition and the speed and agility of dogs is clearly seen in ever popular competitions including flyball and heelwork to music.

For prospective dog owners and dog lovers, Crufts is a prime opportunity to talk to Kennel Club Assured Breeders, rescue charities and breed experts about how to responsibly buy, rescue, train and enjoy life with your dog. The Discover Dogs booths offer a chance for potential owners and dog fans to encounter around 200 different breeds of dog, including some they may have never heard of before!

And of course, with hundreds of trade stands selling anything and everything for dogs and their humans, it is also a four-day shopping extravaganza.

**Crufts takes place at the NEC, Birmingham, in March each year.**



### ESP

## Posibilidad de ver todos los nuevos productos británicos bajo un mismo techo

Los compradores y proveedores internacionales tienen una oportunidad de oro para conocer la excelente oferta de las empresas de mascotas británicas al aceptar la invitación para asistir a la feria del sector PATS. Este evento se ha convertido rápidamente en la principal feria de mascotas del Reino Unido y sus organizadores han hecho un excelente trabajo a la hora de atraer visitantes extranjeros a sus dos eventos anuales.

En el pasado se registraron compradores de empresas de toda Europa, e incluso de lugares tan lejanos como EE. UU. y Australia, para asistir a este evento. En su noveno año, PATS ofrece una feria de primavera en Sandown Park (Surrey) en marzo, y una segunda feria nacional en Telford (Shropshire) en septiembre. Se trata de una cita obligada que permite a visitantes de todo el mundo descubrir las novedades del mercado para el próximo año y una oportunidad ideal para hablar con fabricantes y proveedores británicos.

Por su parte, Crufts es uno de los eventos de perros más importantes del mundo. Crufts, que ha dejado de ser un mero concurso de perros, celebra todos y cada uno de los aspectos del papel que los perros tienen en nuestras vidas.

Crufts se celebra en el NEC de Birmingham en marzo de cada año.



### Accapi Ltd

Tanfield Lea Business Centre  
STANLEY  
County Durham  
DH9 9DB  
T: +44 (0) 1207 291 247  
W: [www.accapigroup.com](http://www.accapigroup.com)  
E: [andrew.geere@accapigroup.com](mailto:andrew.geere@accapigroup.com)

### Ancol Pet Products Ltd

Ancol House, Leamore Lane  
Bloxwich  
WALSALL  
West Midlands  
WS2 7DA  
T: +44 (0) 1922 402 428  
W: [www.ancol.co.uk](http://www.ancol.co.uk)  
E: [sales@ancol.co.uk](mailto:sales@ancol.co.uk)

### Armitage Pet Care

Armitage House  
Colwick  
NOTTINGHAM  
NG4 2BA  
T: +44 (0) 115 938 1266  
W: [www.armitages.co.uk](http://www.armitages.co.uk)  
E: [steayr@armitages.co.uk](mailto:steayr@armitages.co.uk)

### Assured Products Ltd

Unit 16/17  
Hawkley Brook Trading Estate  
Worthington Way  
WIGAN  
Lancashire  
WN3 6XE  
T: +44 (0) 844 879 7504  
W: [www.assured-products.co.uk](http://www.assured-products.co.uk)  
E: [info@assured-products.co.uk](mailto:info@assured-products.co.uk)

### Backdoorshoes

Unit 18  
Avon Trading Park  
Reid Street  
CHRISTCHURCH  
Dorset  
BH23 2BT  
T: +44 (0) 1202 232 357  
W: [www.backdoorshoes.co.uk](http://www.backdoorshoes.co.uk)  
E: [sales@backdoorshoes.co.uk](mailto:sales@backdoorshoes.co.uk)

### Baggee Ltd

Bush Studios  
The Arches  
Shepherds Bush  
LONDON  
W12 7LA  
T: +44 (0) 20 8616 2297  
W: [www.baggee.com](http://www.baggee.com)  
E: [conal@baggee.com](mailto:conal@baggee.com)

