



PETS International

part of  GlobalPETS

Since 1988 | February 2018

30 years PETS International

PETS International celebrates its 30th anniversary.

Sustainability

Sustainable pet food, pet supplies, and production methods.

Nordic countries

Explore the innovative pet markets of northern Europe.



SO MANY BRANDS!

You won't even believe your eyes.



www.hollandanimalcare.com

Producer of feed supplements and care products. European distributor of only quality brands!



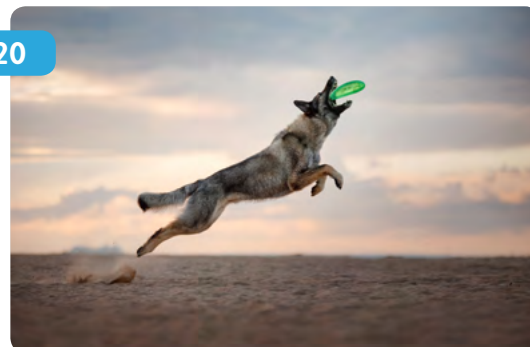
11

PETS International celebrates its 30th anniversary.

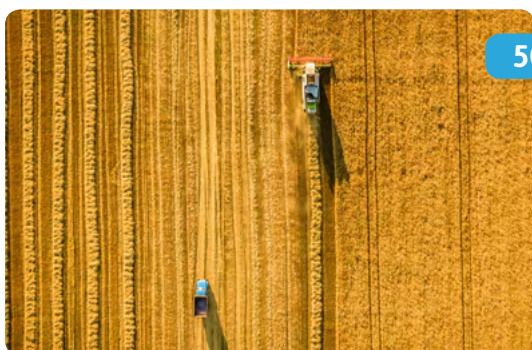
30 years PETS International

Sustainable pet food, pet supplies, and production methods.

Sustainability



20



50

How can we sustainably approach topics as innovation, food fraud and ingredients?

Pet food production

74

Explore the innovative pet markets of northern Europe.

Nordic countries



In every issue

Editorial	3	Calendar of events Contact us	99
Upcoming issue	5	Advertisers index	100
Pet industry highlights	6	Colophon	100

Piper[®]
animals



SELECT THE CORRECT DIRECTION OF FEEDING



www.dolina-noteci.com

petfood@dolina-noteci.com

Export Department +48 727 631 757

follow us:   

Time to celebrate!

This first issue of 2018 marks PETS International's 30th anniversary. We are very proud to have been able to serve as your portal to the global pet industry for so long. Looking back at the past thirty years, we can see the tremendous growth that the global pet industry has experienced. In each of this year's issues, we will highlight a specific theme to see how this phenomenon has developed over the past three decades and discuss future prospects. We will also turn the spotlights on companies that – just like us – were founded around thirty years ago.

For the past thirty years, PETS International has helped pet industry players to increase their global network and professionalize their business. We will continue to do so. But as an additional focus, we will make it our mission to do what we can to make the global pet industry a sustainable industry. Hence, the core theme of this celebratory issue is sustainability.

You can read all about it in the sustainability (page 20) and sustainable pet food production (page 50) sections.

In preparation for Global Pet Expo 2018, we give you an update on the developments in the US pet retail market (page 67), which is experiencing turbulent times. Despite the online threat, pet specialty retailers are not ready to cede the future of retailing to their online competitors without putting up a fight.

Finally, we look at the innovative pet markets of northern Europe (page 74), which demonstrate a surprisingly large potential for growth. Nordic consumers in particular are becoming increasingly aware of environmental issues, and Nordic businesses are following suit.

Corine van Wjnden, CEO



[@GlobalPETSinfo](#) [GlobalPETS Community](#)



Outdoor *like* home.

Pratiko:
the upcoming Italian brand
to provide high-quality
accessories for pets.

**Harnesses, leads, collars,
muzzles and coats:
everything your dog needs
to feel safe. Everywhere.**



Italian Cuddles



Pratiko is a dynamic, young and upcoming brand, whose mission is to provide high-quality products for dogs, with an emphasis placed on the production of specialist accessories including harnesses, leads, collars and muzzles. Our leading product is our patented harness which is very easy to put on. The unique design has enabled us to produce an accessory which alleviates any kind of pressure on the front joints and neck of the animal, as well as the complete elimination of problems caused by rubbing and soreness of the skin of the dog. The special shape of the closure and attachment to the leash allows the owner to use the harness with extreme ease and in total safety. Our whole range of products has been designed and tested to guarantee maximum safety and comfort for both four-legged friend and master alike. The range is handmade exclusively in Italy, piece by piece, with raw materials selected from the best products available on the market. The ecological PVC which is used for most of the articles is specially made by a team of technical engineers. It is rigorously tested for breaking and tear strength, delamination of the fabric and abrasion resistance, producing a durable, high-tech material. PRATIKO: Pratiko, Italian harness, collars and leads for true pet lovers.

PRATIKO-PET, ACCESSORIES FOR DOGS. Product produced and distributed by GR-TECH SRL - Via Cal Trevisana, 6. 31044 Montebelluna (TV) - Italy - info@pratiko-pet.com



March issue

Functional food and supplements

All the latest on keeping pets healthy in every life stage.



Sport and outdoor

How do changing lifestyles influence the pet sport and outdoor segment?



Multicultural marketing

Learn more about multicultural consumerism.

Preparing for Interzoo 2018

A preview of all the things you can expect at this year's show.





Global Pet Expo 2018

21-22 March 2018,
Orlando, FL, United States
globalpetexpo.org

Interzoo 2018

8-11 May 2018, Nuremberg, Germany
interzoo.com



Interact with us and find news



info@globalpets.community



@GlobalPETSinfo



globalpets.community



GlobalPETS Community

Correspondence may be edited for clarity or length.

Organizational changes at Duynie Ingredients

Duynie Ingredients announced that Karina Marsilje has been appointed as Managing Director of Duynie Ingredients on 1 January 2018. Karina has been working as Sales Manager at Duynie Ingredients since January 2015 and played an important role in building the company to an international successful growing business. Karina takes over the role from Robbert van Breda. He decided to focus completely on his executive role as Chief Procurement Officer (CPO) in the board of Duynie Group. Duynie Ingredients also appointed Jos Knulst as Commercial Manager on 1 January 2018. He will be responsible for all sales activities. Jos has many years of sales experience at different international companies.



Five pet food trends you will be seeing in 2018

In 2017, pet food sales topped \$26 billion (€22 billion). That is an increase of almost 6 percent, according to the Packaged Facts new report, *Pet Food in the U.S., 13th Edition*. It says we can expect to continue to see annual growth through 2022.

"Much of the growth in the pet food market can be attributed to the rapid acceleration of online sales, particularly with behemoths Amazon and Chewy.com. Internet sales of pet products are outpacing and even stealing sales from other channels, notably pet super stores. Not to mention the emergence of millennials as prominent pet market consumers," said David Sprinkle, research director for Packaged Facts.

Five other trends Packaged Facts expects will influence the US pet food industry in 2018 and beyond are: Home-delivered pet food, pet parents seeking foods with preventative benefits, micro-targeted and functional pet foods, DIY pet food and new directions for proteins and other ingredients.



Forthglade teams up with The Woodland Trust

Pet food producer Forthglade has announced its support of the Woodland Trust, with an annual sponsorship which started last November. Since the Woodland Trust launched, over 38 million trees have been planted, over 600 woods saved, and 22,500 hectares of ancient woodland are successfully under restoration.



Pets at Home reports 81% omnichannel growth and a boost from in-store services

Pets at Home said its income from omnichannel was up by 81% to £24 million (\$32 million - €27 million) during its latest half-year, thanks to order in-store and subscription services. The specialist pet supplies retailer, a Top50 retailer in IRUK Top500 research, reported group revenue of £468 million (\$529.8 million - €627.7 million) in the half-year to October 12, up by 6% on the same time last year.

Retail income of £396.7 million (\$497.3 million - €419.4 million) was up by 4.6%, while services revenue of £61.9 million (\$83.3 million - €70.2 million) was 15.3% up on last time. Pre-tax profits of £40.8 million (\$54.9 million - €46.3 million) were 11.3% down on the same time last year.

Chief executive Ian Kellett, who has announced he will leave the business next May, said: "Our strategic progress and trading momentum have steadily improved through the first half of the financial year. In the Merchandise business, our like-for-like sales grew by 5.1% in the second quarter, driven by our pricing changes, omnichannel offer and product innovation."



Arcaplanet joins forces with Fortesan

Arcaplanet Group, a company owned by the Permira Funds and by management, announced that it has signed an agreement to acquire Mondial Pet Distribution, a company owned by the Pautassi family and by Edmond de Rothschild Investment Partners, which controls Fortesan, a specialized retail chain operating in the same sector.

PetSmart appoints Joshua Kanter as EVP of Marketing and Customer Experience

Kanter will oversee all aspects of PetSmart's brand marketing, digital, media and creative to deliver a best-in-class, convenient customer experience across PetSmart's 1,600 stores and online.



He brings deep experience in data-driven marketing, loyalty strategy, digital advertising and branded customer experience.

New General Director at Morando

Giuliano Rombola is the new general director of Morando, one of the leading pet product companies in Italy. In his new role Rombola will be responsible for consumer and retail marketing, the commercial development of distribution channels for food and special products of the company and for managing logistics. He will represent Morando's pet food department in all of the company's business operations.



PIJAC appoints Director of Government Affairs

The Pet Industry Joint Advisory Council (PIJAC) hired former US Department of Agriculture (USDA) senior advisor Savonne Caughey as its director of government affairs.

"We are excited to bring on a seasoned professional for PIJAC's federal and state advocacy efforts on behalf of pet care professionals," said PIJAC president Mike Bober. "Savonne's broad experience at the top levels of the corporate, government, and nonprofit sectors will be a valuable asset to PIJAC's members and the nation's companion animal owners."



DOKAS®

QUALITY OUR PRIORITY!



YOUR FAVOURITE SNACKS FOR YOUR FAVOURITE PETS

www.dokas.eu

Pet industry highlights

Year-on-year growth sales of dog food in western Europe

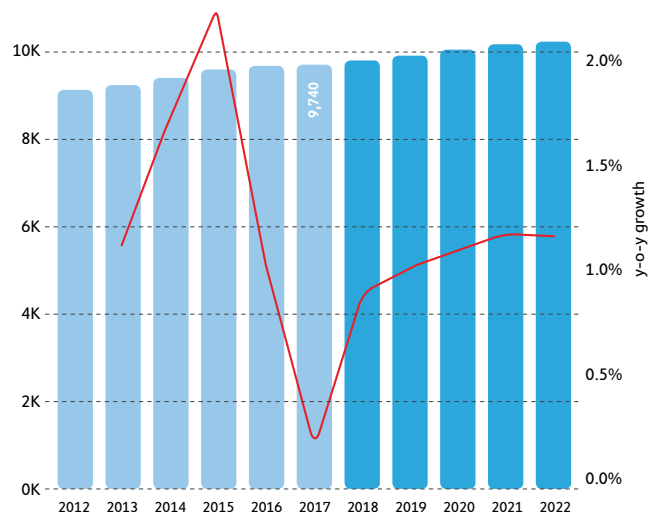
FACTS AND FIGURES



According to Euromonitor International, year-on-year growth in dog food sales slowed over 2015-2017. Much of this was due to an increase in urban living coupled with a slow recovery to the financial crisis.

- A decline in the overall dog population in some markets, such as France and the UK, as well as a shift towards smaller dogs, has affected volume sales.
- Dog food manufacturers have responded by devising premiumization strategies with added value offerings.
- Increasing segmentation is a key element in such strategies, with breed, life style and age-specific products, as well as the offer of multifunctional properties.

Dog food: western Europe % y-o-y growth 2012-2022
Retail value RSP USD million



Source: EUROMONITOR INTERNATIONAL



Founded in 2004, Italfeed is an **italian company**, which borrows its experience from the market of food supplements.

Our mission is to deal in raw material of **natural origin, technologically advanced products** for the well-being and beauty of our pets.



Innovative and technological approach having high expertise and high quality standards to supply a market in rapid evolution

- ✔ **Natural Raw Material and herbs and extract blending** for Pet Nutrition;
- ✔ **Customized Pet Feed supplements** conventional or organic;
- ✔ **A qualified and professional consultancy service** in the field of Pet Nutrition;
- ✔ **ISO 9001:2008 certified;**
- ✔ **EU organic certified;**
- ✔ **EU Reg. no. 183/2005 certified;**

On demand:

- ✔ **Full service formulation**
- ✔ **Labelling and regulatory service**

ITALFEED S.r.l
Via Melchiorre Gioia, 72
20125 Milano - Tel. 39.02.8724 2970
info@italfeed.com - www.italfeed.com



PetSmart continues brick-and-mortar expansion

Pet goods retail chain PetSmart announced Thursday 14 December it had opened 28 new brick-and-mortar storefronts in North America during the quarter that ended 1 November 2017, with new locations spanning the United States and Canada.

In a press release, the company said the latest expansion efforts add to the 35 new stores launched during the first half of the fiscal year.

“Continuing to expand our brick-and-mortar footprint is an important part of our strategy to be the most convenient, best-in-class pet retailer,” said Brian Amkraut, executive vice president of store operations for PetSmart. “In addition to our store growth, we continue to take steps to further enhance the customer experience. This quarter, for example, we launched The Groomery by PetSmart, our innovative new store concept focusing exclusively on pet grooming services.”

Following the close of the third quarter, PetSmart said it had reached “a significant milestone” by opening its 1,600th brick-and-mortar location. With the opening of its store in Casper, Wyoming, in November, it now has a presence in all 50 US states. The 1,600 stores are located in the US, Canada and Puerto Rico, and the company operates another 207 in-store PetSmart PetsHotel dog and cat boarding facilities. “At a time when the retail world is dramatically changing and many retailers are closing stores, we are proud of our store expansion efforts,” said Brian Amkraut, executive VP, store operations, services, supply chain and real estate, for PetSmart.





ANNUAL INNOVATION AWARD

THE 22nd CHINA INTERNATIONAL PET SHOW



CIPS'18

9.27-30, 2018

GUANGZHOU

THE BEST SOURCING PLATFORM FOR THE GLOBAL PET INDUSTRY

1,500

exhibitors

120,000

m²

65,000

visitors

80

countries

AN IDEAL BRIDGE CONNECTING THE
GROWING ASIAN MARKET





30 years PETS International

Providing the pet industry with more than 'just a magazine', GlobalPETS provides tools to follow global developments. Together with other celebratory businesses, we look back and of course... forward.

A short history of PETS Europe, PETS International and GlobalPETS	12
Plaček Group CZECH REPUBLIC	16
Premier Nutrition UNITED KINGDOM	18





A short history of PETS Europe, PETS International and GlobalPETS

Corine van Winden, owner and CEO, takes us through the past, present and future of PETS International and GlobalPETS, and shares some valuable insights and predictions for the future.

One clear goal

Founded in 1988 by Reinder Sterenborg, PETS International (originally called PETS Europe) had one clear goal in mind: providing the European pet market with the tools to communicate in the international trade market, made possible by the opening of the European borders for free movement of people, goods and services, under the Schengen Agreement in 1992. Reinder saw the possibilities and acted accordingly, resulting in a pet industry magazine which, for thirty years now, has been the cutting edge for the pet industry, predicting changes, trends and reporting relevant news.

How it all began

Even though it was called PETS Europe, the first magazines already covered an international market, including information about markets such as the Americas and Japan. At first, the magazine was only distributed in Europe.

However, PETS Europe attended fairs worldwide and the Interzoo enjoyed increasing expansion as well. The start of fairs in Asia in 1997 and the APPA (formerly the APPMA) organizing the Global Pet Expo, generated an even wider international audience. Corine van Winden explains: "After a visit to a South American fair in 1998, the confident

decision was made to change the name from PETS Europe to PETS International in 1999."

During the early years, the magazine was published in two editions, both bilingual. "Since English was not yet the common trading language, we tried to cater to everyone's needs," says Corine. In later years, this would become one edition in English, with abstracts in German, French, Spanish and Chinese.

In 1999, it became clear that English was the main trading language, so the magazine was published in English only, with overwhelming support from the international market.



1988

- Articles in English, French and German
- Printed in black/white, some full colour adds
- Published bi-monthly
- Distribution in Europe



1998

- Articles in English, abstracts in German, French and Spanish
- Full colour magazine, glossy look
- Separate Buyers Guide
- Magazine published 6 times a year
- Buyers Guide published once a year
- Distribution to 65 countries

Looking back on our history, the genes of international focus and innovation can be seen throughout all of our activities.

From magazine to community

“Looking back on our history, the genes of international focus and innovation can be seen throughout all of our activities,” says Corine. Over the past three decades, the magazine has evolved, grown and expanded, keeping ahead of the pet industry. After the change from PETS Europe to PETS International and the addition of the online community GlobalPETS, it now comprises a magazine, website, online registry of the global pet industry and a weekly email newsletter. Providing the pet industry with more than ‘just a magazine’, GlobalPETS provides tools to follow global developments, such as the rise of internet, the emerging need for alternative proteins and more recently the focus on sustainability.

International market on the move

“Fifteen years ago, the Asian market was still in its infancy. People were discovering the possibilities, learning to deal with all these small companies and understanding a culture so different from the American

and European cultures. Today, Asia is a huge market, with its own international fairs such as CIPS and Pet Fair Asia, attracting more and more business from around the world. We first wrote about Asia thirty years ago and have been in a successful partnership with CIPS for almost four years now,” says Corine.

“We have followed many developments step by step. From the mom-and-pop stores in the ‘80’s, the start of retail chains in the ‘90’s and in 2000 the first online platform, Zooplus. Now we can see that the next phase will be omnichannel.” Corine offers some advice for those brick-and-mortar stores that want to keep up with the times: “Innovate! Not just cosmetically, but build your strategy around omnichannel, and turn your store into an experience, make shopping worth the time to step away from a screen and leave the house.”

Sustainability is the next big thing

Since 1988, one of the main pillars of the magazine has always been to show the world what the most important trends are in the international pet industry.

From 2018 onwards, sustainability will become one of our focus points, in addition to our existing DNA. “PETS International and GlobalPETS are going green. We are working towards becoming a B-corp company (see page 26-27), by conducting our business sustainably,” explains Corine. An example of this change is the decision to no longer use a physical goody bag during the GlobalPETS Forum. “Instead, we have designed an app in which each interested party can have its own digital goody bag slot, complete with all the documents which would otherwise be printed.”

