



# PETS International

part of  GlobalPETS

Since 1988 | March 2018

## 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?

## Preparing for Interzoo 2018

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



**my  
family**<sup>®</sup>



# SO MANY BRANDS!

You won't even believe your eyes.



**Holland**  
animal care 

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

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



59

## Preparing for Interzoo

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

## Functional food and supplements



28



53

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

## Sport and outdoor

A look at the interesting Russian pet industry.

## Russia



82

### In every issue

Editorial .....	3	Calendar of events   Contact us	95
Upcoming issue .....	5	Advertisers index .....	96
Pet industry highlights .....	6	Colophon .....	96

Piper<sup>®</sup>  
animals



**SELECT THE CORRECT DIRECTION  
OF FEEDING**

**COMING  
SOON**



**[www.dolina-noteci.com](http://www.dolina-noteci.com)**

[petfood@dolina-noteci.com](mailto:petfood@dolina-noteci.com)

Follow us:   

# Preparing for Interzoo

First of all in this issue, we look back on a very successful GlobalPETS Forum in Venice. This year, the GlobalPETS Forum Award went to Prins Petfoods – a deserved winner that has been successfully following an omnichannel approach based on integrated offline and online communication tools.

This issue also focuses on the run-up to Interzoo. Just like you, everybody is busy preparing for this major event. In this issue you will find a special Interzoo section with details of the new features that the trade fair is offering exhibitors and visitors. One example is the retail tour of German pet shops scheduled for Monday 7 May. The special section also includes a comprehensive overview of Interzoo exhibitors announcing their presence at the fair.

In our regional focus, we put the spotlights on Russia. Russia is an interesting market that is steadily becoming more professional while facing unique challenges resulting from the prevailing economic situation.

However, consumers love their pets, so they continue to buy pet products, although they certainly look around for the most affordable options.

Throughout this year, we will be celebrating PETS International's 30<sup>th</sup> anniversary, to which we again devote a special section in this magazine. For example, we feature an amazing article about thirty years of developments in the pet industry, as well as an article on thirty years of developments of Pets at Home.

Of course, it goes without saying that the rest of the magazine is packed with other interesting articles on subjects such as the multicultural society and its significance for pets, the trend for outdoor sports with pets, and much more.



Corine van Wjnden, CEO

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





## 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**





## April issue

# Interzoo 2018

Gearing up for the most important trade fair for the global pet industry.

## Food and accessories

A look at the latest developments in dog and cat food and accessories.



## New protein sources

A view on the evolving protein landscape for pet foods.



## Health and wellness

Discussing developments in the pet health, care, and wellness segments.

## Private label

The changing position of private label brands in the pet industry.

Upcoming issue | Advertising deadline: 2 March 2018 | Publication date: 6 April 2018

Contact head office (see page 96) or local representatives (see page 95).



### Global Pet Expo 2018

21-22 March 2018,  
Orlando, FL, United States  
[globalpetexpo.org](http://globalpetexpo.org)

### Interzoo 2018

8-11 May 2018, Nuremberg, Germany  
[interzoo.com](http://interzoo.com)



### Interact with us and find news

[info@globalpets.community](mailto:info@globalpets.community)  
[@GlobalPETSinfo](https://twitter.com/GlobalPETSinfo)  
[globalpets.community](http://globalpets.community)  
GlobalPETS Community

Correspondence may be edited for clarity or length.

### New President and CEO at Pet Food Institute

Dana Brooks, a veteran government affairs professional, has been named the next President and CEO of the Pet Food Institute (PFI). PFI says Brooks has more than thirty years of experience across the food and agricultural industries, including leadership roles in federal and regulatory outreach. She most recently served as the senior director of government affairs for Land O'Lakes Inc. Prior to that, Brooks held the positions of corporate adviser of government affairs for Elanco and senior vice president of government relations for the National Milk Producers Federation.



### New Sales Director at Arcaplanet

Marzio Bernasconi (49) has been appointed as new Sales Director of Arcaplanet, leader pet retail chain in Italy, which has nowadays more than 221 stores all around the countries, an e-commerce website and over 1,000 employees.



Bernasconi will have the task to develop new business opportunities for the retail chain, implementing its commercial strategy in terms of budget, private label and expansion. Prior to joining Arcaplanet Bernasconi worked at Wonderfood spa for over twelve years.

## Rapid growth seen in Chinese pet food market

The Chinese pet industry is experiencing rapid growth, yet faces challenges of its own. The Chinese pet industry is well-established in dry food, wet food, snacks, and health products. Market value has reached RMB 134 billion (\$21.2 billion – €17.3 billion), of which pet food accounts for more than RMB 30 billion (\$4.6 billion – €3.8 billion). There is intense market competition in the pet food market.

### Pet food

International brands occupy 50% of the market share. Dry food dominates the market, especially dry dog food, which accounts for 70% of the market share. According to the China Pet Industry White Paper, there is not much brand loyalty among consumers. They pay more attention to nutrition, palatability and value for money.

### Pet treat

80% of the top 10 dog treats are domestic brands. Popular domestic brands include Cpet – famous for its chews and biscuits, Wanpy – loved for its chicken jerky, and Ranova – for its frozen dried snacks.

### Health products

According to the data from taobao/tmall (China's leading online retailer), 7 of the top 10 most popular health products are domestic brands. The consumers' increasing demand for personalized and customized products has put domestic brands up to a challenge.



### Amazon reveals bold plans for pet category

Just when you thought you understood how formidable a challenge Amazon is to the ongoing health of traditional pet stores, Amazon has revealed bold plans for their pet category in the US. Two key executives from Amazon's pet products division declared the company's intent to significantly grow its share of the pet care category in the US market and provided some insight into its strategy to do so.

- Based on third-party forecasts, Amazon expects online pet product sales to reach \$8.2 billion (€6.7 billion) in 2018. That would represent about 16% market share, based on pet spending figures from the American Pet Products Association.
- Amazon has identified pets as "a unique and highly valuable category" and is making this portion of its business a priority in 2018.
- Amazon has an entire (growing) team dedicated to expanding its pet business.
- In addition to utilizing customer data, Amazon is using its own internal network of pet-owning staff members as a type of focus group to refine and grow its pet business.
- Amazon plans to continue using initiatives such as Alexa Pet Week, its Animal Lover's Day site takeover event, co-branded display ads with vendors, subscribe and save programmes, couponing, and Bark at the Park event sponsorships to spread consumer awareness about its pet offerings.
- Amazon wants to go beyond being a transactional site to become a learning and informational resource, and thus build relationships with pet owners.

All of this adds up to say that Amazon is clearly motivated to advance its pet business in a big way, and has an immense amount of resources to achieve that goal. Clearly, brick-and-mortar pet retailers are facing a new level of competition from the internet retail giant.



# CŪVREX

## An Innovative botanical extract

out of a special cultivar of *Cucumis sativus*, commonly known as cucumber

**For healthy skin, joints and bowel**



### INTERZOO hall/stand 9-335

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.



