



Laroy BELGIUM

# At home in the house of brands

**Benelux pet supplies specialist Laroy Group is still going strongly for long-term partnerships and added-value products in food and non-food.**

## Positive outlook

This family-owned company based in Gent, Belgium, has seen quite some progress since the last PETS International profile in 2016. It still employs 225 people at 4 operational sites in Belgium and the Netherlands, but now has a yearly turnover of more than €75 million (\$88 million).

At its 'House of Brands', a portfolio of approximately 9,000 items from exclusive own brands, strong partner brands and international top brands live side-by-side under one roof, offering a unique selection to users and customers in more than 85 countries.

## Food and snack specialist

A positive side-effect of the COVID-19 health crisis – which has severely impacted Belgium's economy – is that it has brought the company and its partners closer together. Another benefit is the shift

towards one of the company's original strong points: its know-how in the development, production and packaging of pet food and snacks. The long-standing relationship with Eukanuba-lams in Belgium and Luxembourg, its unique egg food bakery Cédé, and the highly regarded Dutch food production plant Witte Molen have proved to be strong assets for the company.

## Non-food powerhouse

The Laroy Group also has a firm footing in non-food. Design specialists at EBI continue to develop unique added-value products for brands like Cooekoo, D&D Home and Aqua Della. They have also added their 'special magic' to some brand-new items for duvoplus, the group's modernised, broad consumer brand unifying mainstream products in food and non-food for a compelling end user experience.

## Massive investments

When a 'house' becomes too small, it is time to expand. To be able to service its growing and ever-demanding worldwide client base, the company will be investing several million euros in its production and logistics facilities in the coming years. It has also made investments like this in the Witte Molen plant in Meeuwen since taking over the company in 2013. And it has an ongoing investment programme in food safety at the Cédé egg food bakery.

The company's long-term philosophy remains, even during unusual times: partners, people and pets deserve good service and innovative products which improve all their lives. ♦

♦ **Laroy Group**  
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