▶ SEE NEXT PAGE



2008

- Magazine in English
- Both printed and online available
- After second redesign a modern lay-out
- Magazine published 6 times a year
- Buyers Guide published once a year
- Distribution to 130 countries



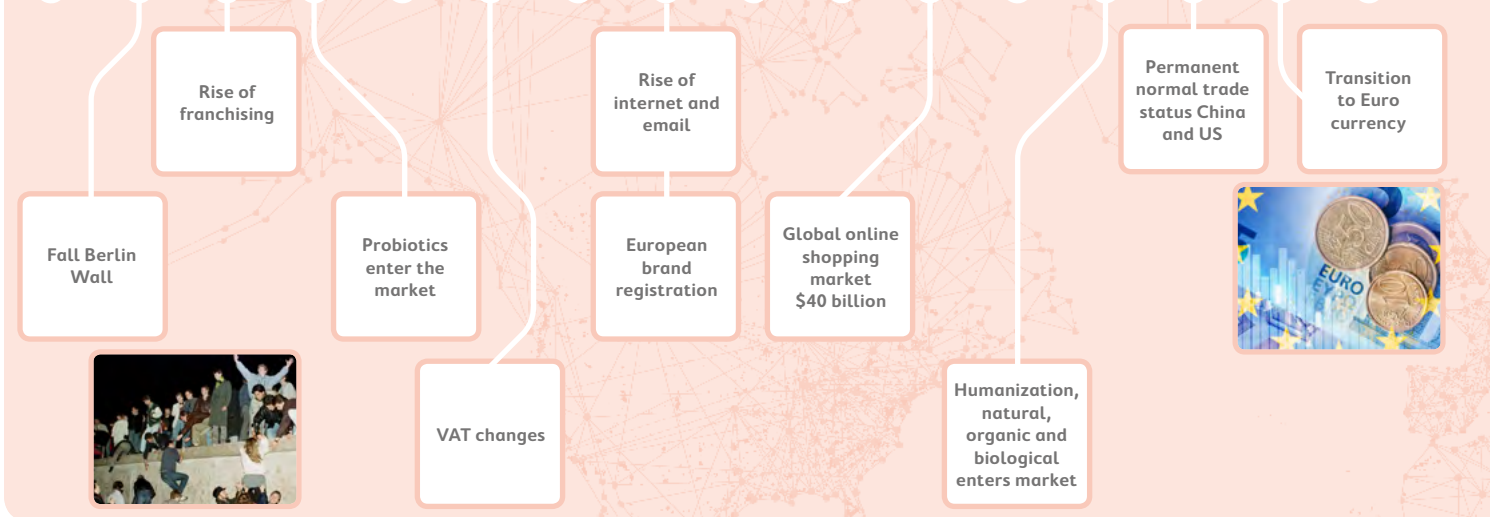
2018

- Buyers Guide has been replaced by online platform Looking for...
- Sustainability as added focus
- Redesigned in 2015 to reflect its leading and informing role
- Magazine published 7 times a year
- Distribution to 136 countries

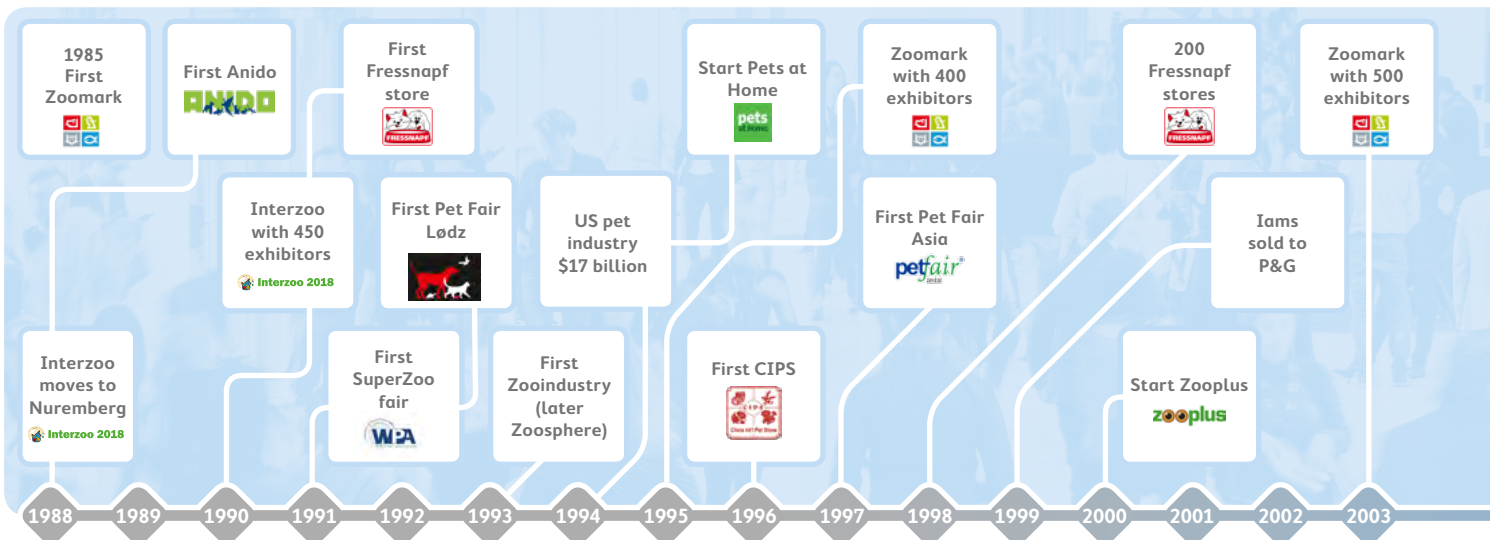
PETS International

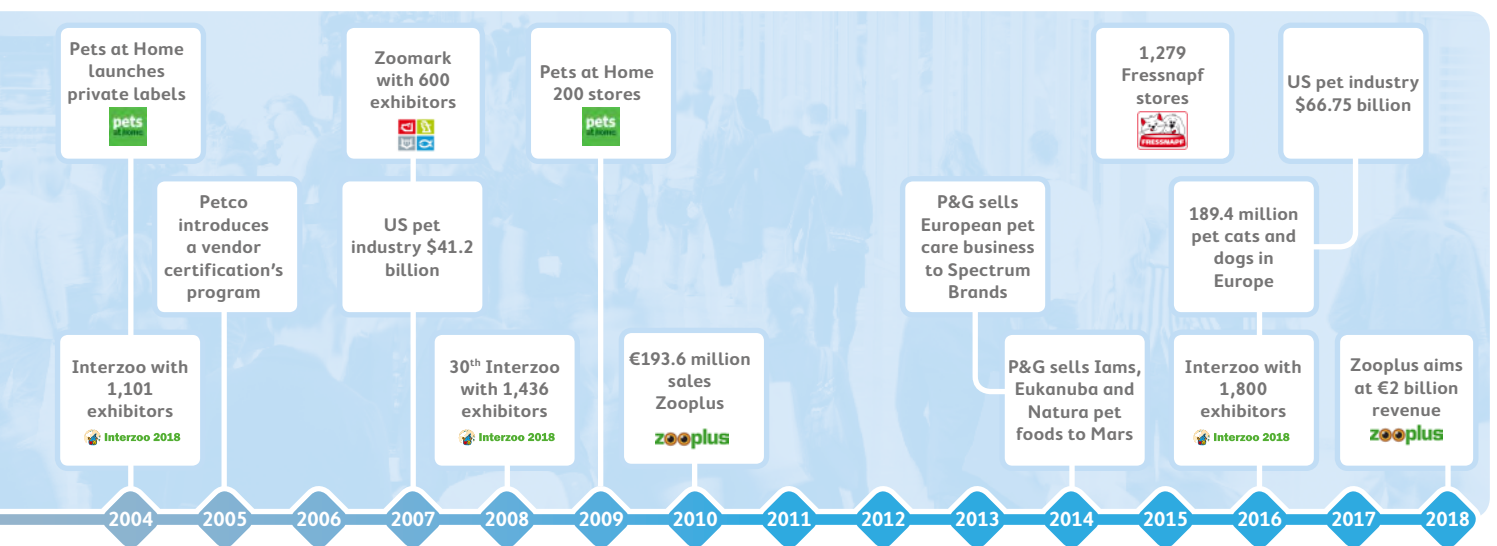
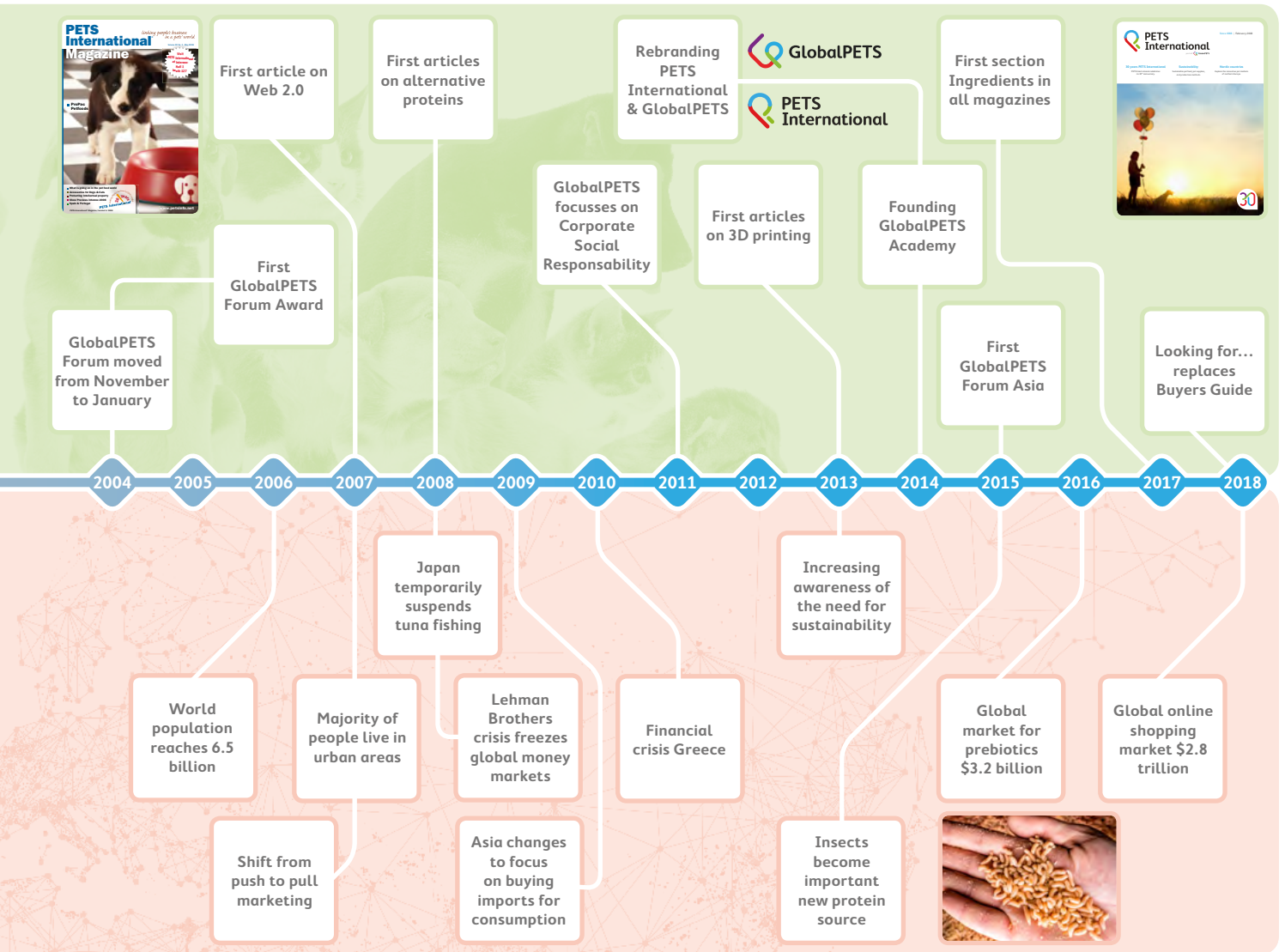


World



Pets industry highlights





The best for pets



Starting from a dream almost thirty years ago, the Plaček Group today consists of a distribution centre and an extensive network of more than 200 pet retail shops.

The dream

Dušan Plaček started his company in 1989, during the Velvet Revolution in what was then Czechoslovakia. Dušan's love of aquaria led him to start his own distribution company, which turned out to be a very smart idea.

Dušan's dream at the time was to make this an established company. Now, almost thirty years later, he has quite clearly succeeded. The core of his success lies in the fact that he is a practical, principled entrepreneur who thinks things through carefully and also takes everyone involved into consideration.

Established business

The Plaček Group consists of a distribution centre and an extensive network of more than 200 pet retail shops. These provide the employment for 1,000 people and achieve a turnover of approximately €120 million (\$140 million).

An important part of the corporate culture is 'doing things from the heart', love, fun and enjoyment! One of the highlights at Plaček's distribution centre is its Customer Day. It is focused less on sales and obtaining orders, and much more on networking.

Plaček's strength lies in its specialization in the Eastern European countries, which has given the company a powerful market position. Throughout the years, the distribution centre, combined with the retail shops, have developed considerable purchasing power, which has also made it possible to develop Plaček's own private label programmes.

In addition to this, Plaček also has a number of strategic partnerships. The joint venture with Beaphar, which was established in 2003, has especially underlined the company's prosperous market position.

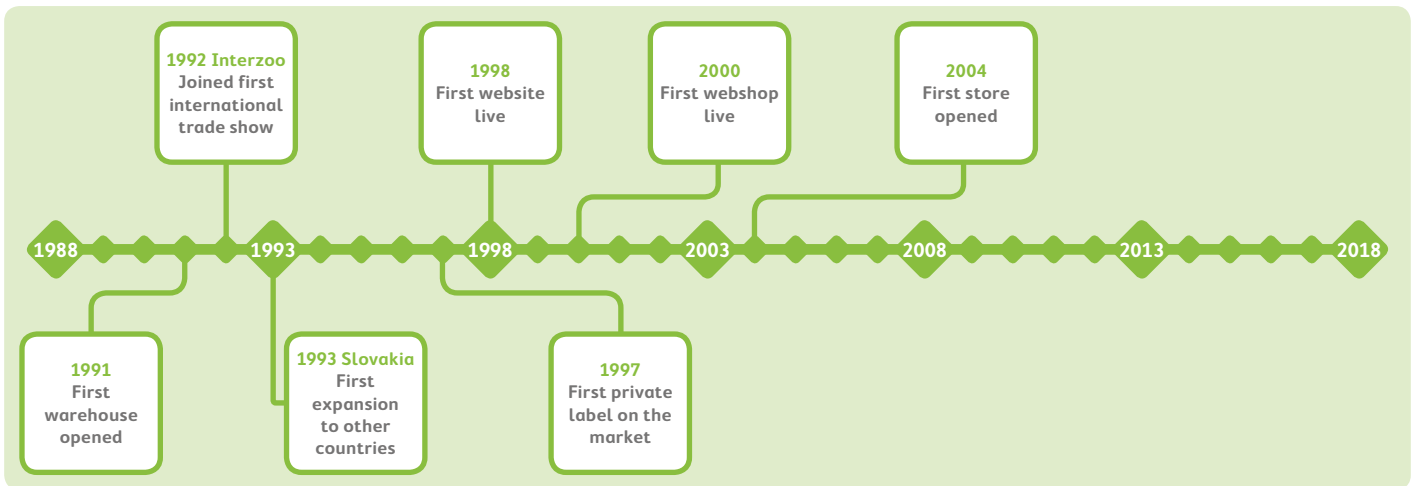
Retail network

Plaček is expanding fast. A total of at least thirty new shops have opened in 2017. The Eastern European countries are developing well in terms of volume and value, but also in reaching a better professional level of shop, comparable with Western Europe. Plaček is expected to continue expanding in 2018 and after.

The speed of expansion depends on the maturity of the market. For instance, expansion in Poland is expected to be slower than in the Czech Republic. In each country, it is important to have a retail concept that is recognizable by the consumer. This means having shops under the company's own management as much as possible, rather than managing them as a franchise.

Every country has its own characteristics and opportunities. In Latvia, for example, shops should have facilities for grooming

Thirty years timeline



and training. The emotional element is important everywhere, so all shops sell live animals, at least fish and birds. Shop assistance is equally important, and needs to be competent and highly professional at all times.

Overview of the pet retail network of Plaček as of January 2018

COUNTRY	NAME OF CHAIN	NO. OF SHOPS
Czech Republic	SUPER ZOO	61
Czech Republic	AKVAZOO	15
Slovakia	SUPER ZOO	43
Slovenia	Mr. Pet	15
Poland	KAKADU	43
Latvia	DINO ZOO	45

Online sales

As in most other markets, internet sales are having an impact. The company is seeing well-known brands offered at low prices, which means lowering margins. The group cannot compete and is therefore eliminating these products

from its shelves. To offer bargains, retailers must have their own brands in the form of private labels. Plaček's private label in the food category goes under the name of Ontario and Prospera Plus. Brands are needed as well, but they only sell brands which are not damaged by low prices in other online channels.

Of course, Plaček cannot ignore the needs of today's consumer and is responding by offering the option to order products online. These orders can be delivered at home or to the closest shop. To encourage online clients to visit the shop, they receive vouchers that can be redeemed on the premises. However, one of the main functions of the shop is to provide service, quality and fun. It goes without saying that the shops offer a loyalty programme as well.

The Plaček retail concept has proven to be the number one concept in mid- and eastern Europe. ♦



Dušan Plaček



A world brand in additives



Back in 1991, Dr Robert Rae and Dr Graham Yeo wished to create a world brand that was the best in the additives sector.

Benefits of dry complete food

In the early 1990s, it was clear that major market forces were at work in the European pet food industry. The industry then had a wet section dominated by worldwide brands and a dry section that would probably expand as extruded complete foods.

The UK dry food market was split between farm-feed manufacturers making muesli mixes and mixer biscuits that were usually fed with moist foods. The benefit of extruded dry complete food was not lost on consumers who were increasingly visiting 'one-stop' supermarkets for feeding their families and pets.

Dry extruded food was sterile and hence microbiologically safe with excellent

keeping properties and was convenient to transport, store and put on shelf by weighing a fifth of conventional wet food and with a lower risk of moulding or insect infestations compared to the muesli mixes.

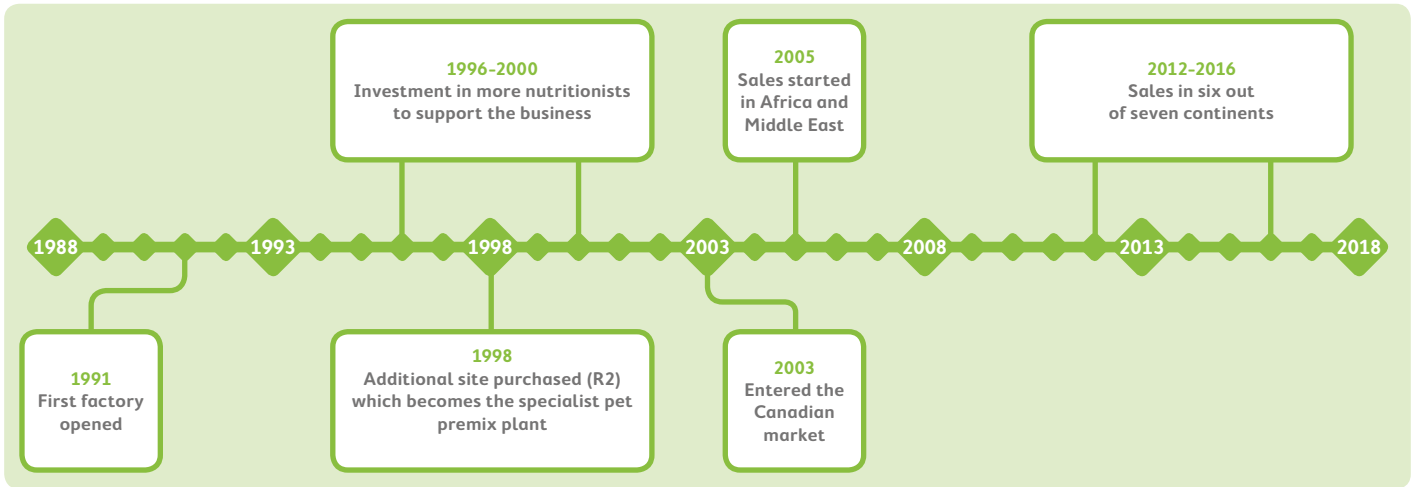
Expertise in pet food formulation

The key triggers of the dry pet food expansion in Europe came with BSE legislation banning meat meals from farm-feeds plus the immediate ban on the export from the UK of ruminant-derived animal by-products. The investment in extruders on separate sites by farm-feed companies and the cheaper sources of animal co-products led to many of today's well recognized brands and manufacturers therefore becoming *de facto* pet food companies.

Premier Nutrition's expertise in pet food formulation and supplementation was crucial in this period because the vitamin cartel of the 1990s meant that it had to out-perform in areas beyond simple price. The recognized specialization in pet food was well placed to help companies with the big food issues of the late 1990s and 2000s, which were, as now safety, quality, and traceability.

The unique manufacturing process using state-of-the-art pharmaceutical mixers meant that the company reduced the risk of cross-contamination in the pet-only factory to beyond that expected in conventional premixes. Today Premier Nutrition still ticks all these boxes and is recognized as being the best in the field.

Thirty years timeline



Premier Nutrition in the 1990s

Sustainable nature

The market further reacted to the safety, quality and traceability issues by creating specific phrases and brands for example organic, hypoallergenic, holistic in an attempt to capture the natural and sustainable nature of many pet foods. Premier Nutrition was able to help companies differentiate their products

from competitors and increase their portfolio with life stages and products for obesity and veterinary uses.

To help with this differentiation of brands the company was a maiden-user of many additives now seen as mainstream:

- tocopherol extracts of natural origin instead of synthetic antioxidants
- glucosamine, chondroitin, MSM and turmeric in senior and larger animals where joint health is important
- umami-rich digests and palatants for external and internal applications
- natural phyto-nutrients as sources of oligosaccharides, bioflavonoids and saponins to help maintain health

This expertise, derived from the adversity of BSE and vitamin cartels, allowed the company to expand after 2000 into other parts of Europe and worldwide and this continues today.

The future of pet food

Premier Nutrition is well placed for the future of pet food with a new premix factory in the UK and now one in China with a core of expertise. It believes that sustainable development will be maintained by sound sourcing of ingredients and formulating sensitively to the needs of customers and neighbours. Neighbours will become increasingly important during the next thirty years as the world population increases and the supply of co-products, especially high protein animal ones, will become much shorter as less is wasted and more enters the human food chain. The dilemma then will be who should get the best cuts our pets or our fellows. ♦







Sustainability

Today's world requires our organizations to become ever more emergent, purposeful and organic. It is time to work together to create a sustainable future for our planet and for the global pet industry. How can we trigger this profound shift in the way we approach and do business?

A future-fit business	22
A sustainable future	26
The need for business sustainability	28
Sustainability on the rise	32
Are businesses contributing to a better world?	34
Reducing impact right from the start	38
A future for sustainable pet supplies and accessories	42
Mondi AUSTRIA	49



A future-fit business

How to best enable a profound shift in how we lead, relate, partner-up and perform?