# italfeed®

**By nature, the best nutrition for the animals**

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

enjoy life with



loves your best friend

# Pet house Pasha

Ideal for cats and small sized dogs



 **Interzoo** PAD.3 - STAND 3-378

Italian  products

www.bamagroup.com  

### Premium private label will grow

Premium private label ranges will become one of the most important retail trends of 2018 in the UK, according to forecasts by international grocery research organization IGD. The organization says that retailers are investing increasingly in premium private label brands, with 75% of UK shoppers believing the quality of those products has improved over the last couple of years.

“Private label ranges are a key area in which retailers can differentiate themselves and stand out in an increasingly complex and competitive retail market,” said IGD.

“For own label manufacturers this could provide additional volume but put more pressure on costs.

For brands, they will have to ensure their products are superior to justify the price. They are likely to achieve this through showcasing heritage and new products.”

### Interzoo 2018: a new record in sight

Four months before the start of Interzoo 2018 in Nuremberg, more exhibitors have already booked their booths than at the same point two years ago.

Exhibition organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) therefore expects to welcome more than 1,800 exhibitors to the world’s leading exhibition for the pet industry that is set to take place from 8 to 11 May 2018.



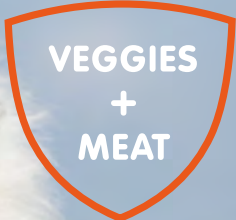
### Zoomark International lands in Russia

Zoomark International continues expanding its operations abroad. Thanks to an agreement with Artis Expo, Zoomark International is proud to present *Zoomark in Russia*.

Using the brand *Zoomark in Russia*, the company is set to curate the international area of ParkZoo, the pet industry trade show to be held at the Sokolniki Congress and Exhibition Center in Moscow from 19 to 21 September 2018. The aim of the area is to offer the Russian market an international overview of the industry, and to this end it will host exhibitors from Europe and the rest of the world.

# BOXBY

all natural dog treats



## New insights about global pet industry

Euromonitor International has released a new report called *Pet Care 2017 Edition: New Insights*. Paula Flores, head of pet care research at Euromonitor International comments: "While North America is still the largest region, much growth is now expected to come from emerging markets."

More than half of the industry's global growth is expected to be generated in Asia Pacific and Latin America. In these regions, more consumers are entering the commercially prepared food market. Also, a change in attitudes is key for such a development, as westernization takes hold, coupled with the power of social media."

Flores continues: "The relevance of premiumization cannot be overstated. For years, premiumization has played a role in the industry, and it is still a key factor. The way it has developed has varied significantly, but is increasingly linked with segmentation by breed, by lifecycle and age, and, more recently, by lifestyle. While it is more prevalent in dog food cat food is quickly catching up offering great potential. Alongside premiumization, the 'natural' trend has impacted the industry, with more diets featuring natural products and no artificial colours or flavours. In recent years, natural has become mainstream, and diets have evolved towards certified ingredients' origin."

## Nestle enters pet food segment in India

Leading food and nutrition company Nestle S.A. has forayed in the pet food segment in India by setting up its wholly-owned subsidiary Purina Petcare India Pvt Ltd. The company has launched premium dog food brand Purina Supercoat in the country.

## TropiClean hires new VP Sales & Marketing

TropiClean recently hired Guy Medaris as their new Vice President of Sales & Marketing. Medaris joins the TropiClean team with fifteen years of experience in sales and marketing.

Medaris graduated Mizzou in management and marketing and received his MBA from Washington University in Business Strategy. He looks to use his education and previous employment to help the team.



## NEW! SUPERFOODS



ANTI-FLEA



SUPPORTS THE IMMUNE SYSTEM



DETOXIFYING



HEART- AND VASCULAR SUPPORT



JOINT CARE



NATURAL SOURCE OF VITAMINS & MINERALS



MADE IN EUROPE



DIGESTIVE CARE

# Clean Teeth. Fresh Breath. No Brushing!



©2018 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!



# GlobalPETS Forum 2018

The 19<sup>th</sup> edition of the GlobalPETS Forum was held in Venice, Italy from 24 to 26 January 2018. We look back at an inspiring networking event, with insightful keynote presentations, an interesting retail panel discussion and a well-deserved GlobalPETS Forum Award winner.

GlobalPETS Forum 2018	12
Prins Petfoods THE NETHERLANDS	16
MyFamily ITALY	18



# GlobalPETS Forum 2018 Crowd branding, a branding revolution

The 19<sup>th</sup> edition of the GlobalPETS Forum was held in Venice, Italy from 24 to 26 January 2018. We look back at an inspiring networking event.

## Brands versus private labels

The position of brands has changed dramatically over the years. In the old days, brands were the leaders and they had a trusted position. Around the year 2000, when pet retail chains entered the pet industry, we saw the rise of private labels. Over the years private labels have grown in quality and appearance, and by now are perceived as brands, and an important part of the store concept. Above all, they are also a major contributor to profits. Nowadays, 31% of consumers put their trust in brands, and this shows that the position of private labels has a robust position in the market.

## Building trust

In today's world with social media, internet, and the disappearance of traditional institutions it is vital to build trust. How do we build trust? It is important to respect the consumer, to be relevant and meaningful. It is becoming increasingly relevant to assist the

consumer in his consumption, while at the same time caring for a better world.

To connect with the new online world and to shift your approach from the old to the new world, there are some relevant questions to be asked. What is your promise to the consumer? Can you formulate this in one sentence? As a result, do not just push the consumer, but connect with the communities they are part of, share experiences, and so on. Seamless integration of all channels is essential. Bear in mind that today's consumer is more easily disappointed; they are in the drivers seat; they are single-minded about what they want to buy and on what conditions. In order to be perceived as trustworthy, it is essential to have a good relationship with your customers, which is also fundamental to building loyalty.

Anyhow, GlobalPETS Forum gave us a lot of inspiring ideas to chew on!



# GlobalPETS Forum

## The state of global pet retail

Besides the keynote speakers, GlobalPETS Forum presented a retail panel for the second time at the conference, under guidance of Dave Bolen.

The decision-makers of six of the pet industry's most important retail chains presented their firms and explained how they operate their brand- and private-label portfolios. Among other things, they outlined the relevance of brands, telling us that brands are valuable if they make concrete contributions to the customer journey, providing extra turnover in the way the consumer makes his purchases, besides the brand's additional products. They also underlined that 'big data' is essential to provide insights, such as 'what are the keywords used by consumers?'

These insights allow us to predict what the consumer is looking for, enabling us to make special offers. It will help us to understand which brands are bought in combination with other products. In the discussion it became clear that different regions have/need their own approach. In the end, the question is whether the brand is delivering enough profit in this context. What is the customer journey and what is the best commercial approach?

The presentations were followed by a lively panel discussion, fuelled by questions from the attendees.

► SEE NEXT PAGE



From left to right:

Alfred Glander, (CEO, Fressnapf), Rebecca Frechtte (SVP, Petco), Dean Kelly (GM of Global Commerce Channels, Walmart), panel chairman Dave Bolen, Peter Pritchard (CEO, Pets at Home), Alvaro Gutierrez (CEO, Kiwoko) and Lionel Desclee (CEO, Tom & Co)



## ANNUAL INNOVATION AWARD

THE 22<sup>nd</sup> 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**

m<sup>2</sup>

**65,000**

visitors

**80**

countries

AN IDEAL BRIDGE CONNECTING THE  
GROWING ASIAN MARKET



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

Ms. Corine van Wierden  
CEO  
PETS International  
GlobalPETS





## GlobalPETS Forum Award 2018

### Prins Petfoods wins prestigious GlobalPETS Forum Award.

Every year, the GlobalPETS Forum Award is presented to a company for demonstrating exceptional performance in relation to the topic of that year's GlobalPETS Forum theme. This year's topic was 'Crowd branding: a branding revolution'.