### Barking Heads & Meowing Heads

Pet Food UK Ltd  
33 Mark Road  
HEMEL HEMPSTEAD  
Hertfordshire  
HP2 7BN  
T: +44 (0) 1442 212 392  
W: [www.barkingheads.co.uk](http://www.barkingheads.co.uk)  
E: [export@petfoodukltd.com](mailto:export@petfoodukltd.com)

### Beco Pets

Wannabeco Ltd  
Unit 4,  
Bellingham Trading Estate  
Framthorne Way  
LONDON  
SE6 3BX  
T: +44 (0) 20 8673 0943  
W: [www.becopets.com](http://www.becopets.com)  
E: [aretha@becopets.com](mailto:aretha@becopets.com)

### Bramton Company UK (The)

Suite 2, Barnack House  
Southgate Way, Orton Southgate  
PETERBOROUGH  
Cambridgeshire  
PE2 6GP  
T: +44 (0) 1733 404 390  
W: [www.bramtonuk.com](http://www.bramtonuk.com)  
E: [admin@bramtonuk.com](mailto:admin@bramtonuk.com)

### Broadreach Nature

Portelet  
High Street  
Croydon  
NR ROYSTON  
Herts  
SG8 ODR  
Tel: +44 (0) 1223 855857  
W: [www.broadreachpetsupplies.co.uk](http://www.broadreachpetsupplies.co.uk)  
E: [sales@broadreachnatureplus.co.uk](mailto:sales@broadreachnatureplus.co.uk)

### Bronte Glen Ltd

Elite Buildings  
Starkie Street  
KEIGHLEY  
West Yorkshire  
BD21 1PH  
T: +44 (0) 844 335 6746  
W: [www.bronteglen.co.uk](http://www.bronteglen.co.uk)  
E: [sales@bronteglen.co.uk](mailto:sales@bronteglen.co.uk)

### Burgess Pet Care

Cherry Tree Mill  
Snaith Road  
Pollington  
Nr GOOLE  
East Yorkshire  
DN14 OAT  
T: +44 (0) 1405 862 241  
W: [www.burgesspetcare.co.uk](http://www.burgesspetcare.co.uk)  
E: [andrewcressey@burgesspetcare.co.uk](mailto:andrewcressey@burgesspetcare.co.uk)

### Bucktons

Westland Horticulture  
Pexton Road  
Kelleythorpe Industrial Estate  
DRIFFIELD  
East Yorkshire  
YO25 9DJ  
T: +44 (0) 1377 200 800/ 07976 490341  
W: [www.bucktons.co.uk](http://www.bucktons.co.uk)  
E: [rgreenwood@westlandhorticulture.com](mailto:rgreenwood@westlandhorticulture.com)

### Canny Company Ltd (The)

Suite 455  
275 Deansgate  
MANCHESTER  
M3 4EL  
T: +44 (0) 161 706 0048  
W: [www.cannyco.com](http://www.cannyco.com)  
E: [sean@cannyco.com](mailto:sean@cannyco.com)

### CarPet Hair Remover

James and Steel Ltd  
Oxford House  
Broadmoor Park  
CINDERFORD  
Gloucestershire  
GL7 6LW  
T: +44 (0) 1594 827755  
W: [www.jamesandsteel.com](http://www.jamesandsteel.com)  
E: [sales@jamesandsteel.com](mailto:sales@jamesandsteel.com)

### Chicken Guard

Doodlehouses Ltd  
Unit 2, Station Road  
FULBOURN  
Cambridgeshire  
CB21 5ET  
T: +44 (0) 1223 855 636  
W: [www.chickenguard.com](http://www.chickenguard.com)  
E: [info@chickenguard.com](mailto:info@chickenguard.com)

### Christies Global

16 Finvoy Road  
BALLYMONEY  
County Antrim  
BT53 7JE  
T: +44 (0) 28 2766 6879  
W: [www.christiesglobal.com](http://www.christiesglobal.com)  
E: [sales@christiesdirect.com](mailto:sales@christiesdirect.com)