Organization-as-living-system

As we face increasing systemic challenges, fast-shifting consumer patterns, and complex global-and-local supply chains, we find the 20th century 'organization-as-machine' is giving way to the 21st century 'organization-as-living-system'. There is much we can learn from the living systems of nature and its 3.8 billion years of research and development. One over-arching principle is that of divergence, convergence and emergence.

Divergence

Divergence is a diversification, a celebration of diversity and difference. In practice this means opening up artificial boundaries between departments within the organization and opening up stakeholder relations beyond the organization. We allow these diverse relations to become more generative, more alive.

Convergence

We need to balance this divergence with convergence, otherwise things can get too open, chaotic and lack integrity. Convergence is a bringing together, a unifying of diverse aspects through a common resonance or purpose. Traditionally, convergence has come through power-based hierarchies of control, which attempt to normalize and control discrete relations through top-down bureaucracy.

This is part of the old mechanistic mind-set we need to move beyond, as this stifles agility and responsiveness in times of fast-moving change. Instead, this convergence can come through a clear sense of purpose and shared strategic intent, aligning different relationships while allowing the freedom and empowerment for these relations to adapt to local market conditions.

Today's world requires our organizations to become ever more emergent, purposeful and organic.

Emergence

Out of this tension of divergence and convergence arises the third, emergence. Emergence is the flow of life, an unfolding evolutionary imperative that every living system and ecosystem needs to thrive.

The more effective the living system becomes at sensing into the deep sources of emergence within its ecosystem of relations, the healthier it becomes. This is a critical success factor for future-fit business, and it calls for future-fit leaders to cultivate a culture that encourages this divergent-convergent empowerment while letting-go of control-based bureaucracy.

Potential for greatness

So often, we find ourselves bumping up against all sorts of cumbersome, bureaucratic and out-dated modus operandi. This stifles the organization's potential for greatness. We are our own worst enemy, confining our organizations instead of freeing them up to adapt and thrive.

The old machine mind-set views stakeholder relations as point-to-point chains of exchange: either a win-lose relation where we use cost as the key driver to maximise profits at the expense of the other; or a win-win where each party benefits through a mutually beneficial relation of exchange. We manage these point-to-point relations through centralised functions with quantised metrics, formal tender procedures, and overarching bureaucratic mechanisms. That is just the way we do things around here. This logic undermines what could be possible. First-and-foremost we need aliveness, shared purpose and relationality.

The need for aliveness

The aliveness and responsiveness of an organization is intimately entwined with our stakeholder relations.

The more alive, personable and synergistic we allow our relations to be, the more we will deepen our organization's emergence.

Generative stakeholder relations treat each relation as an inquiry, an exploration, an authentic undertaking, where we seek win-win-win outcomes that benefit not just each other but the wider ecosystem of relations we are operating in, including society and the environment.

We hold generative discussions with each stakeholder, to openly explore the synergistic value of the relation and the shared concerns, insights and opportunities that an emergent future may bring us. Then, we bring a variety of different stakeholders together, through group generative dialogue discussions in settings conducive for authentic informal explorations, so our work masks can drop away to reveal our deeper humanity.

Interconnections in the ecosystem

Diverse stakeholders from different yet interconnected parts of our ecosystem come together and openly share. It may be uncomfortable, perhaps even clumsy, for some people to start with. We begin to see the interconnections in the ecosystem, we sense the synergies and opportunities, and we see the bigger picture, identifying ways to co-innovate a brighter future.

Some may sense they are competitors with others, or partners and suppliers, or have never come across each other before. We create space for these diverse stakeholders to share openly about how things are now, the problems and

► SEE NEXT PAGE



Italian pet style ● ● ● *the original*

A special thanks to: model Francesca Basso, ph. Paul Croes and Inge Neils, Hillicon's French Bulldog Breeding Farm

© 2017.12 dephmax.it

Tre Ponti harnesses...and it's love at first sight!

Our models are patented and available in the best pet stores

100% Made in Italy  by TRE PONTI - Treviso - Tel. +39 0422 968 346

www.tre-ponti.it

www.eshop.tre-ponti.it

info@tre-ponti.it





opportunities, and how we can best adapt for our emerging future together. All sorts of wonderful insights come into view when we bring diverse groups together. The trick here is holding-the-space in a generative, respectful and deep way.

A shared purpose

We are allowing an aliveness to unfold in our ecosystem of relations. We are welcoming humanity back into our relations. This aliveness spawns win-win-wins beyond business-as-usual. It creates co-creativity and co-innovation, and it creates connectedness. This yields resilience for one and all. Beyond the separateness of discrete stakeholder

contracts, we sense into the emergence of a living system of interconnected relations. Today's world requires our organizations to become ever more emergent, purposeful and organic. In turn, our stakeholder relations become portals for these vital synergies to thrive through a generative field of feedback, learning and sharing. We help spark the change we wish to see in the world, and have fun in the process. ♦



Giles Hutchins

Chairman of The Future Fit Leadership Academy
 Author of The Nature of Business, and Future Fit
giles@ffla.co
ffla.co

A sustainable future



For the past thirty years, the pet industry's main focus has been on the globalization of society. Now, looking ahead, it is time to work together to create a sustainable future for our planet.

Global ties

Thirty years ago, PETS International magazine (then called PETS Europe) was founded in the light of the imminent opening of the European borders for free movement of people, goods, and services in 1992 (read more about PETS International's history on pages 12-16 of this issue). Until then, the production and trade of pet care products had been mostly a national affair.

The year 1992 marked a pivotal point in the development of the global pet industry. From that moment onwards, cross-border trade took off, as did the pet industry's international trade fairs. The rise of

the Asian market and of course the profound impact of the internet further drove the advancement of global business. Over the past few decades, pet industry players around the world have forged solid ties with suppliers and buyers across continents and cultures.

A new mindset

Now that global business has reached maturity, people are increasingly starting to wonder about the way we do business. An accumulation of regulations, procedures, and customs have resulted in an abundance of bureaucratic, cumbersome organizations that have often lost their sense of purpose.

Additionally, increasing concerns for the environment have many people realizing that entire generations of business men and women have been so caught up in acquiring ever more profit and power that they have forgotten all about what really matters: living with a sense of purpose and leaving behind a healthy planet for future generations.

Over the last few years, a shift in mindset has become apparent. Many people now accept the harsh reality: we need to act now and stop exploiting our resources, environmental and otherwise, in order to save our planet. And with this realization comes an intrinsic motivation to change the world – one step at a time.

Mission

For the past thirty years, PETS International has helped pet industry players to increase their global network and professionalize their business. We will continue to do so. But as an additional focus, we will make it our mission to do what we can to make the global pet industry a sustainable industry. We are an industry resulting from the love of people for their pets. It is time to work together and use that love of nature to create a sustainable future for our planet.

What can we do?

What does that mean in practice? What, as a business owner, can you do?

1. Appoint a sustainability project leader

Appointing a sustainability project leader – or even better, a Chief Sustainability Officer – shows that you are serious about making a change, to your employees, your customers, your business partners, and to the market.

2. Involve your stakeholders

Make this a joint effort: it will ensure commitment to the cause and who knows what great ideas your employees, customers, and suppliers might bring to the table.

3. One step at a time

Making sustainability your number one priority does not mean that you have to invest millions in a new, CO₂-neutral, factory. Start small, and look for quick fixes that make a big impact.

4. Unite

Do not reinvent the wheel. Join an initiative like the Pet Sustainability Coalition (petsustainability.org) to learn from your peers, and use the PSC Toolkit to learn how to apply sustainability in your business. They offer free assessment tools to give you an indication of where you stand.

5. Look into your footprint

Assess what your environmental footprint is. Consider whether local sourcing would be an option. Could you start adapting a cradle-to-cradle philosophy?

6. Become a B Corporation

Sustainability goes further than just taking care of the environment. If you really want to make a change, you need to start using business as a force for good. Look into becoming a certified B Corporation (bcorporation.net) that uses the power of business to solve social and environmental problems.

Impact

Making sustainability your number one priority does not have to cost money. If you take a holistic approach that intertwines human values, economic objectives, and the environment, you can create a win-win situation that makes a lasting impact. ♦



Maria van der Schalie
Editor in Chief, PETS International
maria@pets.nl
globalpets.community



The need for business sustainability

When discussing sustainability, business sustainability is generally overlooked. Which issues should be considered when it comes to sustainable business development?

Global population

If you read some of this article today and finish 24 hours later, the population of the world will have increased by 200,000 or just over 71 million people in a year's time. The United Nations published 'Revision UN world population prospects 2017' and claim the current world population of 7.6 billion is expected to reach 8.6 billion in 2030, 9.8 billion in 2050 and 11.2 billion in 2100. The claim is this information is essential to guide policies aimed at achieving the new Sustainable Development Goals.

Currently China (with 1.4 billion inhabitants) and India (1.3 billion inhabitants) remain the two most populous countries, comprising 19 and 18% of the total global population. In 2024, the population of India is expected to overtake that of China.

The group of 47 least developed countries (LDCs) continues to have a relatively high level of fertility, at around 2.4 % per year. The combined population of the LDCs, currently one billion, is expected to almost double in 2050. The same doubling of the population is expected for the 26 African countries.

The concentration of global population growth in the poorest countries presents a considerable challenge to governments in implementing the 2030 Agenda for Sustainable Development, which seeks to end poverty and hunger, expand and update health and education systems, achieve gender equality and women's empowerment, reduce inequality and ensure that no one is left behind.



The threat of consumerism

Sustainability became a global word after the World's First Earth summit in 1992 and was defined in the Bruntland Report for the World Commission on Environment and Development of that year. Bruntland defined Sustainable Development as 'meets the needs of the present without compromising the ability of future generations to meet their own needs.'

It is claimed consumerism has resulted in a variety of problems i.e. unrestricted use of technology, excessive exploitation of natural resources, and excessive waste material from increased food production.

All of the former has exacerbated damage to the ozone layer, deforestation, rapid decrease of species, and freshwater shortages. The start of environmental pollution can probably be traced back to the industrial revolution. Since that time more and more ecological issues are becoming evident, and many of them cannot easily be reversed e.g. soil erosion, damage to the ozone layer, shortage of fresh

Currently, most environmental problems can be traced back to food production, hence there is a need for more ecologically sustainable methods.

water, and the rapid decrease of forests and species. Currently, most environmental problems can be traced back to food production, hence there is a need for more ecologically sustainable methods.

Food production

Sustainable food production is not a new concept and it can be traced back to the teachings of Confucius. While Confucianism stresses the importance of healthy food, it rejects viewing nature as only having instrumental value. This view of sustainability can be as i) humans should restrict the use of natural resources as much as possible ii) harmony with nature is a premise for sustaining humanity; and iii) taking care of the fundamental needs of the people is a premise for ecological sustainability.

When discussing the general concept of sustainability, business sustainability is generally overlooked. Business sustainability is often defined as a mixture of managing financial, social and environmental risks, obligations and opportunities. Simply put profits, people and the planet. The previous discussion omits to take account of time. A business needs to show resilience over time and if demonstrating this they will create economic value and contribute to healthy ecosystems and strong communities.

Best practices

For business development to be sustainable issues such as: economic efficiency (innovation, prosperity, productivity), social equity (poverty, community, health and wellness, human rights) and environmental accountability (climate change, land use, biodiversity) need to be addressed.

► SEE NEXT PAGE

since 1998

路斯 Luscious®



Scan to know more
www.chinaluscious.com



Shandong Luscious Pet Food Co., Ltd

Tel: +86-536-5855263
 Fax: +86-536-5855260
 E-mail: xincheng@chinaluscious.com

Add: Advanced Industrial Park, Yangkou Town,
 Shouguang City (South of Zhongxin Road, East
 of Chuanbo Road), Shandong, China





There are several best practices that foster business sustainability and aid organisations move along the path from laggards to leaders.

These practices include:

Stakeholder engagement

Organizations can learn from customers, employees and their surrounding community.

Environmental management systems

These systems provide the structures and processes that help embed environmental efficiency into a firm's culture and mitigate risks.

Reporting and disclosure

Measurement and control are at the heart of instituting sustainable practices.

Life cycle analysis

Those organizations wanting to take a large leap forward should systematically analyse the environmental and social impact of the products they use and produce through life cycle analysis.

A future world

To survive business, we must not only be aware of our own market but also consider the impact of other businesses upon the environment and how they can work together for a sustainable world. ♦



John Adams

Pet food consultant
jaadams@msn.com



Sustainability on the rise

Let us have a look at the development of sustainability as an item on the corporate agenda, and at the way businesses have evolved from simply doing green charity to executing an authentic sustainability strategy.

A fragile topic

After the excesses of post war regeneration, subjects like CFC free aerosols, recycling and rainforest deforestation became a new worrying conversational topic. Luckily, things have moved on somewhat, but many of these issues remain a problem and are fragile in both eco and political terms despite the Kyoto and Paris agreements in 1992 and 2015.

Initially, companies were able to just throw money at high interest causes which was considered enough of a 'good deed'. As many companies started to tout

themselves as environmental champions, they were outed as merely greenwashing as it was found out that they were actually simply adding their name to an issue without really believing or supporting it.

Corporate challenges

Nestlé and Coca Cola have always both been subject to environmental and ethical challenges. Nestlé had the famed baby milk issues in the 70s, which it slowly overcame although it tainted the public's perception and avoidance of purchasing the brand for multiple decades. Due to its size and use of plastic, CCE is also constantly in the spotlight.

Only recently, Nestlé encountered more wrath over its Chairman Emeritus, Peter Brabeck-Letmathe's comments on water ownership which were taken out of context and seen that the company was charging people for water which is now, like oil, fast becoming a highly prized commodity.

CSR

Nowadays, the larger, and more sophisticated companies have a Corporate Responsibility Team and detailed statements or policies to avoid being charged with greenwashing and having to deal with the ensuing PR disaster, and being marked as completely inauthentic.

Unfortunately, with the rise of social media, comments can be taken and spread significantly faster than before which causes a real challenge for PR departments if this goes horribly wrong.

Transparency is therefore key and actually doing the right thing is highly valued by customers, and millennials in particular. Millennials prefer to do business with corporations and brands with pro-social messages, sustainable manufacturing methods and ethical business standards.

Sustainable brands

In 2015, Nielson published its annual *Global Corporate Sustainability Report*. It indicated that, globally, 66% of consumers are willing to spend more on a product if it comes from a sustainable brand. Millennials gave an even more impressive showing, with 73% of surveyed millennials indicating a similar preference. Additionally, 81% of millennials even expect their favourite companies to make public declarations of their corporate citizenship.

To add strength to their ethical and green credentials, some companies have also joined the

FTSE4Good or DJSI (Dow Jones Sustainability Index) and produce annual Sustainability Reports. Unilever is a company leading the way in trying to take a lead by talking openly and proactively about social, ethical and environmental issues and attempting to be a lighthouse for big enterprises globally after seeing and realising the positive impact that this positive stance would take for their businesses around the world.

Purpose purchasing

The trend for purpose-led purchasing is greater among consumers in emerging economies than in developed markets. While 53% of shoppers in the UK and 78% in the US say they feel better when they buy products that are sustainably produced, that number rises to 88% in India and 85% in both Brazil and Turkey.

Keith Weed, Unilever's Chief Marketing and Communications Officer says: "This research confirms that sustainability is not a nice-to-have for businesses. In fact, it has become an imperative. To succeed globally, and especially in emerging economies across Asia, Africa and Latin America, brands should go beyond traditional focus areas like product performance and affordability. Instead, they must act quickly to prove their social and environmental credentials and show consumers they can be trusted with the future of the planet and communities, as well as their own bottom lines." ♦



Helen Bennie

Strategic Marketing and Retail Consultant
helen.bennie@shopperinsight.org
shopperinsight.org



Are businesses contributing to a better world?

An in-depth look at the possibilities that the UN framework and the Paris Agreement offer. Is it really about actions instead of just stating they contribute to a better world?

Doing good is good for business

Three years ago, we saw the world deciding on a joint effort to lower the carbon emissions, culminating in the Paris Agreement. In that same year, 2015, a couple of months before the governments, some 1,500 companies from around the world and NGOs in an inclusive process agreed on the Sustainable Development Goals (SDG) to be reached in 2030. In the following years, we saw our world changing

rapidly, with new governments being elected with different views on the Paris Agreement, natural disasters hitting us hard and the frontrunners among businesses increasingly putting out the message that doing good is good for business. The SDG framework is increasingly being seen as the overarching framework for demonstrating how a business can contribute to doing good. Through SDG13 it also involves the Paris Agreement.

Sustainability is not only a goal for multinationals. Small and medium-sized enterprises (SMEs) too are required to report annually on their sustainability impacts.

In 2015, when the SDGs were adopted, 17% of business leaders planned to engage with the goals. In 2017, 75% of businesses participating in the UN Global Compact indicated they were planning to engage with the SDGs.

Written for use at country level however, measuring performance in the SDGs poses businesses with a challenge. In the last two years, several guides and support tools have been created to support businesses. But: do businesses really do good? Is it really about actions instead of just stating they contribute to a better world?



The business case

The Business and Sustainable Development Commission (BSDC) estimates that achieving the SDGs by 2030 could generate up to \$12 trillion (€10.1 trillion) in revenues and savings as a result of new opportunities and efficiency gains in four economic systems (food and agriculture, cities, energy and materials, and health and well-being). This \$12 trillion (€10.1 trillion) represents about 10% of global GDP forecast for 2030. A conservative scaling across other sectors critical to sustainable development, such as information communication technologies, education and consumer goods, indicates a further \$8 trillion (€6.8 trillion) a year in value could be obtained. The estimated investments are \$2-3 trillion (€1.7-2.5 trillion) a year.

The aforementioned four economic systems represent around 60% of the real economy. The BSDC identified 60 market opportunities within these four systems. Of these, obviously the Food & Agriculture and Energy & Materials systems relate to opportunities for the pet industry. Hence, the SDGs offer a great economic opportunity. We can already see markets reacting. Climate action, for example, influences 13 of the 17 SDGs. Businesses actively taking climate change into account enjoy 18% higher returns on investment.

A long-term viable business model

Aiming to achieve the SDGs jointly as businesses means aiming for a long-term viable business model, because it is more inclusive and predictable. Achieving the SDGs creates a world that is comprehensively sustainable. It is socially fair, environmentally secure and economically prosperous. To seize the opportunities fully, businesses need to pursue social and environmental sustainability as avidly as they pursue market share and shareholder value.

Sustainability is not only a goal for multinationals. Small and medium-sized enterprises (SMEs) too are required to report annually on their sustainability impacts, through for example the UN Global Compact Ten Principles, a guide to sustainable business behavior. The majority of the more than 9,500 participants SMEs.

Pricing externalities

By definition, the SDGs cannot be achieved by individual businesses. It needs a joint effort by business, governments and NGOs. It also needs an integrated view.

► SEE NEXT PAGE



“ APPA member benefits and Global Pet Expo work excellent for our company! We have been members since 2005 and our business has grown every year. ”

Sudhir Kumar, Kumar Steels, Inc.

BECOME AN APPA MEMBER NOW TO RECEIVE SPECIALIZED BENEFITS AND EXHIBIT AT GLOBAL PET EXPO.

APPA is the Leading International Trade Association for Pet Product Manufacturers, Importers, Manufacturers' Reps and Suppliers of Companion Animals.

For more information and to join contact us at memberservices@americanpetproducts.org or call 001.203.532.0000x520

APPA AND YOU... ADVANCING THE PET INDUSTRY

Global Pet Expo

March 21-23, 2018
Orange County Convention Center
Orlando, Florida

APPA

American Pet Products Association

www.americanpetproducts.org

RA NOVA 朗诺®

自然生鲜 挚爱无限

**New Released
FREEZE-DRIED
PET FOOD**



100% Pure Meat



No Additives



80% High Protein



Healthy Hair & Smarter Brain

Tianjin Ranova Petfood Co., Ltd.

Tel: +86-18222667528, +86-22-68128207

Email: info@ranova-pettreats.com



Customer Service



As indicated before, 13 of the 17 SDGs are influenced by climate action. The Stockholm Resilience Centre (SRC) suggests that economy and society are seen as embedded parts of the biosphere. According to the SRC, the challenge now is to transition towards a world logic where the economy serves society, so that it evolves within the safe operating space of the planet. One way of doing so is by identifying the ‘real costs’ of environmental and social costs, also called ‘pricing externalities’.

Externalities are factors whose benefits and costs are not reflected in the market price of goods and services. Common negative externalities arising from the production of goods and services are GHG emissions or health risks, but they also include various subsidized and unpriced resources, including water and fossil fuels.

Related to the SDGs, the pricing of externalities would increase the value of market opportunities. The BSDC researched a subset of the top opportunities and repriced three components for which reliable data were available: carbon, water

and food. This ‘real pricing’ increased the overall value by almost 40%. The same can be done for social components.