Prins Petfoods won the award in acknowledgment of the thorough way they implement offline and online communication, and the innovative way in which Prins has adapted a future-proof omni-channel approach. Read more about Prins' omni-channel strategy on pages 16-17.

### Loyalty Award

GlobalPETS Forum also turned the spotlight on those participants who have attended the conference for the 15<sup>th</sup> or the 10<sup>th</sup> time. During the 19<sup>th</sup> edition of the GlobalPETS Forum, we welcomed six new participants to this prestigious Jubilee Club. ♦



From left to right:  
Boris Zhlobek, Anatoly Golovtchenko, Helmut Loretta,  
Corine van Winden, Zakaria Faiq, Constantino Psilogenis,  
and Steve Hadley



Prins Petfoods THE NETHERLANDS

## GlobalPETS Forum Award means international recognition

Seventeen years ago, Prins took a new path, changing from a purely production-led company to a consumer-focused organization where customers are at the core of all activities. In January 2018, they won the prestigious GlobalPETS Forum Award.

### Omnichannel approach

Winning the GlobalPETS Forum Award 2018 for the customer-centric omnichannel approach shows that the company took the right path at the

time. This prestigious award, recognition for extraordinary performance in the Netherlands, also makes the company internationally visible and helps to spread their wings further abroad.

### A Dutch family-run business

Prins is a Dutch, family-run business. For more than fifty years, the Verkade family has put its heart and soul into the production of 100% natural animal feed.

Living and attach great importance to sharing know-how, providing advice and putting well-being first.

The team is eager to enter into dialogue with customers and exceed their expectations. Today's consumers are increasingly critical and always searching for information, inspiration and advice online. Prins wants to use a well-thought-out omnichannel approach to offer them a consistent brand experience, using every possible channel to allow customers to experience passion, respect and service.

In order to convey a clear message, online and offline are in line with each other.

### Putting the customer first

The customer is put first by such means as:

- the website
- social media channels
- special fans days, with a guided tour of the factory
- a new visitor centre
- consumer panels and surveys
- newsletters for different target groups
- organizing and participating in events
- visibility in and collaboration with 1,700 speciality pet shops
- the Prins CareTeam, a team of experts that provides everyone with free advice tailored to their needs
- EduPet, a pet knowledge centre with an extensive range of reading for both enthusiasts and professionals
- *Lifestyle for pets*, a knowledge and

inspiration platform for pet lovers, with blogs, videos, and products, and now a digital TV channel

### Product experience

The Train & Care reward tube is an example of how these channels are used. The instruction book to accompany the tube is available in speciality pet shops. Customers can find articles, blogs and videos on how to use it on the website and *Lifestyle for pets*.

During events, Prins provides workshops on the tube and, through EduPet, pet lovers and professionals such as trainers and trimmers can attend lectures about using it during training and care courses. The Prins Herb Garden also shows how to link your products to an experience: it lets consumers grow their own herbs to experience the power of nature, and re-use the packaging.

### Customer satisfaction

With an average Net Promotor Score of 60, Prins scores particularly high on customer satisfaction. But the customer journey is far from finished. The company wants (even) more co-operation, not just with consumers, but also with partners. They attach great value to the fact that GlobalPETS enables co-operation between professionals worldwide. ♦

- ♦ **Prins Petfoods**  
Gertjan Willems: gertjan@prinspetfoods.nl  
prinspetfoods.com

They offer food tailored to every age and lifestyle, from pressed, crispy kibbles and dietetic feed to unrefrigerated meat meals and frozen fresh meat. Prins is the market leader in pressed kibbles, a product of which they are especially proud. Also unique is their Protection Feed with herbs and Schüssler cell salts.

### More than food

But there is more than food. They do not only stand for tasty, responsible food, but for a complete lifestyle, with fun, new ideas and attention for the animal during each stage of its life.

For example, they work on the basis of the themes Active & Fun, Care, and

GO NATIVE  
grain free  
DOG FOOD



Ultra Premium  
Grain free  
**DOG FOOD,  
TREATS &  
DENTAL  
STICKS**

For over 100 years, the Connolly family has been making the highest quality animal feeds in Co Kilkenny, Ireland. From our state-of-the-art facility in the heart of the Irish countryside, five generations of know-how has carefully created our new complete Go Native range of dog and puppy food, healthy treats and dental super sticks. Grain free, paleo-based, gluten-free, fully traceable and sustainably sourced. From our farm to your kitchen!

VISIT US AT INTERZOO -  
STAND 120 IN HALL 3



CAREFULLY  
CREATED BY  
US & NEVER  
OUTSOURCED

**70%**

meat content  
from single  
sources of  
protein

e: [info@gonativedogfood.com](mailto:info@gonativedogfood.com)

t: +353 (0)59 977 5800

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



Connolly's  
**RED MILLS**  
SINCE 1908



MyFamily ITALY

# Tags of love

MyFamily creates the most beautiful pet ID tags  
in the world.

## Early beginnings

MyFamily, the international leader in the production of pet ID tags, was founded in 2010 in Italy. The idea was to turn a useful product into a beautiful, valuable object with universal appeal. It all started in Valenza, Piedmont, an area famed for its goldsmiths.

Here, founder Alessandro Borgese, used experience gained in the jewellery industry to create the most complete range of pet tags in the world.

## Collections

Why are MyFamily products the best in the world? Because they are based on the idea that as well as being useful, every tag must also be beautiful, precious and personalised. In other words: unique.

This idea has led to many different ranges and hundreds of different tags, depicting the most popular breeds of cats and dogs and many other shapes. All are perfect down to the smallest detail, hand enamelled and ready to be personalised.



Designed, developed and manufactured in its new factory in Valenza, Italy, the MyFamily collections include hundreds of tag models divided into distinctive categories: Friends, Charms, Basic, Basic Handmade, Chic, Classic, Shine,

Reflective, Bronx, Glam and the latest Flag and Basic XL.

The Flag tags are inspired by flags from all over the world, while New Basic XL tags are designed for the largest dogs.

### Additional services

Techla is MyFamily's new engraving system that makes customising tags at the point of sale easier, more intuitive and faster. It is now possible to offer customers an instant self-service tag customization service. The brand-new 'stand-alone' design makes the machine suitable for any area of the shop and the intuitive interface allows customers to engrave both sides of their tag with total precision, in just two minutes.

It is not always easy to remember everything about your dog. For this reason, MyFamily has created its Memo Pet Identity service. This is a free app that allows customers to receive all the most useful information and reminders by email: from vaccinations to check-ups.