### Devoted Pet Foods Ltd

Ventura House  
Ventura Park Road  
TAMWORTH  
Staffordshire  
B78 3HL  
T: +44 (0) 121 323 2535  
W: [www.devotedpetfoods.co.uk](http://www.devotedpetfoods.co.uk)  
E: [tom@devotedpetfoods.co.uk](mailto:tom@devotedpetfoods.co.uk)

### Eden Holistic Pet Foods Ltd

Unit 41  
Parkhall Business Village  
STOKE ON TRENT  
Staffordshire  
ST3 5XA  
T: +44 (0) 1782 322 409  
W: [www.edenpetfoods.com](http://www.edenpetfoods.com)  
E: [daniel@edenpetfoods.com](mailto:daniel@edenpetfoods.com)

### Fish 4 Dogs Ltd

Ocean House  
Rushock Estate  
Droitwich Road  
RUSHOCK  
Worcestershire  
WR9 0NR  
T: +44 (0) 1299 252 352  
W: [www.fish4dogs.com](http://www.fish4dogs.com)  
E: [toby@fish4dogs.com](mailto:toby@fish4dogs.com)

### Forthglade

Bellinstor Industrial Estate  
Berners Cross  
WINKLEIGH  
Devon  
EX19 8DH  
T: +44 (0) 1837 83322  
W: [www.forthglade.com](http://www.forthglade.com)  
E: [gerard.lovell@forthglade.com](mailto:gerard.lovell@forthglade.com)

### Frozzys

Frozen Yoghurt for Pets Ltd  
3 Duncrue Place  
BELFAST  
Northern Ireland  
BT3 9BU  
T: +44 (0) 28 9074 6274  
W: [www.frozzys.com](http://www.frozzys.com)  
E: [noel@frozzys.com](mailto:noel@frozzys.com)

### Gardman Ltd

1st Floor  
Broadoak  
Southgate Park  
Bakewell Road  
Orton Southgate  
PETERBOROUGH  
Cambridgeshire  
PE2 6YS  
T: +44 (0) 1406 372 222  
W: [www.gardman.co.uk](http://www.gardman.co.uk)  
E: [n.browne@gardman.co.uk](mailto:n.browne@gardman.co.uk)

### Get Off

Blumen International  
Cranfield Innovation Centre  
University Way  
CRANFIELD  
Bedfordshire  
MK43 0BT  
T: +44 (0) 7527 186 907  
W: [www.myitaliangarden.com](http://www.myitaliangarden.com)  
E: [info@blumen-uk.com](mailto:info@blumen-uk.com)



**Group55 Ltd**

Matrix Park  
Western Avenue  
Buckshaw Village  
CHORLEY  
Lancashire  
PR7 7NB  
T: +44 (0) 1772 786 864  
W: [www.group55.co.uk](http://www.group55.co.uk)  
E: [mbreen@group55.co.uk](mailto:mbreen@group55.co.uk)

**Happy Pet Products Ltd**

Unit 1 Flatten Way  
Syston  
LEICESTER  
LE7 1GU  
T: +44 (0) 116 260 2100  
W: [www.happypet.co.uk](http://www.happypet.co.uk)  
E: [sales@happypet.co.uk](mailto:sales@happypet.co.uk)

**Henry Wag**

3P Enterprise Ltd  
Unit 5, Forest of Dean Business Estate  
Stepbridge Road  
COLEFORD  
Gloucestershire  
GL16 8PJ  
T: +44 (0) 1594 810990  
W: [www.3penterprise.co.uk](http://www.3penterprise.co.uk)  
E: [sales@3penterprise.co.uk](mailto:sales@3penterprise.co.uk)