Your contribution to the SDGs

With the new focus on SDGs, companies will be challenged to prove how they contribute to achieving them, preferably in line with existing sustainability metrics and reporting. One way of doing so is to categorize the SDGs by focus area (environmental, social and economic).

Several tools have been developed over the last two years to support businesses in measuring and reporting on their contribution to the SDGs. By reporting on progress, businesses will improve their performance, contributing to meaningful progress towards achieving the SDGs and towards a sustainable world. ♦



Bianca Nijhof
Global Sustainability
Programme Manager Arcadis
bianca.nijhof@arcadis.com
arcadis.com



Reducing impact right from the start

How can companies make more informed material choices during product design and development, through a Pet Sustainability Coalition (PSC) collaboration with the Sustainable Apparel Coalition (SAC)?

The PSC is a non-profit organization that accelerates pet businesses through social and environmental impact strategies. PSC offers consulting, education, and a suite of tools that stimulate competitive advantage by showing companies how to measure and improve environmental and social impacts aligned with meaningful business outcomes.

Design process

Did you know that 80% of a product's social and environmental impact can be mitigated in the initial design process? A unique pilot programme co-ordinated by the PSC in collaboration with the SAC is empowering more pet hard-good producers to evaluate potential impact right from the start. Basing their work on known sustainability leaders like Patagonia and Adidas, who have been designing

for minimal impact for years, a group of US-based pet companies are proving that designing for impact can simultaneously improve efficiency in the design process, saving companies time and money.

Given that market demand is growing for sustainable and socially equitable products, there is a tremendous business opportunity for pet companies that can demonstrate their product's environmental and social performance.

The Higg Index

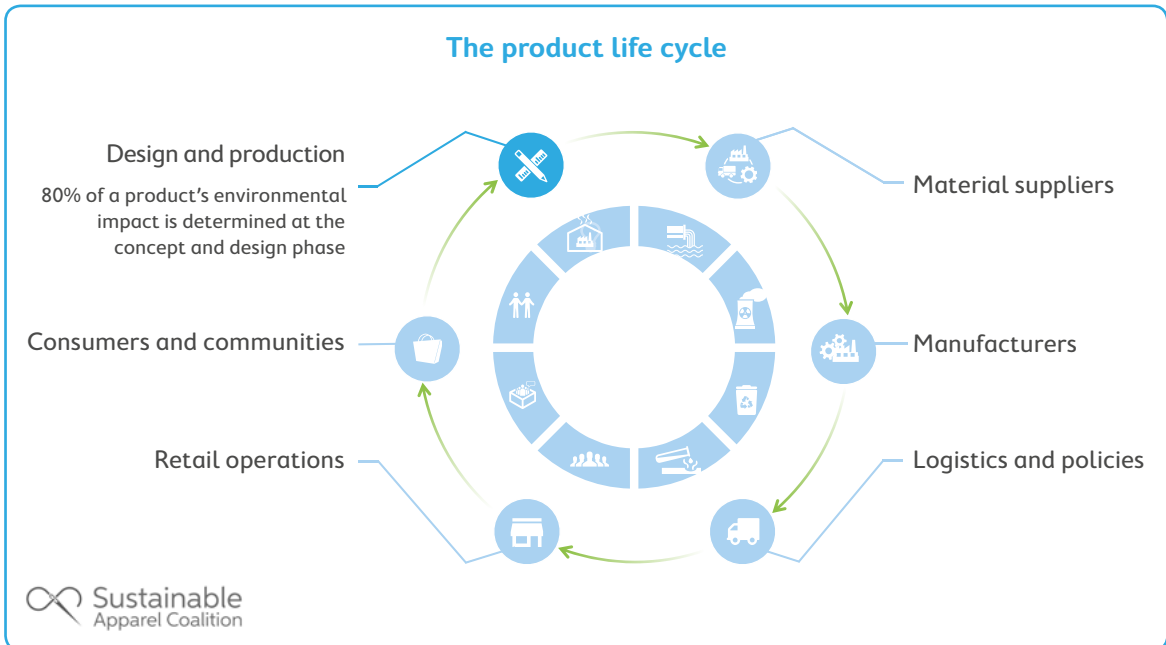
Leveraging the Higg Index, developed by the SAC, PSC has brought these easy-to-use, comprehensive sustainability tools to PSC member companies such as WestPaw, Molly Mutt, Worldwise and Jax&Bones. The Higg Design & Development Module (Higg DDM) sheds light on the environmental impact of product design choices.

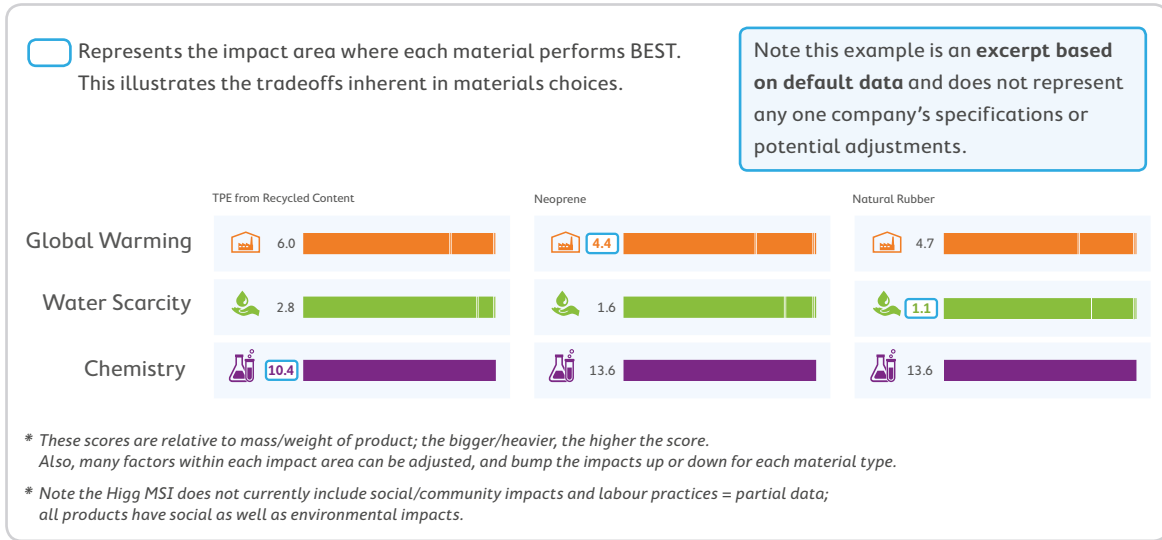


The Higg Index is a suite of tools that enables brands, retailers, and facilities of all sizes to accurately measure and score a company or product’s sustainability performance. It delivers a holistic overview that empowers businesses to make meaningful improvements. Materials Sustainability Index (Higg MSI), is part of the Higg Index, a cross-industry suite of sustainability tools collaboratively developed by the SAC’s members.

The Higg DDM enables designers to understand the impact of designs—such as resource depletion, greenhouse gas emissions, water use, etc.—as well as experiment with more sustainable options available in the database. Within a matter of minutes, a company’s designer can plug and play with a variety of materials and get clear data on the comparative impact and inevitable trade-offs that every product carries.

▶ SEE NEXT PAGE





Business benefits

While designing products purely to maximize environmental and social impact is a genuine goal, PSC members participating in this pilot can also achieve the following business benefits:

- Learn more about the company's products and potential materials before entering the prototyping process (costly and time consuming).
- Innovate new low-impact products by accessing an enormous database of materials used in other industries, and rate existing products.
- Getting a comparative impact score for all products, and anonymized benchmarking, means companies can see how they perform compared to others and the industry average.

Much of the resulting data can be used to support external communications including impact reporting and brand storytelling.

PSC member testimonials

Several PSC members have had a very positive experience implementing the tools into their processes and strategies.

Jax&Bones
Tina Nguyen, CEO

Being a part of the pilot allowed us to gain a larger insight on the materials we use to design our products. Utilizing the library, we feel we will be continuing to make stronger, profitable and impactful decisions as a leading company in the pet industry while improving our carbon footprint.

Molly Mutt
Molly Mundt, CEO

As we continue to emphasize sustainability in our products we really look forward to the insights we can gain from this pilot program. Our association with PSC provides us with great resources and this collaboration with SAC is a prime example.

How does it work?

To illustrate how the Higg DDM works, PSC analyzed a 150-gram mock dog toy composed of three different materials commonly used in the industry: TPE (thermoplastic elastomer), Neoprene (chloroprene rubber), and Natural Rubber. It is critical to note that this is an oversimplified example for the purposes of demonstrating this tool using default data, not actual data from any particular company. This example does not reflect an absolute better-or-worse, but rather illustrates the general impact and trade-offs of each material type.

It is important to note that Higg MSI impact data is strictly environmental. In order to gain a more holistic sense of a given product's overall performance, the social, community and labour impact must also be considered. The Higg Index is a suite of tools that enables brands, retailers, and facilities of all sizes—at every stage in their sustainability journey—to accurately measure and rate a company's or product's sustainability performance.

For any given material, there are many factors that influence performance; ideally each company enters specific supplier data for the greatest accuracy, and total confidentiality.

Designers can then explore all the potential options for a given design to home in on the most viable and least impactful prototype prior to any sampling or physical builds, thus saving time and money.

Leading the pack

As the market increasingly seeks out brands that address social and environmental impact, this pilot collaboration between the PSC and SAC is providing hard-good pet companies with the tools to get ahead of the curve. Those leading the pack will see the benefits not only to the environment, but also to their bottom line as they offer what more and more consumers are looking for. And perhaps of even greater value, pet companies can increase collaboration with their material suppliers, thus driving greater insight into the industry's impact and, ideally, improving performance across the industry over time. This represents a threefold win: for companies who can lead through low-impact innovation, for the manufacturers who serve them, and for the industry as a whole. ♦



Pet Sustainability Coalition
info@petsustainability.org
petsustainability.org

WestPaw

Sarah Hamilton, Product Lifecycle Manager

The Higg Design and Development Module will be useful to us from both a design and sustainability perspective as we develop new products.

It has been incredibly valuable to West Paw's design team to collaborate with the PSC and SAC on the Environmental Design Innovation Pilot.

Worldwise

Hannah Rosenthal, Research & Design Development Manager

Being a part of the pilot program with PSC/SAC has been eye opening and insightful, as the tool provides visibility to the environmental impact that comes along with using certain materials.



A future for sustainable pet supplies and accessories

Surely such wonderful creatures cannot be causing harm to our world?

The better side of pet consumerism

We humans are turning our pets into consumers, but the question of sustainability is being addressed through the industry with growing enthusiasm.

The Pet Sustainability Coalition award a Green Paw 'One Paw One Planet' Program, designed to give traders the opportunity to promote their own sustainability initiatives. Partner members take a 'Quick Impact' assessment to gauge their sustainability performance across areas such as

community, customer, environmental issues and business practice.

Which pets are best?

Smaller dogs, and smaller pets are best. It does not take much to work out that a smaller pet is going to consume less than a larger one, including the cost of healthcare. The benefits of companionship, improved health and reduced stress for human owners still apply, there is just a little less cost involved.

Environmental concerns

Supplies are often made from synthetic materials, or ones that come from natural resources. Sourcing them harms our environment and they are not easily regenerated. Alternatives include toys, pet food bowls, litter scoops and trays all made from waste plant fibres found in bamboo and rice husks.

These are biodegradable after use. Other dog toys are recyclable rather than needing to add to landfill, or high bouncing balls which are themselves made from materials such as recycled bicycle inner tubes. Fabrics created from recycled plastic bottles are popular for catnip containing toys.

Waste products

Poop bags also have their role, and degradable ones are available as well as plant-based bags. Some are made from vegetable oils, corn, plant starches and other renewable resources or recycled materials. Ideally a biodegradable poop bag only takes around three to six months to fully decompose, unlike the synthetic ones which can take several hundred years.

Organic treatments and foods

Encouraging consumers to use organic pet shampoos, coat care and insect repellents give pets the chance to enjoy pesticide-free and gentler products to maintain their skin and coat quality. It is essential to check that the packaging used for these products also meets your ethical standards, or you might quickly outweigh any genuine sustainability benefits.

The idea of maintaining sustainable conditions can be quickly outweighed by other factors. Whilst organic pet foods represent an important welfare consideration for the pet, we are also aware that large numbers of pets suffer with obesity from overfeeding.

The Association for Pet Obesity Prevention found that in 2016, around 53% of dogs (estimated 41.9 million dogs) and 58% of cats (estimated 50.5 million) were classed as clinically overweight. Overconsumption cannot help sustainable living standards, so education has to be a part of the overall plan for a healthier world.

Hemp items

Hemp is a highly sustainable and low-impact crop that can be converted into fabrics and other products. Hemp rope toys and knotted items are made for dogs, birds, rabbits and cats, in a wide range of designs and versatile sizes. Collars and harnesses as well as leashes, can be manufactured from organic cotton and hemp mixes, still meeting the bright colours and fashionable designs of the pet market. Hemp fabric frisbees and tuggers still provide the fun factor, as well as being exceptionally durable, describing hemp as 'the strongest natural fiber'.

The future of pet products

Whilst the market does offer such sustainable and eco-friendly products, the question of overconsumption, manufacture, transport, disposal, still remains the biggest factor in our pet industry. Sustainable products are costly, far more than their cheaper but unsustainable and earth-harming counterparts. Can we reduce and control demand for anything that is otherwise perhaps an unnecessary gimmick for an unsuspecting pet? ♦



Karen Wild

Dog trainer and pet behaviourist
info@pawprintpets.com
pawprintpets.com



Farm Company ITALY
Sustainable fun for our cats!

An innovative sustainable material made from compressed organic catnip and corn starch is what gives birth to CATNIP FUN! The all-natural, aromatic scent of catnip will guarantee hours of fun, while ensuring a healthy, safe and environmentally friendly way of playing. Six different shapes available, from hedgehog to fish, plain, with feathers or with crinkle fabric inserts, all presented in an attractive packaging.

Farm Company
 info@farmcompany.it
 farmcompany.it



CatOkay Organic BELGIUM
Quality&sustainability

CatOkay Organic cat litter ensures a successful combination of the most efficient raw material properties and a responsible awareness towards human, animal and environment. Made in Germany: 8L and 20L paper bags

- 100% pure cereal fibre
- more than 300% absorbency
- Outstanding clumping
- High odour control
- 100% biodegradable
- Clumps can be disposed of in the toilet
- Pleasant smell
- No artificial additives
- 50% less in weight

Draynecs BVBA
 info@draynecs-catlitter.com
 draynecs-catlitter.com



Company of Animals uk
HALTI and Baskerville—new videos

The Company of Animals is launching a collection of new training and product usage videos for their HALTI Non Pull and Baskerville Muzzle Ranges.

The videos are designed to help dog owners fit and use these products to ensure consumers get the best result when re-training their dog.

In particular the Headcollar and Muzzle videos emphasize the importance of carefully introducing these products to the dog so that it is associated with a positive experience. The videos are available in French, Spanish, Italian, German, Dutch and Chinese.

Company of Animals
 info@companyofanimals.co.uk
 companyofanimals.co.uk
 youtube.com/user/CompanyofAnimals

Schesir®

NATURE



FOR CAT & DOG

www.schesir.com



SCHE SIR IS GREEN, SUSTAINABLE AND ETHICAL

SCHE SIR DOES NOT JUST REPRESENT THE TOP OF THE NATURAL PET FOOD, BUT ACCORDING TO THE MISSION AT THE BASIS OF ITS PRODUCT CREATION, IS PLANNING AN EVEN MORE ECO-SUSTAINABLE COURSE.

Packaging and marketing materials are made using recycled paper or sourced from controlled and regenerated forests, or at least recyclable materials whenever it is possible. The equivalent CO₂ emissions from the paper used in excess are also compensated through reforestation projects.



All the fish used in Schesir products comes from **sustainable fishing**. This commitment of Schesir for sustainable fishing is communicated on the packaging of the fish-based products through the symbols "**Ocean Friendly**" and "**Dolphin Safe**".

Schesir loves animals and refuses to use any type of invasive and cruel test. This is the reason why it is named as a "cruelty-free" company by the animal rights associations and shows this "self-certification" logo on all the packages.



Besides, Schesir supports **important solidarity campaigns, in Italy and abroad**, in favor of the children, as the weakest and most defenseless part of the population.

Schesir is a trademark of Agras Pet Foods
contact@agraspetfoods.com





ANF Pet Inc. us
Natural ingredients with exceptional nutrition

Advanced Nutrition Formula (ANF) is more than the brands you see today. We believe that simple, natural ingredients deliver exceptional nutrition which is why we offer an array of brands and recipes that are thoughtfully formulated so that dogs and cats can thrive. So, while we improve pets' lives, we would like to improve your bottom line. To learn more about distributing our product lines, please contact us.

We are looking for importers and distributors.

ANF Pet Inc.
 distribution@anf.com
 anfpetinc.com

Food with protein exclusively from salmon*

TropiDog®
 PREMIUM QUALITY
 adult medium & large breeds

TropiDog®
 PREMIUM QUALITY
 adult small breeds
 rich in salmon with rice
 2,5 kg

TropiDog®
 PREMIUM QUALITY
 adult medium & large breeds
 rich in salmon with rice
 15 kg

NEW!

*salmon as the only source of animal protein

TropiDog®
 www.tropidog.pl

f i



Connolly's RED MILLS IRELAND
100 years of know-how

Our fifth-generation family business has been producing high quality pet nutrition in Co Kilkenny, Ireland, using only the best locally and sustainably-sourced natural ingredients. We never outsource.

We control every part of the process at our advanced manufacturing facility so our customers have peace of mind with full traceability from farm to kitchen on our products.

A testament to quality

The extensive Go Native range is crafted with care and includes paleo-based, mono protein, non-GMO food as well as healthy treats and dental sticks.

Adult & puppy dog food

- Organic herring & salmon
- Free-run chicken & duck
- Essential treats
- Turkey
- Duck
- Herring
- Salmon
- Superfood dental sticks
- Broccoli & pumpkin
- Carrot & sweet potato

We are at Interzoo, please pop in and see us!

Connolly's RED MILLS
 info@redmills.ie
 Redmills.com

INTERZOO - HALL 3, BOOTH 120

my family®

ID your pet



Your clients expect the best.

That is why MyFamily brings the art of “ Made in Italy” in a sector where innovation makes a difference. Our tags ooze style and originality, they are the result of a meticulous design process that ensures the quality that your clients deserve. Our catalog features more than 500 different models. With Techla and TechlaXL, our engraving machines, you can customize your tag, on the spot, in a few easy taps. Speed means more sales and quality means a happy customer.



CHARMS



BASIC



FRIENDS



BRONX



GLAM



ITALY

MyFamily S.r.l.

+39 0131.950063 • info@myfamily.it • myfamily.it

U.S.A.

MyFamily USA Inc.

1 (352) 366-0133 • info@myfamilyusa.com • myfamilyusa.com

Freshen up your brand

FlexziBox® – premium reclosable plastic bags with added value



Mondi's FlexziBox® meets the highest demands of convenience packaging for your brand, with premade, side gusset bags that keep contents absolutely fresh and optimally protected. Suitable for a broad range of dry products, it can be configured in a nearly limitless array of options to optimise both operational efficiency and consumer experience. **Learn more at www.flexzibox.com.**

IN TOUCH EVERY DAY
www.mondigroup.com





Mondi AUSTRIA

A leader in pet food packaging

**Mondi delivers an extensive selection of pet food packaging,
with a strong commitment to sustainability**

Global reach

Mondi is a key packaging supplier to leading pet food brands in both Europe and North America, providing pet food manufacturers with solutions for dry and wet pet food, snacks and treats, and other pet-care products. It has a proven track record in optimizing shelf-life, end-user convenience, and superior appearance. The company also has a strong commitment to sustainability.

Pet food brands benefit from the global reach and extensive product portfolio. The company develops products to meet the needs of different geographic regions, specializing in innovative and sustainable packaging solutions.

Here are just a few pet food solutions that are available in numerous regions worldwide:

- Reclosable and Zippered FlexziBoxes®
- Stand-up Pouches
- PinchPro Open-Mouthed Bags

- Pinch Bottom Bags
- SOS Self-standing Block Bottom Bags
- Polywoven Bags

A strong commitment

Partnering with its customers to meet consumer demand for convenient, safe, and flexible packaging shows the focus on environmental sustainability. In fact, their pet food packaging can be made with bio-based films as well as renewable polymers.

The company also helps pet food brands with downgauging. This involves making materials lighter by reducing thickness, while maintaining structural integrity. Using flexible plastic packaging as opposed to rigid options often reduces packaging size, allowing higher volumes to be transported and stored with less production of greenhouse gases.

Moreover, the focus is on recyclability, waste collection and recovery systems.