### Italian and global

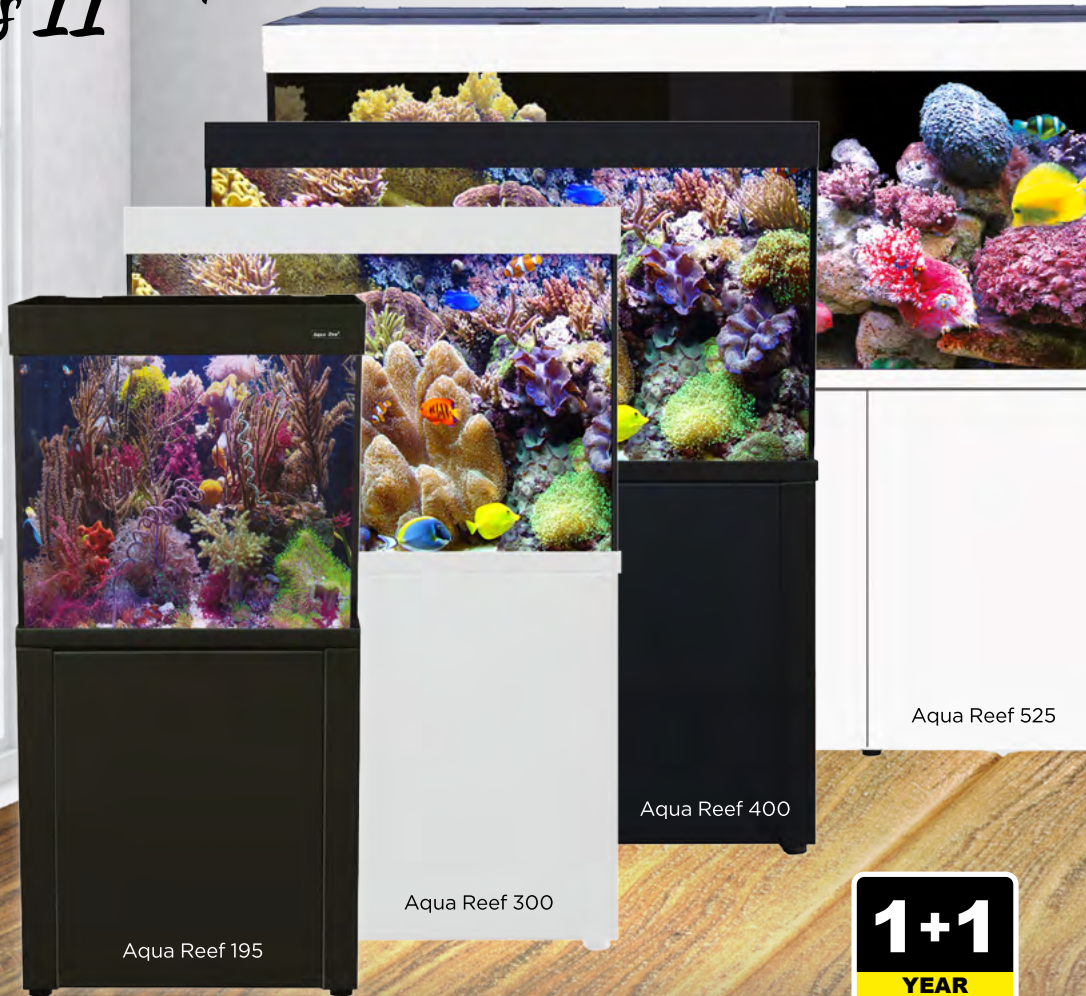
MyFamily is currently active in more than sixty countries and is the market leader in many of these. Today, the quality, care and 'made in Italy' style of its tags are recognized by thousands of resellers and by more than 2 million consumers around the world. The company aims to build on that success in the future. ♦

♦ **MyFamily S.r.l.**  
info@myfamily.it  
myfamily.it



## Aqua Reef Series 11

The Aqua Reef series 2 is a sophisticated marine system that has been rigorously designed and tested to ensure that your marine setup will run efficiently, and provide you with exceptional water quality.



Aqua Reef 525

Aqua Reef 400

Aqua Reef 300

Aqua Reef 195



MODEL	VOLUME	DIMENSIONS	GLASS	LIGHT WATTAGE	FILTER	HEATING	SUMP PUMP & FLOW RATE
Aqua Reef 195	195L	70 x 52 x 78 cm	10mm	40W LED	Refugium Sump with prefilter sock	2 x 150W	Moray 2300 (2200L/hr, 2.2MH/h)
Aqua Reef 300	300L	98 x 50 x 70 cm	10mm	80W LED	Refugium Sump with prefilter sock	2 x 200W	Moray 3600 (3600L/hr, 3.4MH/h)
Aqua Reef 400	400L	127 x 50 x 70 cm	10mm	95W LED	Refugium Sump with prefilter sock	2 x 300W	Moray 3600 (3600L/hr, 3.4MH/h)
Aqua Reef 525	525L	184.5 x 51.5 x 76cm	12mm	135W LED	Refugium Sump with prefilter sock	2 x 300W	Moray 4900 (4800L/hr, 3.4MH/h)

**Aqua One China Co. Limited**

For all enquiries please contact us at [sales@aquaone.com.hk](mailto:sales@aquaone.com.hk)



# 30 years PETS International International trade

In the light of PETS International's 30<sup>th</sup> anniversary, we discuss the development of international trade over the last thirty years.



A flourishing industry	22
Pets at Home UNITED KINGDOM	24
Hami Form FRANCE	27

# A flourishing industry



In the light of PETS International's 30<sup>th</sup> anniversary, we discuss the development of international trade over the last thirty years.

## Enormous growth

Thirty years ago, in 1988, the worldwide pet market was worth \$26.9 billion (€21.6 billion). Today, that figure has risen to \$104 billion (€83.4 billion). What is driving this growth?

There are several driving forces behind that growth, which is still continuing: the growth of world trade, new markets, humanization, the internet and social media.

### The growth of world trade

Trade has become global. With more and more efficient systems in IT and transport – e.g. the introduction of standard container transport – costs have been lowered. The cost of logistics is now very affordable. A 40-ton food container costs between €2,000 and €4,000, depending on location. The tonnage price has dropped from \$5.86 (€4.70) in 1956 to \$0.16 (€0.13) nowadays. There is no reason to assume that this will rise.

International transportation will nevertheless be impacted by sustainability; CO<sub>2</sub> emissions will have to be lowered.

GLOBAL TRADE	EXPORT				
	1995	2000	2005	2010	2015
China	226	394	972	1790	2440
US	613	802	923	1720	1500
UK	238	294	391	418	458
France	284	297	436	516	510
Germany	552	560	993	1270	1330
Brazil	50.8	59.4	128	215	207
South Africa	32.5	42.2	64.6	104	113
Australia	59.3	80.4	126	241	225
Japan	456	504	640	811	679
	9973.6	3033	4673.6	7085	7462
	IMPORT				
China	171	260	668	1210	1430
US	745	1250	1210	1870	2200
UK	270	373	1430	607	624
France	289	335	1730	651	614
Germany	465	522	1870	1120	1110
Brazil	53.1	57	2200	191	171
South Africa	26.5	27.7	519	88.1	85.6
Australia	55.8	70.7	607	203	200
Japan	309	362	624	655	590
	2384.4	3257.4	525	6595.1	7024.6

source: [comtrade.un.org](http://comtrade.un.org) & [atlas.cid.harvard.edu](http://atlas.cid.harvard.edu)



### Value of the pet market

\$21.6 bln.



1988

\$104 bln.