**Hilton Herbs**

Downclose Farm  
Downclose Lane  
NORTH PERROTT  
Somerset  
TA18 7SH  
T: 01460 270270  
W: [www.hiltonherbs.com](http://www.hiltonherbs.com)  
E: [garry@hiltonherbs.com](mailto:garry@hiltonherbs.com)

**Hing**

Elite Dog Stands Ltd  
Unit 6, Berry Court Farm  
Bramley Road  
TADLEY  
Hampshire  
RG26 5AT  
T: +44 (0) 1256 889 044  
W: [www.hingdesigns.com](http://www.hingdesigns.com)  
E: [john@hingdesigns.com](mailto:john@hingdesigns.com)

**House of Paws Ltd**

Dinghills Farm  
Oakham Road  
Somerset  
MELTON MOWBRAY  
Leicestershire  
LE14 2QF  
T: +44 (0) 1664 452 169  
W: [www.houseofpaws.co.uk](http://www.houseofpaws.co.uk)  
E: [paul@houseofpaws.co.uk](mailto:paul@houseofpaws.co.uk)

**Howler & Scratch/Hug Rug**

Phoenix Textiles Ltd  
Spring Grove Mills, Clayton West  
HUDDERSFIELD  
Yorkshire  
HD8 9HH  
T: +44 (0) 1484 864 304  
W: [www.phoenix.co.uk](http://www.phoenix.co.uk)  
E: [tracyturczak@phoenix.co.uk](mailto:tracyturczak@phoenix.co.uk)

**HOWND**

Power Pet Brands Ltd  
Churchill Business Centre  
Stirling Way  
BOREHAMWOOD  
Hertfordshire  
WD6 2HP  
T: +44 (0) 20 3004 5255  
W: [www.dogslovehownd.com](http://www.dogslovehownd.com)  
E: [trade@dogslovehownd.com](mailto:trade@dogslovehownd.com)

**Hozelock Ltd**

Midpoint Park  
Minworth  
SUTTON COLDFIELD  
West Midlands  
B76 1AB  
T: +44 (0) 121 313 4242  
W: [www.hozelock.com](http://www.hozelock.com)  
E: [chris.hodges@hozelock.com](mailto:chris.hodges@hozelock.com)

**Interpet Ltd**

Vincent Lane  
DORKING  
Surrey  
RH4 3YX  
T: +44 (0) 1306 881 033  
W: [www.interpet.co.uk](http://www.interpet.co.uk)  
E: [gelias@interpet.co.uk](mailto:gelias@interpet.co.uk)

**JR Pet Products**

Communications House  
26 York Street  
LONDON  
W1U 6PZ  
T: +44 (0) 207 111 0935  
W: [www.jrpetproducts.com](http://www.jrpetproducts.com)  
E: [becky@jrpetproducts.com](mailto:becky@jrpetproducts.com)

**James & Steel Ltd**

Oxford House, Broadmoor Park  
Forest Vale Industrial Estate  
CINDERFORD  
Gloucestershire  
GL14 2YF  
T: +44 (0) 1594 827 755  
W: [www.jamesandsteel.com](http://www.jamesandsteel.com)  
E: [sales@jamesandsteel.com](mailto:sales@jamesandsteel.com)

**Kennelpak**

8 Frogmore Road  
HEMEL HEMPSTEAD  
HP3 9RW  
T: +44 (0) 115 939 9077  
W: [www.kennelpak.co.uk](http://www.kennelpak.co.uk)  
E: [info@kennelpak.co.uk](mailto:info@kennelpak.co.uk)

**Law Print & Packaging**

4 Rhino Court  
Station View  
STOCKPORT  
Cheshire  
SK7 5ER  
T: +44 (0) 161 440 7302  
W: [www.lawprintpack.co.uk](http://www.lawprintpack.co.uk)  
E: [sales@lawprintpack.co.uk](mailto:sales@lawprintpack.co.uk)