For certain applications, mono-material solutions are offered, which avoid non-plastic substances such as aluminium.

Protection and preservation

Mondi cares about protecting and preserving the things that matter, from pet food products to the planet. The company continuously works to reduce energy consumption per unit output and increase renewable energy use.

Each Consumer Packaging plant has a specific waste-reduction target. For example, in Békéscsaba, Hungary, the factory recovers waste heat from a cooling line to heat its printing room and uses compressor waste heat to provide hot shower water. The facility also has an efficient thermal-oil system, and uses gas boilers only for back-up power. ♦

- ♦ **Mondi Consumer Packaging**
contact.consumer@mondigroup.com
flexzibox.com






Pet food production

The pet food industry operates in a world of constant change where a sustainable future is vital. How can we approach topics as innovation, food fraud and sustainably sourced ingredients in this light?

Balancing innovation, sustainability and food fraud	52
Sustainable fish stocks for pets and pet owners	56
Innovation shapes the future	63
UNIQAIR CANADA	64



Balancing innovation, sustainability and food fraud

The global pet food industry operates in a world of change, where nothing is constant. Change brings both beneficial and negative outcomes.

Gelling agents and thickeners

Wet pet food texture demanded by pet owners and that our pets enjoy eating requires the use of a wide range of 'natural' gelling agents and thickeners. Most are subject to environmental changes beyond our direct control, including the El Niño-effect on the supply of seaweed used in carrageenan manufacture and the effect of monsoons on guar and cassia gum supply. The El Niño-effect highlights the critical importance of sustainable raw material supply to ensure continuity of pet food supply into the retail chain and our pets bowls.

In dealing with environmental change, ensuring continuity of gels and thickeners supply requires adoption of different strategies. In the short-term, some petfood companies might stockpile these critical ingredients to combat against supply

constraints. However, due to cost and potential loss of quality (functionality), this is not a viable, sustainable long-term strategy. Alternative options include using more sustainable raw materials and product reformulation.

Keeping our dog bowls full

Sustainability is interpreted differently by economists, politicians, scientists and sociologists and this can result in confusion as to who is responsible. For example, in a petfood company some might argue that ensuring sustainable raw material supply is the responsibility of the purchasing department. However, this is a narrow-minded view. Ensuring raw materials sustainability for both existing products and new products requires R&D to specify materials which can be purchased on a sustainable basis.

*Balancing innovation,
sustainability and combating food
fraud requires a team effort.*

- does the concept scale up from pilot plant to factory?
- is the product performance acceptable (palatability, digestibility, texture etc)?
- can we make it profitably on a commercial scale?

All products have a life cycle and must be available throughout this time. This also requires sustainable supply of novel and existing raw materials specified by new product development (NPD).

However, in many cases sustainability criteria are not considered in project management and the risk of project failure increases, wasting NPD resources.

A short case study

The case study illustrates how innovation can solve a problem and drive sales growth. However, a scenario is also presented where sustainability has not been considered, increasing the risk of project failure as well as, unfortunately, introducing the possibility of food fraud (adulteration).

Faeces quality in wet dog food

Typically, wet pet food recipes include a range of different gels and thickeners, added as a commercial proprietary blend or as separate ingredients.

These fulfil a wide range of functionality:

- suspending oven formed chunks, meats, herbs, vegetables or pasta
- filling viscosity (filling of wet petfood chunks or meats into containers before sterilisation)
- finished product texture (gel, sauce or gravy)

New product development is carried out for many reasons, including:

- new technology or ingredients
- to overcome raw materials supply problems e.g. environmental or legislation changes
- to meet new pet owners demands e.g. health and wellbeing
- to refresh product portfolios that are looking tired and out dated

Successful market implementation

To maximize the chance of successful market implementation, project management models are used through the project life-cycle to assess if a project should proceed.

These make 'go/no go' decisions at a series of 'gates' against critical success factors (CSF) e.g.:

► SEE NEXT PAGE

Indispensable Marketing Platform for the

Pet Supplies Sector



20-23/4/2018

Hong Kong Convention
and Exhibition Centre

A booming market, quality exhibitors and motivated buyers - these elements have come together to create a vibrant and dynamic trading platform for the pet industry. World of Pet Supplies is a special highlight of the Asia's largest HKTDC Hong Kong Houseware Fair, providing an ideal platform for marketing pet care products. It attracted around 100 exhibitors in 2017.

- 📍 **Ideal location:** Hong Kong, at the heart of Asia, provides an unrivalled gateway to the booming Asia Pacific region
- 📍 **Synergy with Asia's largest houseware fair:** over 29,000 buyers from 111 countries and regions
- 📍 **Activities to market your products to buyers and media:** product demo & launch pad, pre-fair press conference

Additional Opportunities

World of Pet Supplies is an integral part of the Hong Kong Houseware Fair, Asia's biggest event of its kind with over 2,200 exhibitors offering an abundant array of products. In 2017, more than 29,000 buyers from 111 countries and regions visited the fair.

The concurrent HKTDC Hong Kong International Home Textiles and Furnishings Fair also offers extra opportunities for both home and contract furnishing.

Exhibit Categories

- 🐟 Aquarium Products
- 🐦 Bird Supplies
- 🍲 Pet Food and Supplements
- 🐾 Pet Supplies
- 🧸 Pet Toys

HKTDC

Hong Kong Houseware Fair – World of Pet Supplies

Date: 20-23 April 2018
Venue: Hong Kong Convention and Exhibition Centre
Admission: For trade buyers aged 18 or above only

FOR INTERESTED BUYERS

Pre-register now for FREE admission and save HK\$100!

For trade buyers, register now for your free admission badge through one of the following channels:

Website: hkhousewarefair.hktdc.com/ex/71

Wap site: hktdc.com/wap/houseware/T119

App: HKTDC Marketplace



We offer exclusive travel incentives to new buyers, contact us at (852) 1830 668 or email : exhibitions@hktdc.org to learn more!

1. Hotel sponsorship of up to 3 nights, OR
2. Air ticket + 3-night hotel travel package

FOR INTERESTED EXHIBITORS

Book your space now and make contacts with global buyers!





Formulations for chunks-in-jelly, chunks-in-loaf, pate and terrine products might include guar gum (for fill viscosity) in combination with carrageenan and either locust bean gum, cassia gum or konjac mannan (singly or in combination) to form a gel.

In addition to these criteria, these ingredients must also be palatable (cats) and contribute to 'good' faeces quality (dogs). It is widely known that guar gum is a contributory factor to the problem of poor faeces quality and one reason why a dog owner might not feed wet petfood. R&D seeks to optimize guar gum levels in wet dog food and to develop other solutions that improve faeces quality e.g. use of fibre.

As outlined above, gels and thickeners are used in combination to satisfy many criteria and it is a holy grail to develop a novel gel that contributes *both* viscosity and gelling ability. With specialist expertise and access to different qualities of gels this can be done and achieve beneficial guar gum optimisation and improved faeces quality.

However, due to lack of expertise or raw material availability constraints, achieving both viscosity and gelling is challenging. This can result in a scenario

that is not sustainable as some suppliers might not be able to supply the quality required or might commit food fraud to do this. To meet the dual criteria of viscosity and gelling, a supplier might adulterate a material to artificially increase viscosity with one not specified by the petfood manufacturer. In doing so they are committing food fraud and this situation has happened previously in the industry.

Minimising risk through stakeholder involvement

Balancing innovation, sustainability and combating food fraud requires a team effort in which many stakeholders including R&D, operations, purchasing and raw materials suppliers must be involved. This case study highlights the importance of including sustainability criteria for NPD project evaluation. If this is not done, the outcome might be one which is not sustainable and where food fraud risks increase. Neither scenario is desirable for your petfood business or our pets. ♦



David Primrose
 Founder Synergy Food Ingredients
 david@sfi-ltd.com
 sfi-ltd.com



Sustainable fish stocks for pets and pet owners

Fish are an important part of both human and pet diets. How do we ensure sustainability?

Demand in the 21st century

As part of the humanization process, today's pet owners are looking for products that both deliver additional benefits including combatting common health problems and use sustainable materials. An example is pet food containing fish or fish oil. These help combat arthritis and support both cognitive behaviour and cardiac health similar. For dogs, they also help with skin and coat condition. Whilst today's pet owners appreciate these benefits, they also want to know if the fish materials originate from sustainable sources.

The United Nations Food and Agricultural Organization (FAO) estimate that 87% of global fisheries are already overfished and that only 10% of global fisheries are certified as sustainable. Fish are an important part of both human and pet diets

and future food security relies on ensuring seafood sustainability. The question we need to ask is: how do we ensure sustainability?

Fish sustainability codes

Whilst food safety and quality codes have existed longer, fish sustainability codes originated in the 1990s. Following collapse of globally important fisheries, consumers wanted to know the origin of their fish. This saw the birth of the first global sustainable fisheries guidelines (UN Code of Conduct for Responsible Fisheries in 1995). Over the following twenty years, this code has become the foundation on which other seafood sustainability / eco labelling codes like Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) have been built. Adoption of these codes ensures future viability of fish stocks.



With any voluntary codes of practice, a challenge is ensuring equivalence across different schemes and since 2013 this has been achieved through the Global Sustainable Seafood Initiative (GSSI). This allows FAO and partner organizations to benchmark seafood sustainability schemes for equivalence.

Implications for pets and pet owners

Voluntary GSSI codes provide the basis for governments to manage their stock sustainably and ensure future stocks. MSC is now seen as the leading code for wild caught fish whilst ASC is the leading code for aquaculture. Traditionally, the pet sector has used co-products or stock not otherwise used for human consumption and these codes ensure that only sustainable fish is used – not endangered species. This is good for both humans and our pets.

Uptake of fish sustainability schemes

Registration to fish sustainability codes is increasing across the global pet food industry. Global corporations like Mars Petcare and Nestlé

Purina Petfood use schemes, including MSC and Sustainable Fisheries Partnership (SFP), as part of their commitment to sustainability and other aspects of corporate social responsibility (CSR) including avoidance of modern slavery in their fish supply chain. Alongside this, other pet food brands have built a global brand identity based on sustainable fish supply, including the first MSC certified pet treats manufacturer in the UK, Seatreats.

New opportunities

Further opportunities exist with sustainable fish stock including 'discards' – this fish may be over quota and can often be disposed. If properly planned, it can be used in the pet sector with both the fishing community and the government working together. The pet sector may also arrange with an agreed vessel to fish non-quota species. The sector has opportunities to look at investing in high end equipment to manufacture quality pet ingredients from by product e.g. membrane filtration plant. Aquaculture fish from sustainable stock may provide opportunities for species that do not have a local human market. My own interest is working with the flood plain fisheries which produce high quality fish but some months of the year has fish too small for human consumption so can be used for the pet sector. We work with local factories and businesses to get maximum value out of the whole fish.

Since 1995, sustainable fish codes have continued to evolve and be implemented in both the human and pet food supply chains. Sustainability is an important part of the humanization of pet food and the future sustainability of the pet food industry itself. ♦



Professor Mike Dillon
Managing Director Seatreats
mike@seatreats.co.uk
seatreats.co.uk
msc.org



Let's continue to enjoy our sealive...in the sea!

Use **DHAgold**, a **sustainable** source of DHA omega 3 in your pet foods

DHAgold is a dried marine sourced alga, rich in DHA omega 3. Algae, that form the start of the marine food chain, are the source of DHA omega 3 found in fish and krill. DHAgold is produced by a sustainable, clean and green biotechnology process so does not interfere with the marine food chain and ecosystem.

DHAgold is a consumer-friendly ingredient*. Using DHAgold instead of fish or krill products gives you a real opportunity develop appealing pet foods and treats enriched with healthy DHA omega 3 and proactively help support marine environment biodiversity.

To learn more about using DHAgold to deliver sustainable nutrition, please contact your DSM representative or email us at marketing.dnpe@dsm.com

*DSM pet owner survey data

DSM Nutritional Products Ltd
PO Box 2676, CH-4002 Basel, Switzerland
www.dsm.com/animal-nutrition-health

@DSMfeedtweet

HEALTH • NUTRITION • MATERIALS





Green Petfood GERMANY
Yes, insects for dogs!

Insects are the protein source of the future, their rearing needs much less environmental resources such as less space, water and Co2 emissions. Since they are not used in dog food so far intolerances and allergies are unusual. Our innovative InsectDog products are a blessing for dogs with food intolerances or owners with a special focus on sustainable alternatives to common animal protein sources.

Green Petfood
 green-petfood@foodforplanet.de
 green-petfood.com

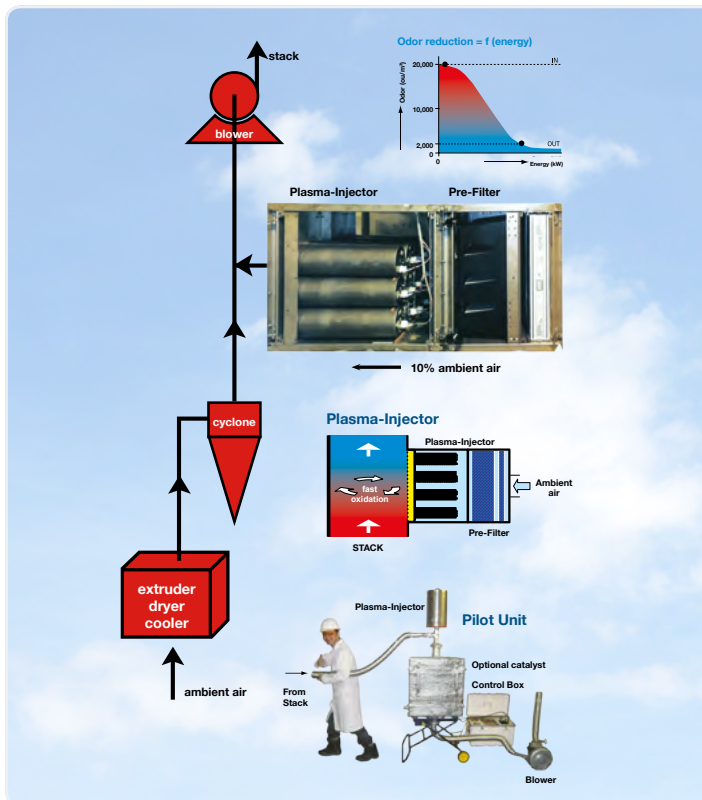


Duynie Ingredients
THE NETHERLANDS
Sustainable ingredients

Duynie Ingredients provides responsible, sustainable and healthy ingredients of natural origin to the petfood industry. All our ingredients are entirely traceable and meeting pets' nutritional needs. Ingredients are sustainably sourced, produced and supplied.

- Natural raw materials (potatoes, sugar beet, chicory roots, corn, fruit, vegetables) directly sourced from the food industry
- Optimal usage of the grown crops
- Heating and electricity from sustainable energy sources are used in production process

Duynie Ingredients B.V.
 info@duynie-ingredients.com
 duynie-ingredients.com



UNIQAIR CANADA
Plasma-Injector™ stack odour control

Based on its long experience as the originators of cold plasma injection for pet food plants, Uniqair has developed the world's most advanced Plasma-Injector stack odour control solution with the patented Venturi-Plasma™ technology with 25 year warranty. Used at leading top-10 pet food brands.

Technology
 Unlike incinerators (RTO) or chemical scrubbers or bio-systems the Plasma-Injector is a sustainable cold plasma oxidizer that controls odours without any chemicals, water or waste with the latest Venturi-Plasma technology. The venturi type system enables reliable processing without the contamination problems of packed bed or in-line plasma systems.

Sales
 Worldwide sales and after-sales service via agents and partners in the America's, Europe and Asia.

UNIQAIR
 info@uniqair.com
 uniqair.com



At IQI we stop at nothing to serve the finest quality. Take our latest innovation: Chicken Premium Meat Powder. We set up a complete new production process to deliver chicken at it's best.

New: IQI Chicken Meat Powder, high on proteins



Also, we offer duck and turkey in power powder form. Real tasty meat with all the proteins pets need. Find out more at IQI-petfood.com

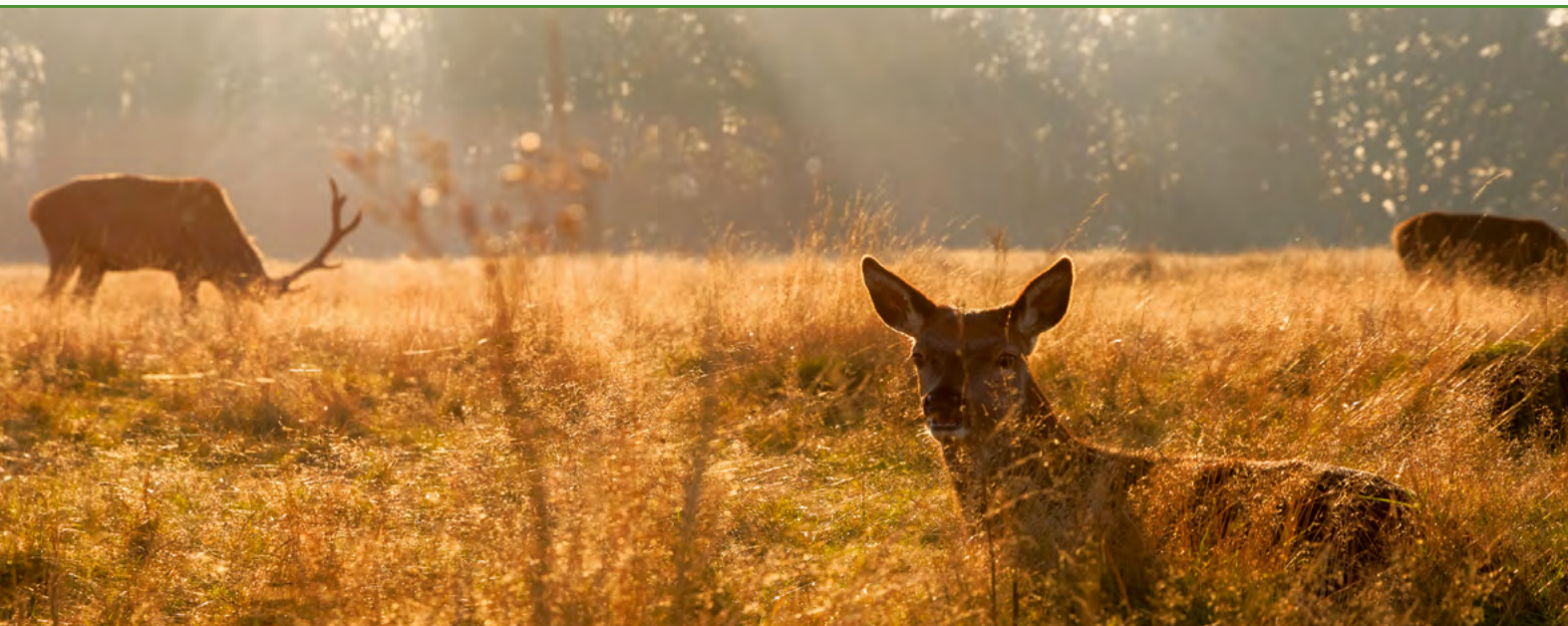
**certified petfood
ingredients**



100% FRESHLY PREPARED INGREDIENTS USING FRESHTRUSION TECHNOLOGY



100% RESPONSIBLY SOURCED INGREDIENTS FROM THE FINEST FARMS AND FISHERIES



100% PROVENANCE WITH EVERY SINGLE INGREDIENT



THE WORLD'S FINEST PRIVATE LABEL PET FOOD MANUFACTURER

www.ga-petfoodpartners.co.uk
E: freshtrusion@ga-petfoodpartners.co.uk

Innovation shapes the future

How can pet food brands use innovative capabilities as well as provenance to stand out from the crowd?

The changing pet food customer

Today's pet food customers have different requirements and expectations to those of decades gone by. With the evolution of digital capabilities, the thirst for information is much greater, the scepticism to which the information is analyzed is heightened and most of all customers demand the most precious emotion: trust.

New technological capabilities mean that trends in manufacturing also continue to evolve at pace. From human grade freeze dried to insect protein, the pet food manufacturing landscape is on a journey of discovery. The inclusion of freshly prepared ingredients however remains of paramount importance and yet is also a challenge, certainly for dry pet food manufacturing.

The opportunities of provenance

So, what if a brand could claim 100% of the dry pet food being freshly prepared? That no high temperature rendered meat and bone meals or dried vegetables were contained within the kibble? The claim '100% freshly prepared' would then provide provenance of every single ingredient, therefore, allowing the customer to trace every ingredient within the food back to the farm from which it originated.

Pet food brands are searching for ways to build meaningful trust with the customer. What better way to do this than provide provenance of every

single ingredient? A fantastic opportunity, however customers do not simply want to be given a list of information.