2016

Source: Euromonitor International

Another factor affecting the growth of international trade is that numerous trading treaties have been concluded over the last few years, not forgetting the opening up of European borders. The result is that world trade grew in twenty years (1995-2015) by a factor of three. The pet industry has followed that trend.

One could argue that in the years to come there will be changes, due to global warming and sustainability. Will consumers accept products shipped across the world, if those same products could be produced locally?

#### New markets

The Berlin Wall came down in 1998, which opened up the East European borders. Of course, consumers in the East European countries also kept pets, but ready-made pet food was in fact a product unknown to them at the time. They could still buy a dog collar or a bed for their pets, but that is about as far as it went.

South east Asia, and China in particular, has become a very attractive area – initially because of cheap labour there. But now that China has become a very attractive, fast-growing market for the pet industry, it is expected that it will equal the size of the US market in the coming years.

#### Humanization

In the developed countries we are still seeing growth. The reason for that growth is mainly due to the impact of humanization. This can be seen for example in probiotics, which have been added to pet food since 1991, and in the trend towards natural, holistic, biological and organic foods which have been making inroads since 2000.

At the moment, we are seeing a trend towards raw food, and even grain-free and everything in between. The trend will continue in 2018, with product claims

being based mainly on specific added ingredients. By way of a contribution to sustainability, we are seeing the rise of such things as insects used as protein substitutes. Of course, there is also growth in the field of accessories, too: travelling with cats, indoor dogs and cats, high-end fashion products, and much more.

#### Internet and social media

The internet really began to take off in the mid-1990s, together with email. The combination of smartphones and e-readers made it possible to be online 24/7. The social media made their appearance and consumers are more than ever being influenced from many different sources. Borders are disappearing, and cross-border communication has never been so easy.

As a result, we saw the birth of the online sales channels – Zooplus and Chewy have become a permanent feature of the industry. The growth of market share and impact of online is far from over. It makes the market transparent; the online channels are putting pressure on retail prices, forcing branded products to lower their prices.

A study conducted in March 2016 revealed that 46% of internet users in the Asia Pacific region, and 28% of those in North America do their shopping via their smartphone or tablet computer. Furthermore, BI Intelligence forecasts that US consumers will spend \$385 billion online in 2016 growing to \$632 billion in 2020. ♦



**Corine van Winden**  
CEO, PETS International  
corine@pets.nl  
globalpets.community



Pets at Home UNITED KINGDOM

# Everything under one roof

**Pets at Home has built a growing business that delivers everything an owner needs to keep their pets happy, healthy and safe.**

## Specialist capabilities

Pets at Home was founded in 1991, when Anthony Preston opened the first store in Chester, in North West England. Since then the company has grown to become the UK's leading pet business with 450 retail stores and 300 grooming salons. It is also one of the country's foremost veterinary services providers with 440 small animal practices, run principally under a joint venture model using the Vets4Pets and Companion Care brand names, and four specialist veterinary referral centres. The Group floated on the London Stock Exchange in 2014.

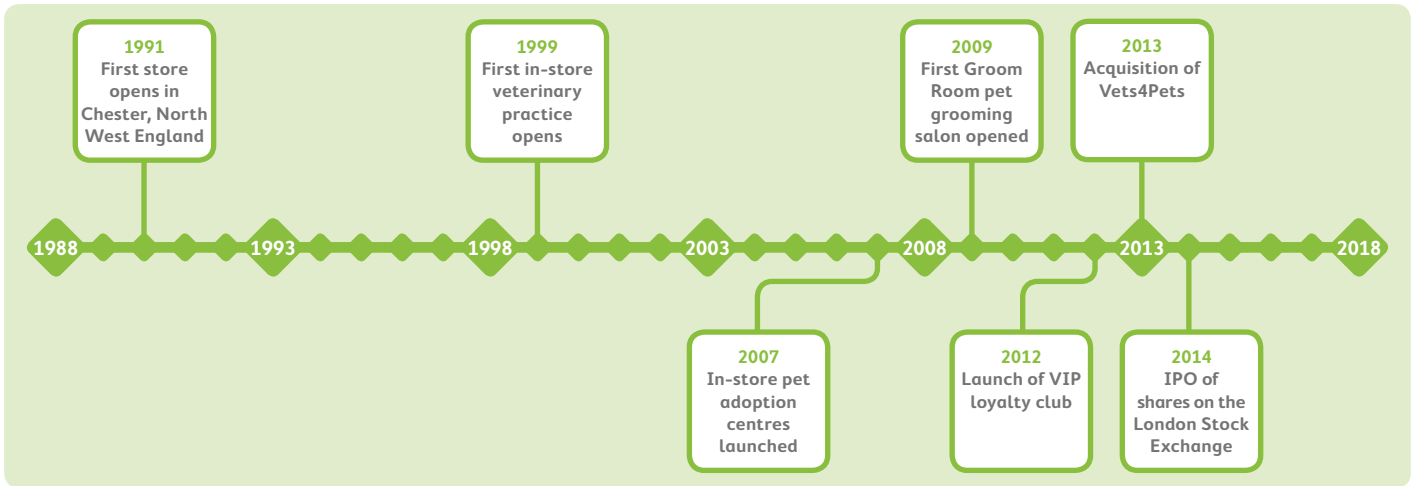
A key element of the company's success has been a relentless focus on growing its specialist capabilities. From the advice and products delivered by colleagues in stores and online, through to its veterinary professionals practising the most advanced tiers of medicine, Pets at Home has built a growing business that delivers everything an owner needs to keep their pets happy, healthy and safe.

## Retail growth

To underpin growth in retail, the company recognised the importance of having well-trained colleagues in its stores to

advise customers on all aspects of pet care. The Steps training programme was developed to give every colleague access to the most up-to-date knowledge available. Colleagues also earn salary increments to increase their hourly pay on the successful completion of individual Steps. Increased engagement resulted in a significant reduction in colleague turnover which is currently around 20%, crucial in a business where specialist knowledge is so fundamental. In grooming, colleagues are required to undertake 1,400 hours of training before qualifying as a stylist.

## Thirty years timeline



### Veterinary services

In the veterinary division the company took a unique approach by offering qualified vets and nurses the opportunity to enter into joint venture agreements. This provides practitioners with freedom to concentrate on their clinical work, while the company provides the business support services such as finance, marketing and HR. When the company entered the market for specialist veterinary services in 2015 it also used a shared ownership model to give clinicians a stake in the future success of these businesses.

### In-store concept

Most recently the company has responded to more challenging trading by repositioning its pricing on key products to remove price as a barrier for its customers, and then leverage all the unique attributes that competitors do not have.



In November 2017 a new convenience store trail began when the company opened its first store within a store concept inside the Tesco Extra supermarket in Durham, in North East England. ♦



# 路斯 Luscious®

€ Listed Company . Since 1998 ☺



Listed Company



Product Line



Our Own Farm



24-Hour Online



EU REGISTRATION NO.  
3700PF066

Food Safety System  
Certification 22000

SGS

international  
food standard

ISO  
9001

ISO  
22000

AMERICAN Pet Products Association  
MEMBER

FDA

IFS

BRC  
Certification  
Body

Shandong Luscious Pet Food Co., Ltd

Tel: +86-536-5855263

Fax: +86-536-5855260

E-mail: xincheng@chinaluscious.com

Website: www.chinaluscious.com

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



Hami Form FRANCE

# A family passion

Since the 1990s, the Davalo family has devoted itself to the wellbeing of pets.