**Lily's Kitchen**

PO Box 59287  
LONDON  
NW3 9JR  
T: +44 (0) 207 433 6975  
W: [www.lilyskitchen.co.uk](http://www.lilyskitchen.co.uk)  
E: [ben@lilyskitchen.co.uk](mailto:ben@lilyskitchen.co.uk)

**Lintbells Ltd**

West Barn  
Fairclough Hall Farm  
Halls Green  
WESTON  
SG4 7DP  
T: +44 (0) 1462 416866  
W: [www.lintbells.com](http://www.lintbells.com)  
E: [info@lintbells.com](mailto:info@lintbells.com)

**Loving Pets**

Spelland Oast, Goatham Lane  
Broad Oak  
RYE  
East Sussex  
TN31 6EY  
T: +44 (0) 1424 868 346  
W: [www.lovingpetswholesale.co.uk](http://www.lovingpetswholesale.co.uk)  
E: [info@lovingpetsproducts.co.uk](mailto:info@lovingpetsproducts.co.uk)

**Max & Lucy**

Global Tech International Ltd  
26 Gurney Drive  
LONDON  
N2 0DG  
T: +44 (0) 208 455 7122  
W: [www.maxandlucy.co.uk](http://www.maxandlucy.co.uk)  
E: [david@drydogshampoo.com](mailto:david@drydogshampoo.com)

**Micro ID Ltd**

Rock Lodge Vineyard  
SCAYNES HILL  
West Sussex  
RH17 7NG  
T: +44 (0) 1444 831 500  
W: [www.microidglobal.com](http://www.microidglobal.com)  
E: [info@micro-id.co.uk](mailto:info@micro-id.co.uk)

**Natures Menu Ltd**

Falcon Road  
SNETTERTON  
Norfolk  
NR16 2FB  
T: +44 (0) 1603 973020  
W: [www.naturesmenu.co.uk](http://www.naturesmenu.co.uk)  
E: [p.roy@naturesmenu.co.uk](mailto:p.roy@naturesmenu.co.uk)

**Nutriment Ltd**

Enterprise House, Bridge Road  
CAMBERLEY  
Surrey  
GU15 2QR  
T: +44 (0) 1276 63554  
W: [www.nutriment.co](http://www.nutriment.co)  
E: [suzanne.brock@nutriment.co](mailto:suzanne.brock@nutriment.co)

**Oakthrift Corporation Ltd**

Unit 9c, Chester Road  
BOREHAMWOOD  
Hertfordshire  
WD6 1LT  
T: 0208 327 0222  
W: [www.oakthrift.com](http://www.oakthrift.com)  
E: [sales@oakthrift.com](mailto:sales@oakthrift.com)

**Oggi's Oven**

Verity & Voss  
Lanswood Business Centre  
31 Broomfield House  
Broomfield Road  
Elmstead Market  
COLCHESTER  
Essex CO7 7FD  
T: 01621 742828  
W: [www.oggisoven.co.uk](http://www.oggisoven.co.uk)

**PJ Pet Products**

PO Box 9349, LUTTERWORTH  
Leicestershire  
LE17 9DR  
T: +44 (0) 1455 203146  
W: [www.pjpetproducts.co.uk](http://www.pjpetproducts.co.uk)  
E: [paul.taylor@pjpetproducts.co.uk](mailto:paul.taylor@pjpetproducts.co.uk)

**Pacdog**

Pac Products Ltd  
29 Main Street  
Forkhill  
NEWRY  
Co. Down  
BT35 9SQ  
T: 0800 028 4325  
W: [www.pacdog.com](http://www.pacdog.com)  
E: [aisling.oleary@pacdog.com](mailto:aisling.oleary@pacdog.com)

**Pet Bakery**

19 Majors Lane  
MOY  
County Tyrone  
Northern Ireland  
T: +44(0) 2887 788039  
W: [www.petbakery.co.uk](http://www.petbakery.co.uk)  
E: [Bernard@petbakery.co.uk](mailto:Bernard@petbakery.co.uk)