Using provenance to tell engaging stories. Stories can be a very powerful tool when used effectively; the most successful brands tell great stories that provide customers with an emotional connection. Stories of provenance can take the customer on a journey of the finest farms and waterways. Images of 'Free Range' British Chicken, 'Responsibly Sourced' Scottish Salmon, 'Grass Fed' Welsh Lamb and 'Organic Vegetables' all provide the opportunity to tell a delightful story of the recipe. Once again technological advancements aid this process, providing numerous platforms, channels and touch points to engage with the customer on many different levels and at many different times.

Earning trust

Manufacturing capabilities providing 100% freshly prepared ingredients and therefore 100% provenance are here. Brands that combine these innovative technologies and marketing demands will be able to grow sales by creating powerful unique selling points, telling beautiful stories and most important of all earning trust. ♦



John Hewitt



Marketing manager
john.hewitt@ga-petfoodpartners.co.uk
ga-petfoodpartners.co.uk



UNITED PETFOOD

Worldwide approved quality.



Tested and approved
by **Mario and Sofie**  
Italian Greyhound and Ginger Cat

Producers of dry petfood for cats & dogs for your private label

www.unitedpetfood.eu



UNIQAIR CANADA

Cutting-edge cold plasma sustainable odour control

As the originators of cold plasma injection, Uniqair has developed the Plasma-Injector™ stack odour control solution with the patented Venturi-Plasma™ technology.

Key to success

The key is to enable continuity of pet food production with sustainable odour control: controlling odours from the dryers, coolers and extruder air conveyance with industry leading cold plasma solution through knowledge, quality and service.

Unlike incinerators (RTO), chemical scrubbers or bio-systems, the Plasma-Injector is a sustainable oxidizer that controls odours without any chemicals,

water or waste. Other cold plasma systems are packed bed injection or in-line plasma reactors and work like precipitators of fine dust and vapour.

The Venturi-Plasma technology works with venturi shaped narrow gap modular plasma reactors. In the venturi, a plasma is created with very high air speed for controlling odour without contamination of plasma reactors for more reliability, efficiency and less maintenance.



On a mission

The company's mission is to exceed all customers' expectations with innovation and unmatched customer service. This includes research, engineering, manufacturing, sales and after-sales service from the headquarters in Vancouver, Canada.

Worldwide sales and after-sales service go via a network with agents and partners in the Americas, Europe and Asia. Turn-key pet food plants including Uniqair systems can be supplied by Wenger and Extrutec, in Asia by Idah. In Europe, the manufacturing, sales and service partner is Riedel Filtertechnik.

What makes Uniqair unique

R&D is the key driver at the forefront of cold plasma innovation. The company's experience started 25 years ago with the world's first cold plasma systems for the pet food industry.

Nowadays, many are copying the 'cold plasma' as a solution to many problems without fully understanding the process and it is used as a marketing slang for many products.

Uniqair has introduced new innovations every year with major milestones:

- Venturi-Plasma technology: efficient and reliable Plasma Reactor Cylinders
- Modular and compact 3kW Plasma Reactor Cylinder and power supply units for easy maintenance: one model for all Plasma-Injector systems, available from 3kW to 60kW step 3kW.
- High frequency plasma reactors up to 30 kHz for energy efficient and compact systems with almost zero noise as the sound is above human detection level.
- CPC: Constant Power Control for constant odour control independent of process conditions as humidity, temperature etc.
- Variable Plasma Control 0-100% step 1% to reduce energy (night times for example) or to increase energy when recipe's are processed with high odour olfactory signature.
- Plasma-Injector system warranty 25 year program: guaranteed constant operational cost, long lifetime and long term commitment.

Future odour control projects

Leading top-10 global pet food plants have been rolling out Uniqair systems, but more smaller companies are becoming interested and go above and beyond to be responsible for the communities they serve. In the past, the need for odour control was often driven by legal compliance.

Now, due to urbanization, environmental awareness, education and communities quickly adapting social media tools, petfood plants are increasingly looking for sustainable and economical solutions to prevent their surrounding community from complaining about their odour emissions before odour complaints are spiraling out of control and authorities get involved.

Also the latest Venturi-Plasma cold plasma technology can replace RTO (Regenerative Thermal Oxidation) to reduce cost of energy, NOx emissions and carbon footprint. Uniqair has the latest technology and will lead the future to control odours sustainably and reliably. The odour around the plant can affect negative publicity and property values but most importantly can affect brand recognition and continuity of the plant pet food production. Only the best solution is good enough. ♦

♦ **UNIQAIR**
info@uniqair.com
uniqair.com

Clean Teeth. Fresh Breath. No Brushing!



©2017 TropiClean Pet Products



Oral care is about more than making our pets' smiles sparkle — it's an important component to their overall health. In fact, 80% of dogs and 70% of cats begin to show signs of oral disease by age 3*. Fresh Breath by TropiClean offers unique solutions to fit the needs and tastes of pets and their people. Our new Clean Teeth Oral Care Gel flavors and expanded Advanced Whitening line-up are now available!



United States

In preparation for Global Pet Expo 2018, this is the right time to update yourself on the developments in the US pet retail market. Despite the online threat, pet specialty retailers are not ready to cede the future of retailing to their online competitors without putting up a fight.

The apocalypse in pet retail	68
The online threat	70
Global Pet Expo 2018	72



The apocalypse in pet retail

The rapid growth in global online retail is undeniable. How should we look at this development and its impact on the global pet industry?

The retail apocalypse

There has been much written about the 'retail apocalypse' occurring in retail throughout the world. Although the press may be sensationalizing a bit, the facts according to a recent report from Goldman Sachs support very rapid growth in global online retail. In 2012, global on-line represented 5.5% of global retail sales. In 2017, online represented 11.8% or \$2 trillion (€1.7 trillion). By 2020, the forecast is 16.3% or \$3.3 trillion (€2.8 trillion).

According to Packaged Facts, online pet in the US market grew to approximately \$4.5 billion (€3.8 billion) or 9% of pet product sales in 2016.

This compares to 2014 when online sales were just 4% of total sales. Customers love the convenience, low prices, and great service they experience from most of the major online pet retailers around the world.

Global markets

Amazon is moving fast in the US market and beginning to flex their muscle around the world. According to One Click Retail, Amazon sold \$2.2 billion (€1.9 billion) in the US pet category in the trailing twelve months ending in October 2017.

This represents a 33% increase over the previous twelve months and positions them as the third largest pet specialty retailer in the US behind PetSmart and Petco. Chewy.com, which sold to PetSmart earlier this year for a record \$3.4 billion (€2.9 billion), is reportedly competing neck and neck with Amazon and Walmart's Jet.com is ramping up their focus on the pet category.

In Europe, Zooplus has begun investing more on customer acquisition and reported a 22% increase in their Q3 2017 sales tracking to €1.1 billion (\$1.3 billion) in 2017. This makes them the third largest pet specialty retailer in Europe. In China, T-Mall, JD.com, and Boqui.com are all growing at rapid rates with Euromonitor reporting a whopping 30% of total pet care sales online in 2017.

Offline vs online

Offline retailers are moving to defend their market share, but the speed at which online has taken share has put many retailers on defense.

Many of the pet specialty regional chains which have formed a stronger relationship with their customers over the years are now focused on solving for the convenience that online offers.

Some are partnering with Instacart for home delivery, offering their own home delivery, or in some cases building their own online store. Petco and PetSmart both have redesigned their store formats with an emphasis on services.

Pets at Home, a 445-store pet specialty retailer in the UK, is a good example of a pet specialty retailer that is transforming itself to serve the rapidly changing expectations of the pet parent. Their model focuses on an integrated store, offering a unique combination of products, services, and expertise under one roof. Over 28% of their revenues are spent on grooming and veterinarian services. The training and knowledge of their store associates is world class.

They have implemented in-store Pet Pads for expanded range ordered for their customers and are growing their click and collect as well as their pure online business. They recently repositioned their pricing, with very strong results, to more effectively compete with online.

Focus on the customer

The pace of change in pet retail is exhilarating. As manufacturers, distributors, brands, and retailers we have to remember that in the digitized economy the customer is in charge. As their channel preferences evolve it is up to us to devise and implement strategies that grow the overall industry. Offline stores have a future, but as part of the larger pet eco-system that improves our service to pet parents and in the end, improves the lives of pets throughout the world. ♦



Dave Bolen

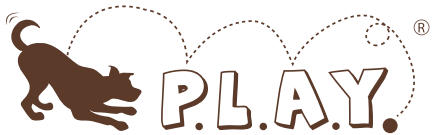
APPA Member Program Consultant
info@americanpetproducts.org
americanpetproducts.org



**GOODBYE BOREDOM
HELLO WOBBLE BALL**



2017 WINNER - GOLD
**EUROPEAN
PRODUCT
DESIGN
AWARD**



PET LIFESTYLE AND YOU

www.PetPlay.com

855.300.7529 info@petplay.com



San Francisco, CA



The online threat

Pet specialty retailers are not ready to cede the future of retailing to online competitors without a fight.

The online retail impact

To say that online retail channels are making an impact on pet product sales would be an understatement. According to a recent study by Packaged Facts, online sales contributed \$4.5 billion (€3.8 billion) to the \$48 billion (€41 billion) in pet products sales in the US in 2016. Amazon alone took in \$2 billion (€1.7 billion), a 40% increase from 2015. Other major online retailers include Chewy (purchased by PetSmart in 2017) and Walmart/Jet.

Independent pet specialty retailers, the principle customers of pet product wholesaler-distributors, continue to grow despite the increased online competition. 60% of brick-and-mortar pet retailers responding to a recent survey indicated that sales were up in the previous twelve months, with the average sales growth a respectable 5.3%. These



companies see online retailers as their biggest competitive threat with convenience and pricing cited as virtual retailers' main advantages.

Different generations, different needs

It would be a mistake to view the American market as monolithic with a one-size-fits-all solution to capturing consumers' business. Urban, suburban and rural shoppers have different needs that are met by a variety of retail formats. Likewise, three generations of consumers – baby boomers, gen X'ers and millennials – seek different retail experiences that cater to their unique lifestyles. Pet specialty retailers are not ready to cede the future of retailing to online competitors without a fight.

Convenience and pricing

If convenience and pricing are the online retailers' ace-in-the-hole, brick-and-mortar stores have an array of tools available to them to counter the competitive threat.

Neighbourhood pet stores that know customers – and their pets – by name, that have well-trained, knowledgeable employees who can answer customers' questions and offer solutions to their pet problems, and that offer loyalty programmes to encourage repeat purchases are positioned

to counter online shopping's convenience factor. Independent retailers are increasingly offering home delivery in their markets and services such as in-store grooming, do-it-yourself dog washing and even boarding that online sellers cannot offer.

The ability to compete on price with online retailers has been one of the most difficult challenges facing independent retailers. But that is changing too. An increasing number of manufacturers are implementing 'minimum advertised pricing' policies that level the playing field for all retailers.

Manufacturers in the US may unilaterally determine the price at which that company's products may be advertised. The policy helps defend the company's brand from price erosion. Enforcement is up to the manufacturer and may include an array of remedies for violations, including revoking the right of offending retailers to purchase goods from the manufacturer or its distributors.

Power of independent retailers

Independent retailers and their distributor partners are still significant influencers of pet product purchase decisions in the pet specialty channel. Natural, raw and limited ingredient food and treats were all pioneered by these retailers.

Products for small animals, fish, reptiles and birds continue to be sold primarily through independent and pet specialty retailers. Manufacturers with innovative products that have pricing policies that protect their brands from price erosion by online sellers will do well in today's changing market. ♦



Steve King

President Pet Industry Distributors Association
steve@kingmgmt.org
pida.org



Global Pet Expo 2018

Presented by the American Pet Products Association and Pet Industry Distributors Association, this is one of the largest pet production trade shows in the US.



Continious growth

Officials for this premier industry event are proud to report that as this industry continues to grow and thrive, so does its largest annual exhibition. The pet industry is set to meet all under one roof.

With projected US spending in 2017 expected to surpass \$69 billion (€59 billion), there are more reasons than ever to attend Global Pet Expo. The 2018 show promises to be *the* industry event of the year with more products from the US and new product launches than at any other industry exhibition.

Great success

In 2017, Global Pet Expo expanded to 65,000 square meters of exhibit space. The record-breaking 2017 show also featured 6,761 buyers in attendance, more than 3,000 new pet product launches, 1,130 exhibitors and 3,437 booths sold.

Overall attendance totaled 16,646 people. As the first pet products tradeshow of 2018, Global Pet Expo promises to continue the growth trend.

As for the global impact, there was a 22% increase in international buyer attendance over 2016. While 72% of buyers were domestic companies, more than a quarter of total buyers were from outside of the US. An impressive 27% of exhibitors were international, up 30% from 2016.

Country-specific pavilions

For the second year, the show will feature country-specific pavilions where multiple countries will exhibit together in one space. Pavilions from Great Britain, Canada, China and Taiwan will be featured in a special section.



Global Pet Expo

The Premier Industry Event

“We recognize that the strong international influence at Global Pet Expo significantly contributes to the event’s overall success,” said Andrew Darmohraj, Executive Vice President & COO of the American Pet Products Association (APPA). “The continued growth in international attendance further solidifies the importance on a global scale.”

New Products Showcase

In 2017, the New Products Showcase featured more new product launches than any other show in the industry, and had nearly 1,000 entries in the newly designed 3,000 square meter space designated to recognize the year’s best creative efforts in new products and point-of-purchase displays.

The New Products Showcase ‘Best in Show’ awards are among the most coveted awards given in the industry. Winners will be announced at the Eighth Annual New Products Showcase Awards presentation set to take place Thursday, 22 March, 2018. In order to be eligible to win, products must be entered in the New Products Showcase.

The 2018 show is set to take place 21-23 March at the Orange County Convention Center in Orlando, FL. ♦

- ♦ **Global Pet Expo 2018**
buyers@globalpetexpo.org
+1-203-532-3631
globalpetexpo.org





Nordic countries

There is a large potential for the northern European market and businesses must be careful not to miss out on opportunities for the pet industry. As simple as it may sound, it all comes down to driving volume and adding value.

Large potential for the Nordic markets	76
Facts and figures	81
Doggy AB SWEDEN	85
Prima Pet Premium FINLAND	86
BHJ	87
Vital Petfood Group DENMARK	89
Swedencare SWEDEN	91
Bia Bed SWEDEN	93
Gustaf&Evita SWEDEN	95
Musti Group FINLAND	96

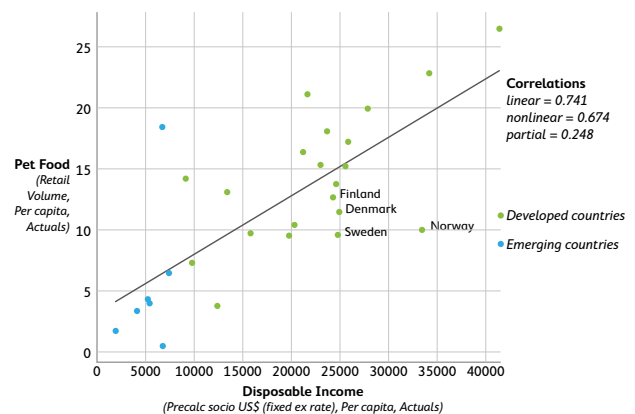
Large potential for the Nordic markets

The common narrative about Nordic markets being fundamentally impacted by humanization is relevant. But there is also a surprisingly large potential for growing volume.

Pet food

The relationship between the retail volume of pet food has a strong linear correlation to disposable income, according to a recent analysis of markets in North America, Europe and Australasia made by Euromonitor International. By excluding culturally distinct regions like Asia, Middle East, Africa and South America, we found an approximation that could predict how high a market's demand for pet food per capita should be by looking at the disposable income per capita.

The analysis shows that the Nordic retail volumes of pet food are below the expected demand, using only disposable income per capita as the explanation. This indicates an opportunity to drive pet population.



Overview of 28 researched markets in North America, Australasia and Europe. Pet Food Volume per capita is the average of a five year period 2012-2017. Switzerland is an excluded outlier.



The industry is missing out

The year 2016 saw the cinema premieres of several animation movies for kids featuring pets in the main roles, not least *The Secret Life of Pets* and *Zootopia*. While Purina brand managers provided an opportunity for viewers to put their heads through a cardboard-cut-out to find themselves in a happy family setting surrounded by many cats, many brands lost out on the opportunity to drive pet ownership in conjunction with these movies.

In the forecast period, we hope to see companies like Mars Inc, Nestlé SA and retailers like Musti Ja Mirri Oy intensifying consumer education regarding the human benefits of pet ownership, participation in events where participants can 'borrow a dog'

The region's growth should be a part of any marketing strategy and needs to focus on growing the pet population, to the benefit for the entire industry.

as well as activity on social media where pictures of meaningful and modern lifestyles are shaping consumer expectations.

Chasing higher profit margins

In terms of premiumization, brand managers should look into how marketing can focus on attracting the owner rather than the pet. Product developers should focus on how data can feed into development of products that are better than ever before adapted to the lifestyle of pets, even to the lifestyle of individual pets getting their individual mix.

This is not science fiction or some distant future. As consumers, we already willingly hand over large amounts of personal data to companies like Google and Facebook, in exchange for 'free' services. With pet tech like activity trackers on the rise, data about a pet's eating, sleeping and physical activity all feeding into a personalized pet food formulation is soon going to be a reality. In the US, Purina Just Right offers dog owners to enter information such as breed, size, age and activity level to get a 'perfect mix' delivered home.

However, activity level is a very subjective judgement and so the one holding the real data may find himself at an advantage, with the ability to offer superior customized diets.

A visionary touch

Being visionary is important in order to secure high profit margins in the long run. In the traditional pet food industry, a first mover advantage counts for more than elsewhere.

► SEE NEXT PAGE


Planet Pet
 society
 Sharing the good

Planet Pet Society offers a complete range of high quality products for dogs and cats including dry food, sausages, wet food, meaty treats, snacks, chew bones and feed supplements for dogs.

Petri Tapio, Export Director
 petri.tapio@primapetpremium.com
 Mob. +358 400 623 333



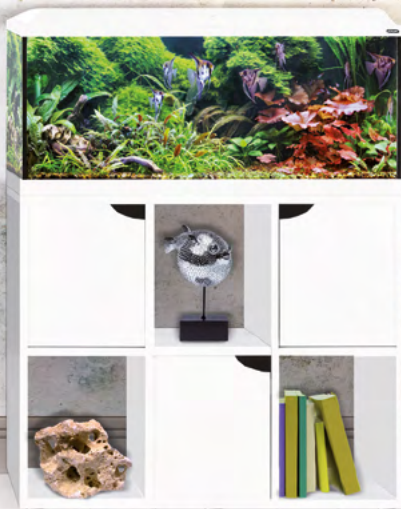
www.planetpet.eu



Iseo

New Iseo aquarium and furniture range :
 The perfect combination of design & technicity !

ZOLUX



Convenient,
 ecological & efficient
 filtration system



ZOLUX.COM





The Finnish company MUSH Oy Ltd is pushing the market for raw food by offering ready-to-serve frozen nuggets of raw pet food. Its genius is to learn from traditional pet food products that the mass consumer demands convenience and a ready formulation that puts the owner's mind at ease.

So, gone are so the days where owners poison their pets by feeding only bones for months, they say, and now are the days where raw food is revolutionizing the market. There are obstacles ahead, not least the discouragement of veterinarians toward such diets, but the humanization trend is meeting its antithesis in an animalization trend, where Chihuahuas are

regarded as wolves and kittens as tigers, all hungry for raw meat.

Finally...

Among buzz words like grain-free, texture, ancestral diets, B.A.R.F., new protein and so on, it all comes down to driving volume and adding value. Sounds simple enough, right? ♦



David Ingemar Hedin

Senior Analyst, Euromonitor International
david.hedin@euromonitor.com
euromonitor.com



Palatability enhancement

Pleasing “picky” pets

There is more to our palatability solutions than high-quality meat raw materials that pets are craving for. They are, in fact, packed with years of scientific trials, loaded with innovative ideas from our creative team, and proven to be top of class in numerous panel tests over the last decade.