## From farm to small industry

Producer and manufacturer of pet food, Hami Form has become a reference in France and abroad. Founded by Emile Davalo and his two sons, Laurent and Philippe, the company's philosophy is based on family values, respect, exchange and innovation.

In the 1970s, Emile Davalo was a farmer in Ploërmel. He created his farm on the site of Le Closeau from scratch and specialized in pig farming. Pioneer that he is, he aimed to acquire his independence and autonomy to run his business.

Because of the rising price of raw materials, Emile Davalo was no longer sure of the quality of the food he could buy, and began to grow and make food for his animals himself. Self-educated and ambitious, he learned English by going to England to sell his products.

## Family adventure

During their studies in biology and commerce, Laurent and Philippe were passionate about animals, the famous exotic pets. Emile offered to provide his sons with one of the farm buildings to raise small animals, to produce their own food and to sell their products locally.

In the early 1990s, speciality stores were opening up one after the other, and the market was just beginning to take off. Laurent and Philippe Davalo returned from their studies and embarked on the adventure of the family business. They immediately started with food for rodents. From these first test products Hami Form was born in 1995.

## Food, hygiene and health

Since then, the company has been developing and innovating each year in new products that are complementary to

food, hygiene and care. The research and development department works with one ambition: to improve the wellbeing of the animal. "The philosophy of the company is to use what nature offers us and transform it as simply as it is," say Laurent and Philippe Davalo.

## Looking to the future

The creation of the dog and cat division enabled Hami Form to develop further. In this new department, there are many original products: the new brand Anju Beauté, which creates cosmetics for cats and dogs, and sweets that look like fine pastry: macarons, cookies and dog biscuits whose recipes have been devised with a famous star chef. ♦

INTERZOO – HALL 9, BOOTH 464



Hami Form  
contact@hamiform.com  
hamiform.com





# Functional food and supplements

Consumer awareness on the benefits of functional foods is as high as ever. This gives rise to many opportunities. We discuss the market for functional food and supplements.

Functional foods	30
Pushing the boundaries of pet nutrition to improve our pets health	32
Nutritional therapy	36
The flip side of supplementation	38
A great catch	42
Improving pet wellbeing by shaping gut microbiota	44
The changing role of the private label manufacturer	48
Holland Animal Care THE NETHERLANDS	50



# Functional foods

**Consumer awareness on the benefits of functional foods is as high as ever. This gives rise to many opportunities.**

## Food with function

Although it feels as if functional foods have been in the marketplace for years it was only 1998 that spreads containing plant sterol esters became available in the market. These spreads claimed, and could clinically show, they were able to lower cholesterol by 12%. As consumer awareness on the benefits of functional foods has grown over the past twenty years, many shoppers have shown they want regular food that confers some health benefit, seems natural, is easy to understand, and relates to their own needs.

## Consumer motives

Consumers fall into several categories when purchasing food with function, and purchase of pet food should not be seen differently. Research on consumer motives of individuals for choosing functional foods has identified the following:

- Functional components are significantly more important for women than for men.
- It was shown that gender, age, and education show a preference for which type of food the functional food is incorporated into e.g. young men prefer meat products in the role of functional carriers; women and older men prefer cereal based products.
- Young consumers are more open to high-technology food processing.
- Young men, as opposed to women and older men, attach less importance to functional and psychological consequences: improvement of health, healthy eating, conscious choice, and health promotion.
- Women and older men are more interested in health safety and are more responsible for their health.
- Women, older people (35-60 years), and those with university education attach the greatest importance to naturalness, nutritional value, freshness, food safety, and quality guarantee.



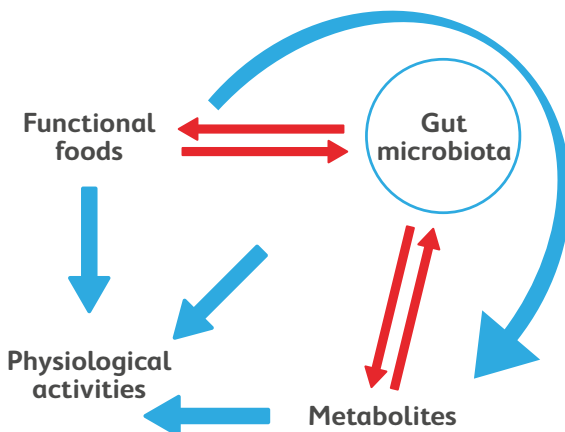
**Fragmentation**

Over the past twenty years functional food products have moved in and out of fashion and some products that were considered as ‘bad’ are now seen as ‘good for you’ e.g. butter. It is no wonder the market has become fragmented coupled with consumer perceptions as indicated in the previous paragraph. However, for the product developers this fragmentation has given rise to many opportunities.

**Microbiome**

Many consumers believe they have unique dietary needs and personalization of products is gaining in popularity. This personalization of dietary needs does have a scientific foundation as more becomes known of the microbiome. The gut of the dog or cat contains a variety of bacteria and collectively these bacteria are known as the microbiome. These bacteria metabolize food components within the diet producing a marked effect on the health status of the pet. Therefore, developing functional food products requires an understanding of their impact upon the microbiome.

The diagram below shows interactions between functional food and the microbiome.



**Medicinal diet**

The aim of functional foods within the diet is to give extra benefits above those of a basic diet which provides sufficient nutrients to meet the basic nutritional requirements for maintenance and growth. Therefore, functional foods are those foods that provide benefits beyond basic nutrition when consumed as part of the regular diet.

Scientists are becoming aware that if the microbiome becomes unbalanced – e.g. taking of antibiotics during crucial animal growth periods – there could be an impact upon the body physiology or cause undesired negative metabolic effects.

It has become recognized that herbal medicine such as traditional Chinese medicine can be used to modulate the microbiome. Functional foods and herbal products, apart from offering benefits beyond basic nutrition when consumed regularly as part of a diet, produce a large diversity of compounds, which show a broad array of biological and pharmacological properties. Both functional foods and herbal products are, therefore, widely accepted as high-efficiency and low toxicity ‘medicinal diets’ which can avoid many side-effects.

**New opportunities**

Feeding functional foods is a two stage process; feed bacteria in the pets gut and the metabolites the bacteria produce can have a benefit on animal health. As more becomes known of the interaction between diet and the microbiome it should give rise to many new pet food products with differing functions. ♦



**John Adams**  
Pet food consultant  
jaadams@msn.com



# Pushing the boundaries of pet nutrition to improve our pets health

Combining nutritional sciences and genomics, nutrigenomics helps us better understand the impact of the food we and our pets eat on our health.

*Combining nutritional sciences and genomics, nutrigenomics helps us better understand the impact of the food we eat on our health.*

### Science of nutrigenomics

'You are what you eat' is attributed to the 20<sup>th</sup> century American nutritionist Victor Lindlahr, who popularized the belief that diet is important for our health. However, the concept goes back even further to the writing of the 18<sup>th</sup> century French foodie Anthelme Brillat-Savarin. Whilst their views might not have been widely understood at the time, the development of the science of nutrigenomics in the 21<sup>st</sup> century is proving that these beliefs are indeed true and apply both in pets and their human owners.