### **Pets Choice**

Brentwood House  
Lower Philips Road  
Whitebirk Industrial Estate  
BLACKBURN  
Lancashire BB1 5UD  
**T: +44 (0) 1254 54545**  
**W: www.petschoice.co.uk**  
**E: exports@petschoice.co.uk**

### **Petface**

1-3 Arc Progress  
Mill Lane  
STOTFOLD  
Hertfordshire  
SG5 4NY  
**T: +44 (0) 1462 832000**  
**W: www.petface.com**  
**E: wayne@petface.com**

### **Pet Munchies Ltd**

P O Box 1075  
ST ALBANS  
Hertfordshire  
AL1 9RJ  
**T: +44 (0) 7961 545369**  
**W: www.pet-munchies.com**  
**E: info@pet-munchies.com**

### **Pet Rebellion Ltd**

Unit 19B, Manningford Estate  
Manningford Bohune  
PEWSEY  
Wiltshire SN9 6NL  
**T: +44 (0) 1980 630 405**  
**W: www.petrebellion.co.uk**  
**E: tommy@petrebellion.co.uk**

### **Pet's Up Products Ltd**

Unit 1 Brunel Road  
CLACTON ON SEA  
Essex  
CO15 4LU  
**T: +44 (0) 7532 265853**  
**W: www.petsup.co.uk**  
**E: info@petsup.co.uk**

### **Pettime**

21 Century Pets  
Foxglove Manor  
Whitchurch on Thames  
OXFORD  
RG8 7NT  
**T: +44 (0) 7584 346969**  
**W: www.petime.co.uk**  
**E: keith.wiggins@21cpets.com**

### **Pooch & Mutt Ltd**

2 Scout Lane  
Clapham  
LONDON SW4 0LA  
**T: +44 (0) 20 3011 1567**  
**W: www.poochandmutt.com**  
**E: nathan@poochandmutt.com**

### **Poo Guard**

Blu Poo Ltd  
3 Nethersole Street  
Polesworth  
TAMWORTH  
B78 1EF  
**T: +44 (0) 117 973 9873**  
**W: www.poo-guard.com**  
**E: kevan.norton@poo-guard.com**

### **Profleece Ltd**

Unit 15, Waterside Court  
North Seaton Industrial Estate  
ASHINGTON  
Northumberland  
NE63 OYG  
**T: +44 (0) 1670 503 063**  
**W: www.profleece.com**  
**E: sales@profleece.com**

### **Purely Fish**

Ideal Pet Foods Ltd  
The Courtyard  
Trewolland  
LISKEARD  
Cornwall  
PL14 3NL  
**T: +44 (0) 1579 346777**  
**W: www.ideal-foods.co.uk**  
**E: karen@ideal-foods.co.uk**

### **Scruffs**

Cornbrook  
2 Brindley Road  
Old Trafford  
MANCHESTER  
M16 9HQ  
**T: +44 (0) 161 702 5060**  
**W: www.petslovescruffs.com**  
**E: bashy@petslovescruffs.com**

### **Scruffy Chops Ltd**

Orchard House  
Winchel Hill  
GOUDHURST  
Kent  
TN17 1JY  
**T: +44 (0) 1580 211055**  
**W: www.scruffychops.com**  
**E: robert@findersbrands.com**

### **Seatreats**

Tower Pet Products UK Ltd  
Unit 17 Grimsby Seafood Village  
Wickham Road, Grimsby Fish Docks  
GRIMSBY  
Lincolnshire  
DN31 3SX  
**T: +44 (0) 1472 867 170**  
**W: www.seatreats.co.uk**  
**E: sales@seatreats.co.uk**

### **Snugglesafe**

Lenric C21 Ltd  
Unit 10 Thorgate Road  
Lineside Industrial Estate  
LITTLEHAMPTON  
West Sussex  
BN17 7LU  
**T: +44 (0) 1903 730811**  
**W: www.snugglesafe.com**  
**E: info@lenric.com**