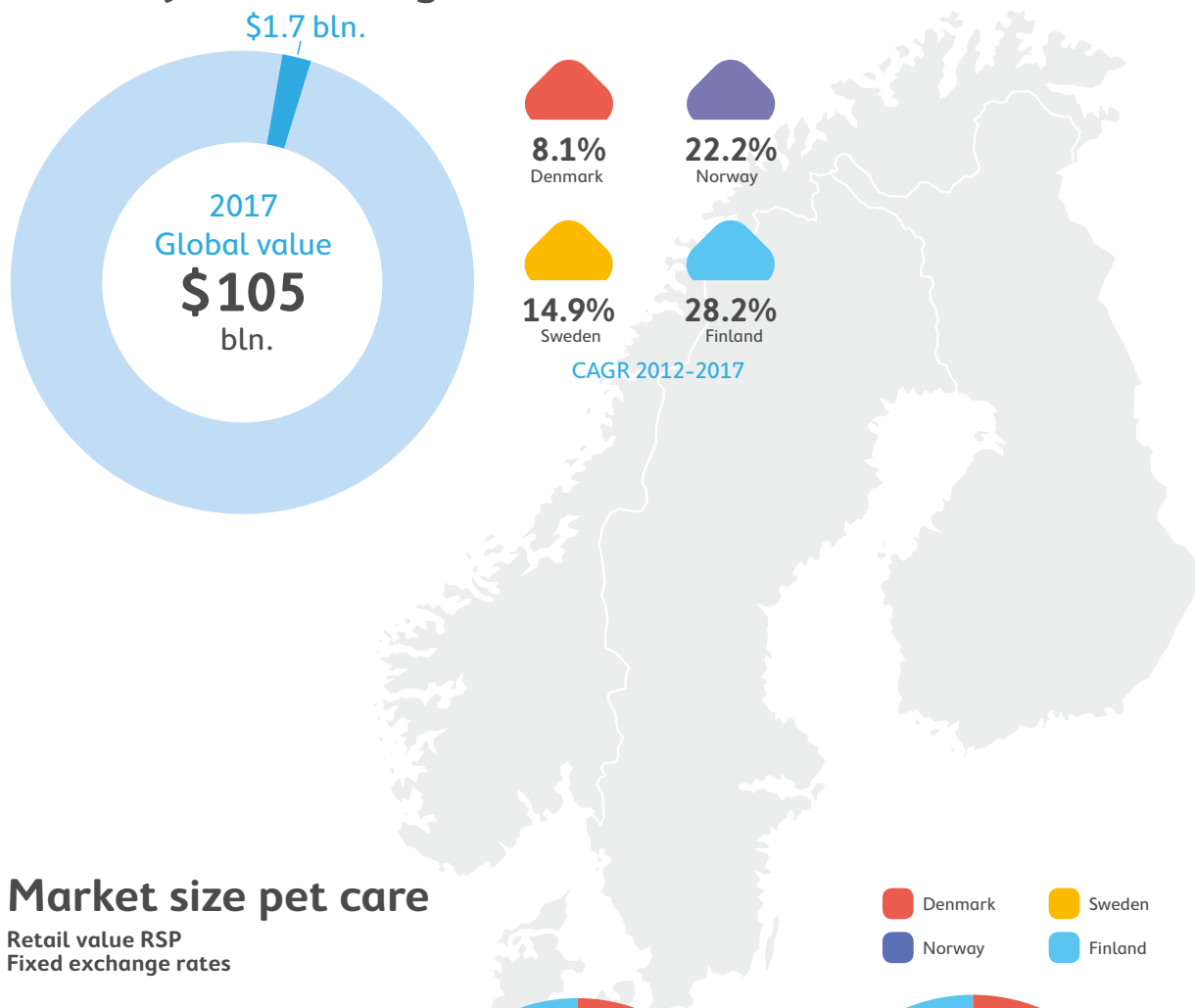
It is our people and their exceptional expertise that makes us a trusted advisor for pet food innovators all over the world.

Meet us at Interzoo 2018 hall 7, stand 7-367



Nordic countries

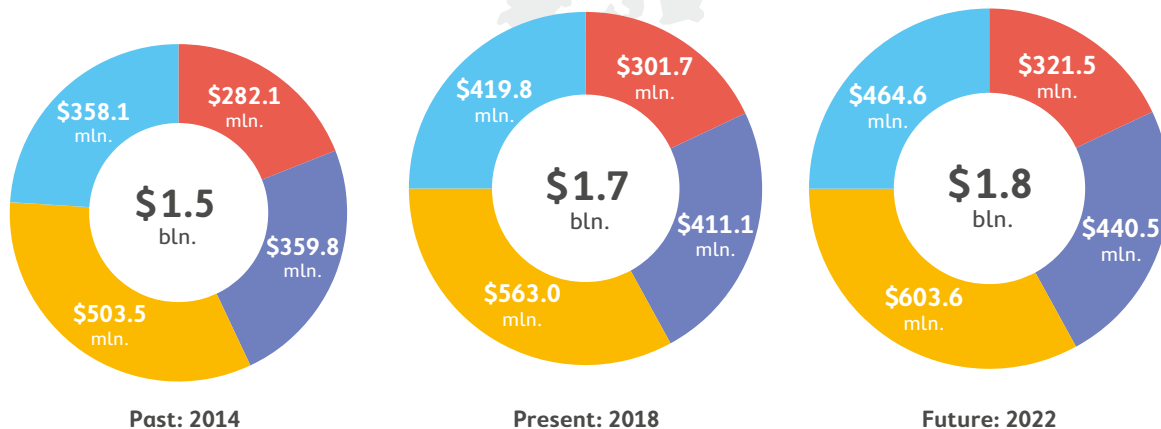
Industry value and growth rate



Market size pet care

Retail value RSP
Fixed exchange rates

- Denmark
- Sweden
- Norway
- Finland



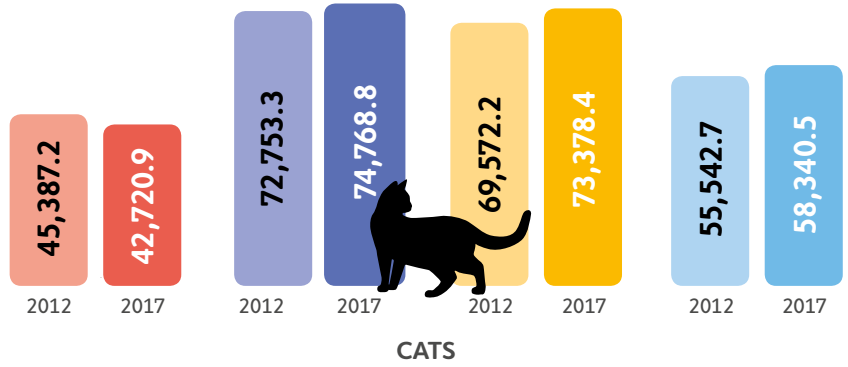
► SEE NEXT PAGE

Nordic countries

Pet ownership

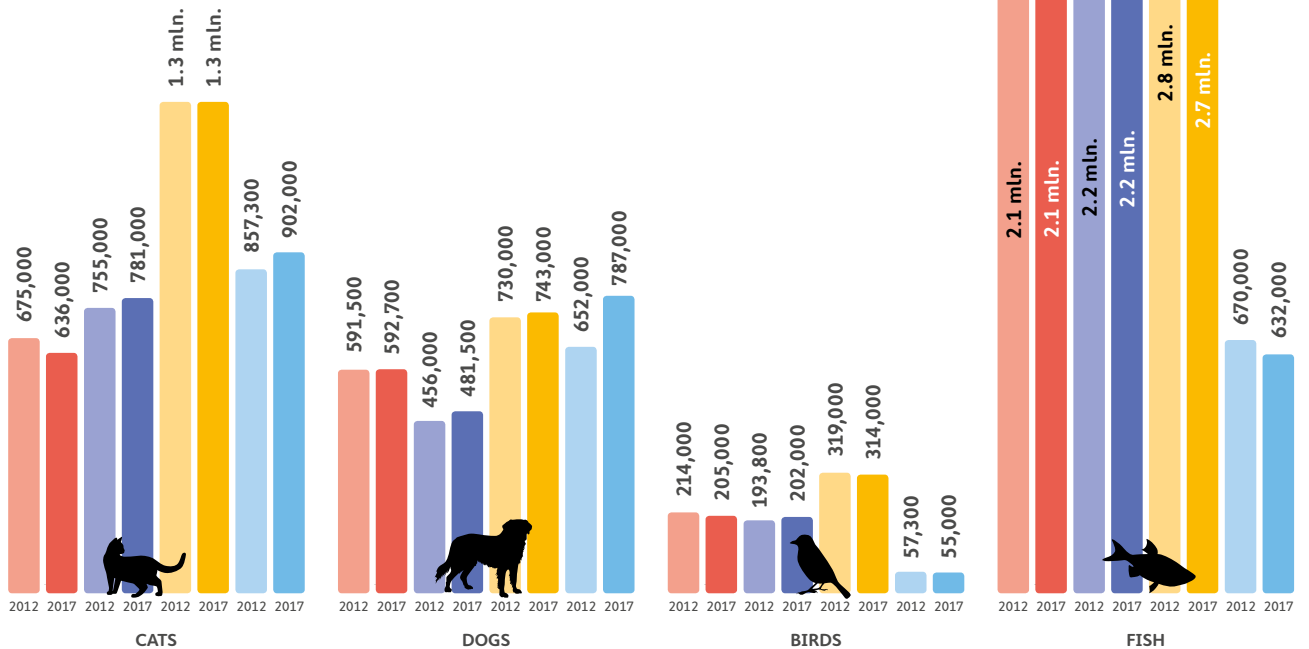
Number of households with cat or dog

- Denmark
- Sweden
- Norway
- Finland

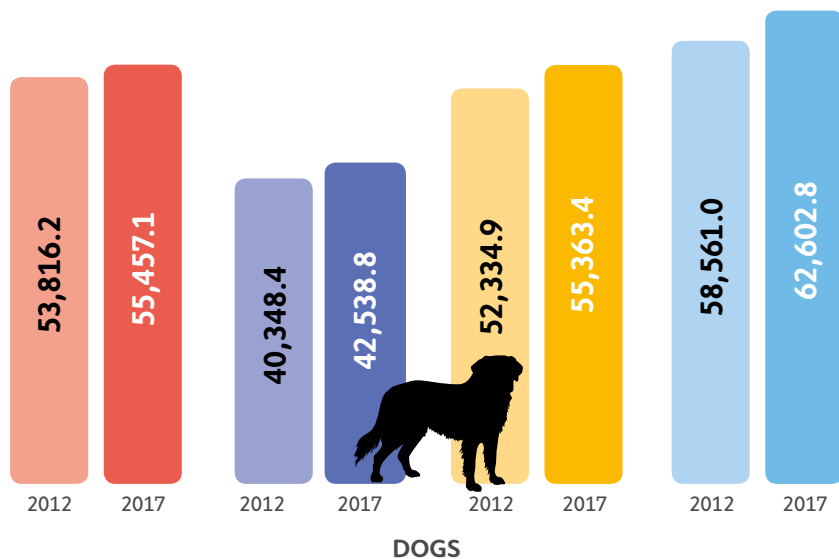


Pet population

- Denmark
- Sweden
- Norway
- Finland



Nordic countries



AM Nutrition Ingredients is a **GLOBAL SUPPLIER OF PEA PRODUCTS:**

- AMN Pea Protein Concentrate
- AMN Pea Starch Concentrate
- AMN Pea Hull Fiber

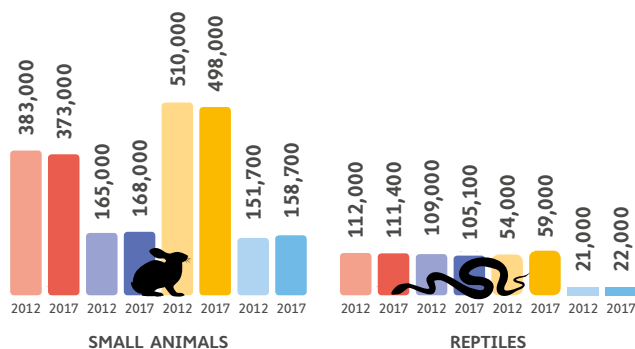


Benefits:

- ✓ All natural and sustainable
- ✓ Grain and gluten free
- ✓ Low allergenic
- ✓ Low in mycotoxins
- ✓ Highly functional
- ✓ High palatability
- ✓ Low in anti-nutritional factors (ANF)
- ✓ Medium – low glycemic index
- ✓ Non GMO

Air classified ingredients:

- ✓ No water
- ✓ No chemicals



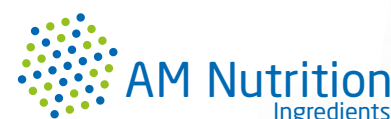
Source:



PETS International February 2018

**AMN – the natural
and sustainable way!**

Natural, healthy and functional ingredients.



www.am-nutrition.no/ingredients

BOZITA

SWEDISH NATURAL QUALITY

To us, Swedish Natural Quality is more than the food in the bowl.
It is how we act and do things, Sweden is unique through:

- Low use of antibiotics
- Strict animal protection laws
- BSE free country
- No growth hormones allowed
- Clean water and air

**NEW RANGE
OF WET DOG
FOOD!**



- 100% Swedish ingredients
- 100% Animal protein
- Swedish flavours
- Grain free
- No added sugar
- Always GMO free



Doggy AB SWEDEN

Swedish natural quality pet food

A pet food company with its own kitchen and production facilities in the heart of the Swedish countryside.

From Sweden with love

Doggy AB aims to bring Swedish natural pet food to quality-conscious cat and dog lovers all over the world. The company has been producing pet food in Vårgårda for over a hundred years.

The journey towards becoming the largest pet food producer in Sweden began in 1903, when the country's first dog food was made. Today, the product range includes both wet and dry food for dogs and cats.

The main focus is on the branded business, with the well-known local brands Mjau and Doggy. Some thirty years ago, the premium brand Bozita was introduced, with a super-premium range – Bozita Robur – and the products are now sold in special trade and online pet shops across fifteen markets.

A special way of caring

Farmers in Sweden use fewer chemicals than elsewhere in the world and demonstrate the lowest use of antibiotics in the EU. For this reason, Bozita products contain GMO-free Swedish ingredients, produced without hormones and with strictly controlled use of antibiotics.

Combined with a rich wildlife and unique fauna and exceptionally clean air and water, Swedish natural quality is indeed a winning factor.

A taste of Vårgårda

Doggy AB is justly proud of how their pet food is produced. Using only Swedish ingredients wherever possible sourced locally from farms and the Nordic wilderness, they include exotic flavours such as elk, reindeer, lamb, salmon and mackerel which, by their nature, stand out on the pet food shelves.

The wet-food range is sold in environmentally-friendly and unique packaging: Tetra Recart®.

High quality

All the recipes are developed by animal nutrition experts, who work full time for the company. They create tasty, healthy pet food, made of high quality raw materials, natural ingredients and no unnecessary additives. The taste of each product is carefully tested, either by a panel of cats or by their important ambassadors, such as professional sled dogs.

Always offering a natural pet food alternative based on science and experience, makes Doggy AB a major leader in the pet food industry. ♦

♦ **Doggy AB**
info@doggy.se
doggyab.se



Prima Pet Premium FINLAND

One of the largest pet food wholesalers in the Nordic countries

The knowledge and expertise behind the company's brands is based on over sixty years of experience in the pet food industry.

Highly successful brands

Founder and owner Petri Tiitola started his business a few decades ago, driving around Finland in an old van, armed with a mobile phone the size of a shoe and a load of dog food in the back of his car.

Times have changed since those days. The company's highly successful brands are distributed through a wide range of grocery and specialty stores in Finland and in eighteen countries around the world through a distributor network.

The company employs 89 people. In addition to the Tampere headquarters, the company has subsidiaries in Sweden and Poland, as well as a factory in Estonia, which produces sausages and pouches.

The right to eat proper food

As a house of brands, Prima Pet Premium operates in both pet store and grocery

store sectors with various high-quality brands – striving to ensure that all pets enjoy a healthy and happy life by offering them food that meets their nutritional needs. In addition, every pet deserves a loving home and therefore the company donates a part of its profits every year to animal welfare.

A competitive advantage

A great example of success for Prima Pet Premium is its core brand Hau-Hau Champion operated in the grocery store sector. The simple recipe of affordable food with premium quality is the secret of success for Hau-Hau Champion. The market leader in Finland is now leaving the multinational giants behind them.

The mind blowing success of Hau-Hau Champion has now been transferred to PrimaDog. The brand is internationally distributed, offering high quality products segmented to grocery store sector.

PrimaDog's meaty receipts are developed according to the latest studies in the field.

Deluxe PrimaCat is a choice for the modern cat owners. It offers meaty and delicious cat food to meet cats' natural nutritional needs. PrimaCat's range is the optimum choice for cat owners, who value natural top-quality ingredients.

Planet Pet Society offers an attractive turnkey business opportunity and well-thought-out product selection for both cats and dogs. The brand is operated only in pet store sector due to its high quality of standards.

Prima Pet Premium is always on the look for more distributors or direct pet store chain customers around the world . ♦

- ♦ **Prima Pet Premium Ltd**
Petri Tapio: petri.tapio@primapetpremium.fi
primapetpremium.com
planetsociety.eu



Full traceability of meat and fish raw materials

With power shifting from retailers to digital consumers, the whole idea of one-fits-all is vanishing.

The origin of materials

Today's pet owners are increasingly conscious about what they feed their pets. They want to know about the origin of the raw materials, understand the processes involved in making the pet food, and they are also interested in knowing whether someone or something was harmed during the process. These demands put an enormous burden on the pet food producers, who are being confronted by growing demands for increased transparency. This is where BHI comes into the picture.

BHI is the world's leading collector and trader of meat and fish raw materials for both wet and dry pet food. The raw materials sourced, processed and delivered make up a large portion of many pet food recipes all over the world. BHI is here to ensure a lean and efficient

stream of raw materials, but also to document the origin and treatment of products. The company has many metrics in place in order to measure, document and trace the supplies at all the stages of the supply chain – from farmer or fisherman, via slaughterhouses, in and out of its own processing plants to fulfilled delivery. In other words, BHI provide pet food producers with knowledge about products and processes to enable them to meet the growing demand for transparency and compliance with recognized quality standards.

Special demands

Apart from a higher degree of transparency, the younger health- and environmentally-conscious pet owners have special demands as regards specific diets and blends, country/region

of origin, sustainability, and animal welfare. Pet food producers rely heavily on their suppliers to be able to meet all these special demands. BHI follows trends and tries to be as proactive as possible to make sure that it remains the preferred strategic partner for its customers and partners.

BHI also holds competencies within palatability solutions derived from meat raw materials that provide an appealing meaty flavor for dog and cat food. Last but not least, BHI has a team of professional traders in the field of dried snacks, which are sold under private labels. ♦

♦ **BHI**
mailbox@bhj.dk
bhj.com

Danish quality in pet food

(Private labels for all pets)

- Go Fast!

Your private label in
1-2-3 weeks

- for Cats & Dogs!

- Go Danish!



- Go Down!



Export License to China

- Go China!



- Go Cat!



Fresh chicken from
Danish slaughter house

- Go Fresh!



- Go Dog!



- Go Organic!



- Go Natural!



- Go Veggie!



- Go Fish!



1 million fat balls
per day

- Go Wild!

Go, meet and move with us

vpg.dk
vpg@vpg.dk

VPG
VITAL PETFOOD GROUP A/S
(Private labels for all pets)





Vital Petfood Group DENMARK

Innovative private label partnerships

The mission of this Danish pet food factory is to develop the ideal nutritional pet food and packaging solution for your brand.

Variety and quality

Vital Petfood Group (VPG) is a Danish privately-owned pet food manufacturer and a private label partner in the following pet food categories: dry dog food, dry cat food, dry and semi-moist snacks for cats and dogs, wild bird food and feeders, rodent food and pet bird food.

It is crucial that each product meets the high quality standards that give all customers and pet owners confidence in the product. Each step in the process from buying the raw materials to development, production, packaging and dispatch is carefully checked and approved. The company's quality assurance program is accredited according to the food standards of the British Retail Consortium (BRC), the Tesco Food Manufacturing Standard (TFMS) and ISO 22000.

Responsibility

VPG has joined the United Nations Global Compact, an initiative to promote ethical business practices. In short, the company is committed to sustainable business and social responsibility. The company always considers its sourcing strategies carefully, and not only from a cost or supply perspective. It is also done with the customers, consumers and pets in mind. Trust and confidence are key words.

Close collaboration with suppliers to secure product safety, sustainable supply chain management, and minimum environmental impact on our planet are fundamental principles.

R&D

The company has its own vets who are specialists in pet nutrition. This team has always been very aware of their

responsibility to develop safe and healthy pet food to serve pets and owners in the best possible way. The philosophy of VPG was noticed and recognized by the international pet industry: they won the GlobalPETS Forum Award 2012.

2017 news

China: export license to China

Organic: certification of dog and cat food

Fish: menus for dogs and cats with sea fish caught around Denmark

Veggie: vegetarian dog food

Fast: select a recipe, select a generic bag or bring your own and design a label.

More: menus with 4%, 14% or 26% fresh chicken from the local abattoir. ♦

♦ **Vital Petfood Group A/S**
sales@vpg.dk
vpg.dk



Gustaf&Evita SWEDEN
Tasteful designs for the modern dog owner

Gustaf&Evita, producing collars, harnesses, leashes, coats, and accessories with a story and thought developed over time by its loyal customers. Breathing function in tasteful designs made from high quality materials, the company is now hungry to meet a larger market outside of Scandinavia, with an eye for boutiques who's first concern is fashion and trends. The mission is clear, to be a preferred choice for the modern dog owner.