### The concept of functional foods

Historically food has been seen mainly as a source of essential nutrients like proteins, fats, carbohydrates vitamins and minerals. However, from the late 20<sup>th</sup> century the concept of functional foods entered our everyday vocabulary. One of the best-known examples of functional foods, used in both pet and human food is fish oils. These are fats from marine sources that deliver essential nutrients and benefit both cognitive behaviour and cardiovascular function. Since the mid-1990s, petfoods containing fish oils have also been used for skin and coat condition in dogs.

### Functional ingredients in petfood

Although there are breed specific conditions in pets and other differences, pets and pet owners share some common health problems and illnesses. As part of the humanization trend, we now see the same functional ingredients in both pet and human food to help alleviate some of these 'shared' problems:

- joint health (arthritis) – fish oils
- gut health – prebiotic fibres
- cardiac health – fish oils
- cognitive health – polyphenols

However, until recently there has been little strong scientific understanding of the roles of these ingredients in promoting health.

### Nutritional genomics

Nutrigenomics was born as a spin off from the Human Genome Project (1990-2003) to map the human genome. Combining nutritional sciences and genomics (the scientific of genes and gene functions), nutrigenomics helps us better understand the impact of the food we eat on our health.

Although still in its infancy, it has scientifically proven the links between what we eat and chronic diseases like cancer, osteoporosis, diabetes and cardiovascular disease. Using nutrigenomics, we now better understand which nutrients in our food are beneficial and those that are harmful. This offers the potential to educate us how to eat a healthy diet and simultaneously improve our health.

Nutrigenomics is based on five fundamental principles:

- Risk factors for common diseases include 'poor' diets.
- Molecules in our diet can affect the genes behave and change gene structure leading to disease.
- The effect of diet on health and disease depends on an individual's genetic makeup.
- Development of chronic diseases can be affected by the influence of diet on gene behaviour.
- Intelligent nutrition i.e. diets based on an understanding of genetics, nutrient requirements and status have the potential to prevent and mitigate the effects of chronic disease.
- Whilst the study of nutrigenomics has mainly been applied to human health and nutrition it also has applications in pet nutrition.

► SEE NEXT PAGE



BACTERFIELD®

Join our great international team

# We are seeking exclusive distributors

For our natural ProBiotic LIVE  
functional petfood



Surveys reveal a growing customer demand for health related formulas in natural petfood.

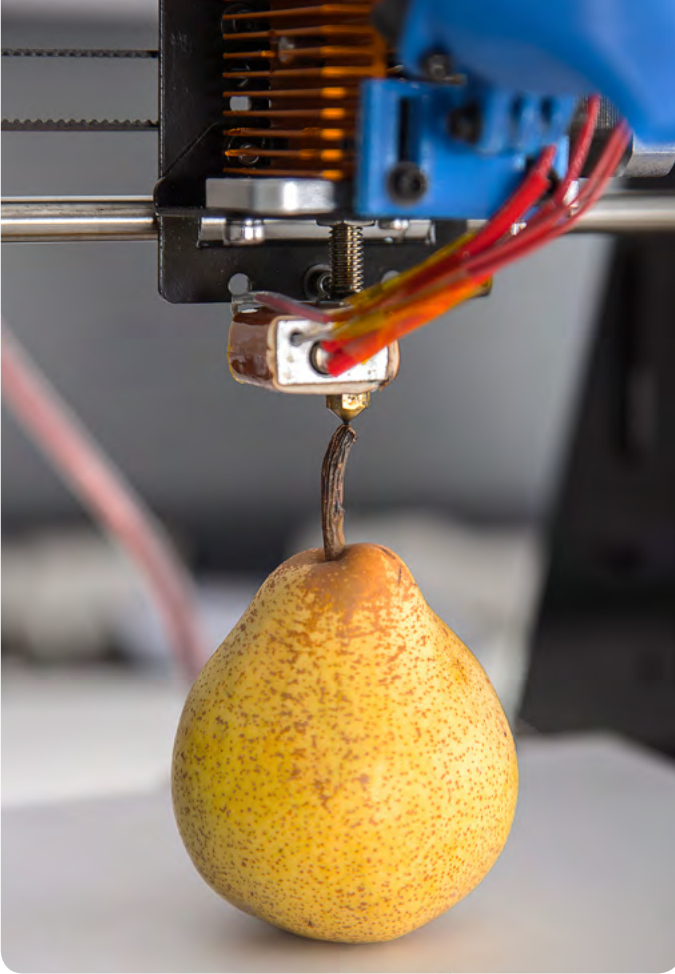
Dedicated interna-

tional specialists in nutrition, probiotics, animal welfare and advanced food processing have worked together with us for the developing of an entirely NEW PETFOOD CATEGORY.

ProBiotic LIVE is a patented natural functional super-premium pet food that contains a live and highly concentrated probiotic bacteria to restore and maintain normal gut functions, ease mobility and boost the immune system. We have already experienced tremendous success on various markets and are therefore seeking new distributors in new markets.

We are looking forward to hearing from you.

ProBiotic<sup>10</sup>  
**LIVE** 



### Pet nutrigenomics

An early example of petfood functional food claims based on nutrigenomics goes back to 2005, with the launch of Hill's Prescription Diet j/d Canine pet food for dogs with osteoarthritis. Based on nutrigenomics, clinical trials showed osteoarthritis symptoms were alleviated and dogs eating this food experienced a better quality of life.

Since then Hills and other companies like Golden Eagle Petfoods have further commercialized pet nutrigenomics to improve pet health and wellbeing and lessen the effects of common pet illnesses.

### Uber-premium petfoods

Part of petfood humanization and premiumization has been the development of products categorised as economy / standard, premium and super-premium. A key difference is that premium or super-premium products are more likely to contain functional food ingredients than standard products, e.g. turmeric.

However, what is next in terms of differentiation above and beyond super-premium? Maybe the answer lies in a potential marriage between

nutrigenomics and 3D food printing, to create products that we might designate uber-premium. This would allow manufacture of foods to combat illness in specific pets, breeds or common pet illnesses.

Creating 3D printed food requires special 3D printers and food ingredient solutions to create food structures. 3D printing is itself already a reality and is used for creating food and engineering concepts. Whilst 3D food printing might sound like science fiction recent examples and concepts include:

- Creation of nutritious, complete foods for the elderly or patients with dysphagia (Journal of Clinical Gastroenterology: November/December 2016 - Volume 50).
- Ensuring food security through supply of safe, nutritious, sustainable foods (Frontiers in Life Science, 2016, 9:3).
- Gastronomy (4 Famous restaurants that use 3D printers , see [bit.ly/2nNecOC](https://bit.ly/2nNecOC)).

### 3D printing

Realisation of uber-premium 3D printed petfood formulated using both traditional pet nutrition and nutrigenomics is not without its challenges e.g. niche market, breed specific conditions, blurring distinction between nutrition and medicine etc.