### **Sure Petcare**

Unit 7 The Irwin Centre  
Scotland Road  
DRY DRAYTON  
Cambridgeshire  
CB23 8AR  
**T: +44 (0) 1954 211 664**  
**W: www.surepetcare.com**  
**E: Email: a.bank@sureflap.co.uk**

### **Symply Pet Foods Ltd**

Unit 10, Anglo Business Park  
Asheridge Road  
CHESHAM  
Buckinghamshire  
HP5 2QA  
**T: +44 (0) 1494 775 222**  
**W: www.symplypetfoods.co.uk**  
**E: eddie@symplypetfoods.co.uk**

### **Teddy Maximus**

19 Heathmans Road  
Fulham  
LONDON  
SW6 4TJ  
**T: +44 (0) 7920 143676**  
**W: www.teddymaximus.com**  
**E: hello@teddymaximus.com**

### **The Company of Animals**

Ruxbury Farm  
St Ann's Hill Road  
CHERTSEY  
Surrey  
KT16 9NL  
**T: +44 (0) 1932 574 303**  
**W: www.companyofanimals.co.uk**  
**E: vicky.eadon@companyofanimals.co.uk**

### **The Dog Treat Company**

Unit D, Westex Industrial Estate  
1 Battle Road  
Heathfield Industrial Estate  
NEWTON ABBOT  
Devon  
TQ12 6RY  
**T: +44 (0) 7921 250714**  
**W: www.thedogtreatcompany.co.uk**  
**E: joe@thedogtreatcompany.co.uk**

### **Tribal Pet Foods**

PO Box 218  
Chinnor  
THE CHILTONS  
Oxfordshire  
OX9 0DX  
**T: +44 (0) 800 085 7440**  
**W: www.tribalpetfoods.co.uk**  
**E: hello@tribalpetfoods.co.uk**

### **Trilanco Ltd**

Coronation Way  
Mill Farm Sports Village  
Wesham  
PRESTON  
Lancashire  
PR4 3JZ  
**T: +44 (0) 1772 754844**  
**W: www.trilanco.com**  
**E: rose@trilanco.com**

### **Tub Trugs**

Faulks & Cox Ltd  
21 Moat Way  
BARWELL  
Leicestershire  
LE9 8EY  
**T: +44 (0) 1455 848 184**  
**W: www.faulks.co.uk**  
**E: engel@tubtrugs.eu**

### **Vetbed**

Petlife International Ltd  
2 Cavendish Road  
BURY ST EDMUNDS  
Suffolk  
IP33 3TE  
**T: +44 (0) 1284 756 075**  
**W: www.petlifeonline.co.uk**  
**E: john@vetbed.co.uk**

### **Wildwash**

Pet Revolution Ltd  
221 Westbourne Park Road  
LONDON  
W11 1EA  
**T: +44 (0) 20 7402 9672**  
**W: www.petrevolution.co.uk**  
**E: info@petrevolution.co.uk**

### **Woofaloo**

Oceans West Ltd  
Kaeburn  
Rolvenden Road  
TENTERDEN  
Kent  
TN30 6UD  
**T: 07739 708457**  
**W: www.woofaloo.com**  
**E: sales@woofaloo.com**

# INNOVATION IS

# GREAT

BRITAIN & NORTHERN IRELAND

The Department for International Trade is the Government Department that helps UK based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's dynamic economy, acknowledged as Europe's best place from which to succeed in global business.

To talk more about how DIT can help with your plans in the UK agri-tech sector please email [agritech@trade.gsi.gov.uk](mailto:agritech@trade.gsi.gov.uk)

In partnership with:



Department for  
International Trade



PetQuip  
The White House  
High Street  
Brasted  
Near Westerham  
Kent TN16 1JE

T: +44 (0) 1959 565 995  
F: +44 (0) 1959 565 885  
info@petquip.com

[www.petquip.com](http://www.petquip.com)