Gustaf&Evita Scandinavia Ltd
 boutique@gustafevita.se
 gustafevita.boutique



Golden Eagle Petfoods UNITED KINGDOM
Golden Eagle fresh meat

Clean complete food designed for adult dogs needing extra boost from high protein contents of fresh meats. The Golden Eagle Fresh Meat is a hypoallergenic diet, as it is grain free and does not contain any ingredients blamed for allergic reactions. Available in three tastes: Farm Formula 35/18 – Duck and Turkey, Ocean Formula 33/16 – Salmon, Herring and Trout, and Wild Formula 34/17 – Venison, Herring and Rabbit.

Golden Eagle Petfoods Co. Ltd.
 info@goldeneaglepetfoods.com
 goldeneaglepetfoods.com



QRILL™ Pet NORWAY
A unique solution for pet food formulations

Specialized in high-quality products derived from Antarctic krill, Aker BioMarine has developed an ingredient that will enhance pet food products. QRILL Pet is a 100% natural, sustainable ingredient, made only from whole Antarctic krill. When developing this unique product, we kept our focus on the needs of pets and pet food formulators.

Aimed at keeping pets healthy, krill delivers long-chain omega-3 fatty acids, marine proteins, choline and the antioxidant astaxanthin. The unique distinction of krill is that unlike some traditional sources of omega-3s, the omega-3s are mostly in phospholipid, rather than triglyceride form.

As a leading supplier of krill-derived products, we are dedicated to work together with our customers to advance krill science, optimize pet food formulations, and educate pet parents about the importance of choosing the best omega-3 source for pets.

Contact us to find out how QRILL Pet could benefit your pet food formulation.

Aker BioMarine Antarctic AS
 knut.heggen@akerbiomarine.com
 qrillpet.com/contact

For happy and healthy pets

For more than fifteen years, Swedencare has developed unique patented products for dogs and cats, as well as for horses.



Premium products

Swedencare is a publicly listed company that develops, produces, markets and sells premium pet products on the fast-growing market of healthcare for cats, dogs and horses. The company's mission is to provide the global pet market with a broad portfolio of prescription-free, premium products for animal health, distributed to veterinarians, pet stores and pharmacies through an effective distribution network, supplemented with local retailers.

The company's two main product lines are the highly successful and unique oral care product ProDen PlaqueOff and NutriScience, which consists of a wide nutraceutical range for cats, dogs and horses. Both product lines are represented in approximately fifty markets in all parts of the world.

Headquartered in Malmö, Sweden, the company has five subsidiaries: Nordics (Malmö, Sweden), the United States (Poulsbo, Washington), France (Puget-sur-Argens), Great Britain (Leeds) and Ireland (Waterford), plus an extensive external distribution network.

Co-operations with vets

Swedencare only offers products that have been scientifically proven and are safe to use. To meet the increasing demand from the growing market, the company continues to invest in their own production facility in Ireland.

The products have been developed in co-operation with veterinarians and have been initially sold through veterinarian clinics in Europe. The range is expanding globally and is also sold by pet speciality retailers and even in some pharmacies.

Scientifically proven results

Over the years, Swedencare has received several awards, the latest being when ProDen PlaqueOff Dental Bites were awarded the right to use the VOHC (Veterinary Oral Health Council) seal for scientifically proven results on plaque and tartar. The VOHC seal is very important as several major veterinary players, mainly in the US but also in other parts of the world, only offer products with the VOHC seal. To be able to apply for the seal, you need to perform two different clinical studies, both showing significant results.

Swedencare has grown tremendously over years, but there is still room for more partners and distributors. ♦

♦ **Swedencare**
info@swedencare.se
swedencare.com

THE ULTIMATE PET TAG ENGRAVER

iMARC
ENGRAVING SYSTEMS

www.iMARCengraver.com

Meet Our New European Distributor

Petstore Trading
www.petstoretrading.com
New Lower Pricing



Visit us at
Interzoo 2018
Hall 1 - Booth 1-107



iMARC Engraving Systems
17621 N Black Canyon Hwy.
Phoenix, AZ 85023, USA · 1.602.439.8818



Bia Bed SWEDEN Luxurious dog beds

Bia Bed is the leading trademark of the dog beds segment in Scandinavia. The family owned company will soon celebrate 50 years on the market. Bia offers a Swedish produced product range of beds, mattresses, orthopedic and outdoor beds. All of our models and sizes can be equipped with luxurious covers that can match any home interior, for example our new cover Bia Royal.

We are looking for wholesalers/distributors in all of Europe.

Bia AB
info@biabed.com
biabed.com



Swedencare SWEDEN The best possible dental health

Swedencare's success has been built around the successful ProDen PlaqueOff product line which is the obvious choice for pet owners who want to give their pet the best possible dental health! The demand for quality products in other areas than dental care is high and we have increased our product portfolio with NutriScience By Swedencare with several Nutraceutical premium products for dogs, cats and horses.

All our NutriScience products are manufactured in our own factory in Ireland to ensure that our products are of the highest possible standard. The products have been developed in cooperation with veterinarians and are mostly sold to veterinarian clinics in Europe. In the Nordic countries, we have chosen to offer the complete range of the NutriScience line to pet retailers, veterinary clinics and pharmacies.

Swedencare
info@swedencare.se
swedencare.se



Bia Bed SWEDEN

Comfortable and durable pet beds

This family-owned company is the leading company in ergonomic Scandinavian dog beds.

High-quality comfortable beds

Bia AB is the leading company in the Scandinavian dog beds segment. The company produces high-quality, ergonomic, comfortable beds that are easy to clean, durable and free from toxins.

The family-owned company will soon be celebrating fifty years in business. The factory is located in Valdemarsvik, Sweden, where the company founder Bengt Asklöf lived. He made the first soft dog bed in 1969 when he created the Bia Original model for his Doberman Bia von Fürstenfeldt. Bia loved her bed and it was Bia's veterinarian that encouraged Bengt to start production. The rumour spread of Bia von Fürstenfeldt's soft,

durable dog bed. Today, the company sells dog and cat beds to wholesalers across northern Europe.

Ergonomic support

The Bia trademark stands for top-quality products, and a Bia Bed is known for lasting a dog's lifetime. The bevelled edges of the Bia Original bed provide support for both joints and back. The bed also has a built-in pillow so that the dog is able to keep an eye out for its pack (the family) or curl up and fall asleep. Thanks to its faux leather cover, the bed is easy to clean, does not attract bugs, and is ideal for dogs with allergies. The Bia Bed provides ergonomic support for all breeds, from Chihuahuas to Great Danes.

An item of furniture

"The Bia Beds are not only a comfortable resting place for dogs and cats; they are also easy on the eye. With beautiful covers that complement interior trends, the Bia Bed has become more of an item of furniture," says CEO Sofia Asklöf. "We are on the lookout for new wholesalers/distributors in all of Europe."

INTERZOO – HALL 3, BOOTH 663

- ◆ **Bia AB**
info@biabed.com
biabed.com



Effective ingredients for nutritious pet food

- ✔ A wide range of ingredients for pet food
- ✔ High product standards ensured by modern technology
- ✔ Category 3 ingredients sourced from veterinarian-approved raw materials
- ✔ Quality products meeting the requirements of the individual customer



Daka SARVAL A/S
CVR: 33 77 60 39

Tel.: +45 7674 5111
www.sarval.dk

Lundagervej 21
8722 Hedensted

Member of
SARIAGroup



THE NEW POP'N BITES PET FOOD!

Can be imported from
all over the world,
including China.

Meet **Elias Freire**
at Interzoo, Hall 7,
American Pavilion,
booth 310A

by **Rush Direct – USA**
elias@rushdirect.net
(+5511) 98380 0231



Gustaf&Evita SWEDEN

A brand with a story

All the products breathe function in tasteful designs made from high quality materials, which is a perfect fit for the modern pet owner.

Background

Gustaf&Evita was founded in 1994 in a studio in central Stockholm. The founders met through a shared passion for dogs, and Dachshund Gustaf met Yorkshire Terrier Evita, which formed the foundation of a company still successful today. Unique for its time, patterns were created and individually fitted exclusively for all breeds. Designs were produced in-house, and an official studio still exists today. Behind every product and design there is a story — these have been developed over time by loyal dogs, cats, loving owners and veterinary experts.

Product range

All the products breathe function in tasteful designs made from high quality materials such as high-tech micro, leather and merino lamb wool. Collars, harnesses, leashes, coats, and accessories are available for all breeds. Collections are found in different ranges such as The Walk, Weekdays, Wardrobe, The City,

and Motorcycle/Convertible. The aim is to provide the latest design and product developments continuously to their customers.

Relationships and values

Highly prioritized are strong relationships and customer service. Working closely with a family-run factory in Bulgaria with strong connections to Sweden, all the materials are produced within the EU. The company values environmental strategies and incorporates this into all its packaging and delivery methods. Customers place orders through the online Boutique or by attending expos and fairs, and customer feedback and communication is a weekly activity at this proactive company.

Gustaf&Evita greatly appreciates retailers with a boutique atmosphere, where the unique collections stand out. Retailers are interested in trends, focus strongly on customer service and tend

to be smaller-sized shops where the customer's expectations and wishes are of central importance.

Trendsetters

The company continuously sets trends in the market and produces must-have products before larger competitors do. The idea, which has been the same since day one, is to extend mum's and dad's own personal brand as various new collections are released every year. A typical Gustaf&Evita customer has a wardrobe of dog products and tends to become a loyal, returning consumer.

The company is now interested in entering a larger market outside Scandinavia, attracted to boutiques which have an eye for fashion and trends. Its mission is clear: to be the preferred choice for the modern dog owner. ♦

- ♦ **Gustaf&Evita**
boutique@gustafevita.se
gustafevita.boutique



Musti Group FINLAND

Nordic leader in pet specialty retail

With more than 250 stores in Finland, Sweden and Norway, Musti Group is an important player in the Nordic countries.

Unique customer experience

The retail business model is to create seamless customer experience through an omni-channel strategy and building services under one concept. The strong store network in every country is supported with online stores. The web platform also makes it possible

to present a wide assortment for special needs, meeting the high expectations of the Nordic pet owners. Big flagship stores are located in retail parks and the store concept is also adjusted to smaller stores, located either in shopping centers or 'pre-grocery' locations. The Musti Group's business concept also includes Trimmis

Pet Spa grooming services. The modern store concept, with a Nordic look and feel, provides an excellent platform to present a wide assortment of high quality pet specialty products. The range covers food and accessories for dogs, cats and small animals.



A sustainable world

During the last few years, the company has also been putting efforts into sustainability and CSR. The Musti Group is a member of BSCI and the UN Code of Conduct and the majority of the suppliers are compliant with the BSCI standards and have agreed to abide by the global code of conduct.

“Today, our Nordic consumers are becoming increasingly aware of the environmental issues, and transparency in sourcing is everything. We are seeing growing trends in organic feeding and sustainably and locally sourced products. People are also asking for recyclable packaging for pet food,” says Annika Lundström, Product Group Manager for feeding categories.

Transparency in pet food raw materials is crucial, as well as openness towards the country of origin of products and raw materials. Consumer behaviour is also revealing increasing interest in pet supplies manufactured from recyclable raw materials.

“As a company, we have decided not to continue sales of silica cat litter any more. We know that the manufacturing process has a huge environmental pollution impact, and is also a health risk for the factory employees in China. We want to take a sustainability standpoint on this, and raise awareness among cat owners,” Elli Holappa continues.

“Our range starts from the quality, where grocery ends,” says Elli Holappa, commercial director of the Musti Group. The product range covers well-known global brands and its own brands.

“Through this assortment strategy, we are able to differentiate our offering from the competitors and offer a unique range of products, as well as the well-known global brands,” she continues.

Great acknowledgements

In Sweden and Norway, the year 2017 has been a year of expansion. During the last few months, the Musti Group has acquired a Swedish chain of twelve stores under the brand name Djurkompaniet and strengthened its position on the e-com market through the acquisition of Vetzoo and Animail, the largest online pet retailers in Sweden.

2017 has been also a year of prizes and nominations. The company’s business in Finland has been rewarded with several different prizes; Musti ja Mirri has been selected as the best Finnish Retail concept of the year. The company was also rated the best customer experience in Finland, and was in second place, when the annual Great place to Work evaluation for large companies was announced.

The company has put a lot of effort into employee satisfaction while focusing on excellent customer service and creating added value for their customers, which has been acknowledged with these awards. ♦

♦ **Musti Group**
elli.holappa@mustijamirri.fi
mustigroup.com

Pet Bedding by **SCRUFFS**



MEMORY



Innovative Stylish Functional

For more information please contact our Sales Office
on: +44 161 702 5060 or visit:
www.petslovescruffs.com



PAW - Pet Adventures Worldwide UNITED STATES
A trusted partner for retractable leashes!

PAW specializes in the design, development and production of retractable leashes. The new facility produces retractable leashes for their own brands, alcott and doggo, as well as private label leashes. Additionally, PAW is focused on the production and sales of KONG retractable leashes. PAW is a trusted partner of leading retailers and distributors around the world.

PAW - Pet Adventures Worldwide
hello@paw.us.com
paw.us.com



Lex&Max THE NETHERLANDS
Lex&Max collection 2018!

Our new collection dog pillows will be in stock soon. This is a sneakpreview of one of the most trendy items in the pet market. This "boxed LEAVES" is available in three sizes (75x50cm / 90x65cm / 120x80cm). This modern dog pillow is a real eye-catcher and fits perfectly in the famous wooden Lex&Max settees. Lex&Max for royal pets!

Lex&Max
info@lexenmax.nl
lexenmax.nl



Zolux FRANCE
Brand new aquarium range: ISEO

New ZOLUX Iseo aquarium and furniture combines design and technicity to fit in perfectly with all styles of interior decoration. Iseo aquariums are completely equipped with: lighting, filtration and heating, adapted to each format, for immediate filling. The furniture is modern and trendy with open compartments for decorative objects, as well as closed compartments that provide storage space.

Zolux s.a.s.
export@zolux.com
zolux.com

Calendar of events



Iberzoo 2018

15 to 17 March 2018

Feira de Madrid, Madrid, Spain

ifema.es/propet_06



ZooVetExpo 2018

17 to 19 April 2018

International Exhibition Centre, Kiev, Ukraine

zoovetexpo.com



PATS Sandown 2018

20 to 21 March 2018

Sandown Park Exhibition Centre Esher,

Sandown, Surrey, United Kingdom

patshow.co.uk



World of Pet Supplies 2018

20 to 23 April 2018

Hong Kong Convention and

Exhibition Centre, Hong Kong

hktdc.com



Global Pet Expo 2018

21 to 22 March 2018

Orange County Convention Centre,

Orlando, FL, United States

globalpetexpo.org



Interzoo 2018

8 to 11 May 2018

Exhibition Centre Nuremberg,

Nuremberg, Germany

interzoo.com



Interpets Asia Pacific 2018

29 March to 1 April 2018

Tokyo Big Sight,

Tokyo, Japan

interpets.jp



SuperZoo 2018

26 to 28 June 2018

Mandelay Bay Convention Centre,

Las Vegas, NV, United States

superzoo.org

Contact us

China, Hongkong, Macao, Taiwan

Meadow Zhang
+86-10-88102269
zhanghj@chgje.com

France, Monaco

Alain Girardet, g i r e x agencies,
+33-6-0828-1482
girardet.alain@wanadoo.fr

Austria, Belgium, Brazil, Germany, Netherlands, Portugal, Scandinavia, Spain, Switzerland

Miguel Mendes de León,
Agri Cross Media
+31-6-81543366
miguel@agricrossmedia.com

Greece, Bulgaria, Cyprus, Turkey

Vassilis Goulielmos, Welldone Ltd.
+30-210-7794529
info@welldone.com.gr

Italy, Malta, San Marino

Rita Buffagni & Lavinia Fressura,
Mediatic
+39-0522-383620
media@mediatic.it

Japan

Anthony Yamashita, PETS M&C
+81-736-36-5526
anthony@pets-mnc.com

South Korea

Hayen Jung, AT Bio Ltd.
+82-31-5341663
atpetfood@hotmail.com

Poland

Mateusz Karatysz,
Media Experts sp. z.o.o.
+48-61-820-41-75
mateusz.karatysz@rynekzoologiczny.pl

Russia

Yulia Dolzhenkova, Zoonform
+7-4903-6132812 | +357-9648-5560
us@zoonform.ru

United Kingdom, Ireland

Andrew O'Kelly, KOA Media Limited
+44-1252-843431
andrew.okelly@koamedia.co.uk

Ukraine

Sergii Kondrat, Vet Zoo Profy
+38-044-592-2167
sergii@vetzoo.in.ua

United States, Canada

Glenn Karaban,
Karaban Media Services, Inc.
+1-212-840-0660
gkaraban@karabanmedia.com

Vietnam, Cambodia

Wayne Capriotti, digi-escape co., ltd.
+8-240932150978
media@petmagazine.vn

Rest of the world

PETS International &
GlobalPETS Community head office
+31-33-422-58-33
info@pets.nl

In this issue

Agras Delic SpA.....	45	Myfamily Srl	47
AM Nutrition AS	83	P.L.A.Y. Pet Lifestyle And You	70
American Pet Products Association APPA.....	36	Prima Pet Premium Oy	78
BHJ A/S Denmark - Pet Food	80	Pro Pet Markenvertreib	back cover
China Great Wall Int'l Exh. Co., Ltd. (CIPS) ...	10	Rush Direct Inc.....	94
Daka Denmark A/S	94	Scruffs.....	98
DNP s.a	2	Shandong Luscious Pet Foods Co., Ltd.....	30
Doggy AB.....	84	Tianjin Ranova Petfood Co., Ltd.	36
Dokas Handelsgesellschaft GmbH.....	8	TrePonti Srl Unipersonale	24
DSM Nutritional Products UK Ltd.	58	Tropical Tadeusz Ogrodnik	46
GA Pet Food Partners	62	Tropiclean.....	66
GR Tech S.R.L.	4	United Petfood Producers nv/sa	64
HKTDC-Exhibitions	54	Vision Engraving & Routing Systgem/ iMarc...	92
Holland Animal Care	inside front cover	Vital Petfood Group a/s.....	88
International Quality Ingredients bv.....	60,61	Yantai China Pet Foods Co., Ltd.inside back cover	
Italfeed Srl	9	Zolux s.a.s.....	78
Mondi Group	48		

Upcoming issue | Advertising deadline: 26 January 2018 | Publication date: 23 February 2018

See page 5 for subjects. Contact head office (below) or local representatives (page 99).

Colophon

InterMedium Publishers,

PO Box 1719, NL-3800 BS Amersfoort, The Netherlands,
+31-33-4225833, info@pets.nl

CEO: Corine van Winden, corine@pets.nl

COO: Gerard de Niet, gerard@pets.nl

Designer: Jack Waas

Editor in Chief: Maria van der Schalie, maria@pets.nl

Editor: Malka Lelieveld, malka@pets.nl

Senior editor: Marjolein Schaake, marjolein@pets.nl

Back office: Desirée van der Hoeven, desiree@pets.nl

Translations: Texx International Communications BV

Printing: Drukkerij Ten Brink, The Netherlands

The publisher and editors do not take any responsibility for the contents of advertisements and published letters to the editor.
© Copyrights on contents and lay-out design of published text. No duplication without written approval of the publisher.

Technical details

PETS International is perfect bound

page/trim size: 208 x 273mm, live area: 186 x 251mm

ISSN 1388-4638, frequency: 7 x per year, since 1988

Advertisement sizes (* apply 3mm bleed to each side of the advertisement)

spread: 416 x 273mm*

third page vertical:

full page: 208 x 273mm*

68 x 273mm*

half page vertical:

quarter page vertical:

101 x 273mm*, 90 x 218mm

90 x 106mm

half page horizontal:

208 x 131mm*, 186 x 106mm

For specifications go to globalpets.community/specs



Wanpy®

Global Leading Manufacturer
of Pet Treats

Yantai China Pet Foods Co., Ltd.
wanpy@wanpy.com.cn
www.wanpy.com.cn

STOCK CODE: 002891



Nutrition
SUPPLEMENT



Reduce
ODOR



Enhance
HEALTHY SKIN & COAT



Calcium
SUPPLY



Bowel
CARE

More Premium Biscuits

IRRESISTIBLE FLAVORS!

• Cinnamon • Carob • Vanilla • Peanut Butter • Apple • Kiwifruit • Cheese





The Wolf is a hunter and
Tundra the ideal prey.



MEAT / FISCH IN FOOD
GRADE QUALITY



LOW GLYCEMIC INDEX



HORMONE-FREE



NATURALLY
PRESERVED



MODERATE PROTEIN
LEVELS



POTATO-FREE



**100% GETREIDEFREI
GRAIN-FREE**

NEW FOR CATS