However, with strengthening of the pet human bond, further implementation of human nutrigenomics and advances in science and technology, who is not to say that that uber-premium petfood based on 3D printing and pet nutrigenomics will not become a reality? ♦



**David Primrose**

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



# Nutritional therapy

## Nutritional strategies in common canine digestive disorders.

### Role of nutrition

It is common knowledge that gut health is affected by food eaten every day, yet the role of nutrition in digestive disorders management is often undervalued, especially in comparison to pharmacological therapy. This happens regularly in veterinary and human medicine and it limits the patients to an incomplete, unsuccessful therapy.

Some of the common canine digestive disorders symptoms are vomiting and diarrhoea due to acute and chronic infections or inflammations (like gastroenteritis and inflammatory bowel diseases – IBD). In therapy and management, it is essential to develop an adequate nutritional strategy. This can include withholding food or feeding with highly digestible food and smaller but frequent meals that will limit gastric acid secretion and distension.

Oral rehydration with salts, amino acids and glucose is obligatory. Given the fact that prolonged digestive disorders lead to nutritional deficiencies, supplementing the diet with glutamine, vitamins, minerals, essential fatty acids and probiotics is also essential.

### Tailored nutritional strategies

Of course, general nutritional strategies can be further re-evaluated and tailored to the needs of the patient. For example, vomiting may result from food that prolongs gastric retention, such as food high in fat, soluble fibre or poorly digestible starch. On the other hand, small, low-fat, easily digestible meals can suppress vomiting while providing nutrients vital for gut immunity.

In the case of acute gastroenteritis (vomiting is present) or enterocolitis (diarrhoea is present), the standard strategy is to withhold food for 24-48 hours in order to provide bowel 'rest' and afterwards to feed smaller frequent meals of bland food like boiled chicken and white rice. This strategy was challenged by studies that have shown that strict fasting can do more harm than good, leading to further loss of nutrients and aggravation of symptoms.

Other studies showed that the suitable, complex food and nutrients provide an anti-inflammatory support necessary for intestinal recovery. Thus the concept of 'minimal luminal nutrition' was

proposed: patients should be immediately orally fed 25% of their resting energy requirements three times a day, while the other 75% is given parenterally (intravenously).

### Most suitable food

The food given in the management of digestive disorders should be highly digestible, low fat, with hypoallergenic protein and a limited amount of total dietary fibre.

### Carbohydrates

Boiled white rice is considered to be the best carbohydrate source for dogs with vomiting and diarrhoea since it is highly digestible and less likely to be allergenic in dogs. Other good carbohydrate sources include potatoes, corn or tapioca.

### Proteins

Proteins should be derived from one source, easily digestible (intact or hydrolyzed) and novel – in other words, not previously included in the dogs diet. Proteins are hydrolyzed to limit their antigenicity and also to increase digestibility. Diets with chicken, soy, fish or potato hydrolyzed proteins have shown great results in the cases of IBD, acute enteritis, food hypersensitivity and exocrine pancreatic insufficiency. Some of the drawbacks of these diets are the higher cost of production, persistent immunogenicity and high osmolality – which could promote diarrhoea in some cases. Still, findings in dogs imply that this is very rare. The usually recommended intact protein sources are cottage cheese, lamb or tofu, but the choice should be adjusted according to the dog's previous diet.

### Fats

In choosing the protein, one must also evaluate whether priority should be given to feeding a restricted fat diet over new protein (antigen).

*In therapy and management, it is essential to develop an adequate nutritional strategy.*

Restricted fat is necessary due to possible malabsorption and maldigestion that worsen diarrhoea.

### Fibres

Dietary fibres are beneficial in various digestive disorders and especially in fibre-responsive diarrhoea. Fermentable fibres like oligosaccharides have positive effects on gut microbiota and are used as prebiotics. However, insoluble fibres (e.g. cellulose and lignin) change the digestibility of nutrients while soluble fibres may worsen diarrhoea if introduced too rapidly in the diet. Fibres should be increased gradually and up to 10% of total dietary fibre on a dry-matter basis.

### Complex

Clearly, nutrition management of digestive disorders is complex and should be developed gradually and individually in order to create a suitable diet for each patient on the basis of its nutritional status and diagnosis. On the whole, this approach to digestive disorders can lead to a successful therapy and a healthy gut – a prerequisite for a happy dog. ♦

Reference for further reading:

*N. Cave (2012): Nutritional Management of Gastrointestinal Diseases. In: Applied Veterinary Clinical Nutrition. A. Fascetti, S. J. Delaney, eds., Wiley-Blackwell, WW. pp 175-219.*



**Jelena Šuran**

Assistant Professor, Faculty of Veterinary Medicine, University of Zagreb  
jelena.suran@vef.hr  
jelena-suran.com



# The flip side of supplementation

**While many supplemented products bring good additions and support health, there is a risk of an imbalanced food regime leading to a negative health impact.**

## **Something extra**

The dictionary defines a supplement as 'something that completes or enhances something else when added to it'. That would imply that whatever the supplement is added to must have something missing or it would at least be better off with the supplement. The dictionary uses synonyms like 'extra' and 'add-on' which is the way many have looked at the pet supplement market. Do our pets need something 'extra' or do they need an 'addition'

to give the best performance? And, are supplements only from capsules, tablets and powders?

## **Definitions**

The American Association of Feed Control Officials (AAFCO) defines a supplement as 'a feed used to improve the nutritive balance or performance of the total'. These are to be fed with other feeds or offered free choice by themselves or mixed into a complete feed.



*Adding treats, dental chews or any edible product will impact the balance and delivery of nutrients in the primary food.*

This wording implies only nutritional improvement of some sort and could imply something is missing that a supplement would help. This definition could imply the total food regime would work better with an additional supplement.

The US FDA defines dietary supplements as products taken by mouth which contain a dietary ingredient. These include vitamins, minerals, amino acids, botanicals, enzymes and other nutritional components. This definition does not imply much at all except supplements bring nutrient and physiological support.

### Business opportunities

Clearly, with these various perspectives, there is no limit of the delivery systems (e.g. food, treats, supplements) for nutritional product add-ins. These can come in many forms (extruded kibble, cans, tablets, capsules, powders, bars, liquids, et cetera). Business opportunities to provide supplementation would exist when the primary food product is missing something or is not well-fortified to adequately meet the target performance.

Beyond, these perspectives, there could be incidences where health conditions mandate the addition of a particular nutritional component not defined as a nutrient. A good example of that is the benefit of supplementing taurine in dogs with an increased risk of cardiomyopathy or the addition of chondroprotective components. Other examples include chondroprotective ingredients, L-Carnitine for weight management, turmeric for pain management, probiotics for digestive support, and plaque disruptors in oral health.

The National Animal Supplement Council (NASC) is a rather new organization, but has led an excellent, major impact in providing solid information on both

health and nutritional supplements. They define an animal health supplement as 'a product intended to support maintenance of normal biological structure and function in animals which are not intended for human consumption (dogs, cats, horses)'. These supplements come in 'dosage form' and support health of the animal (e.g. joint, intestinal, probiotic, immunity). Further, they define a nutrition supplement as 'a product intended to provide nutritional value as a component of a complete and balanced food'. That is, the entire food regime. According to this, supplements come in measured amounts (e.g. vitamins, minerals).

### Processing

In the field of pet nutrition, our processing methods vary with form (canned, soft-moist, meat strips, baked, dry extruded, liquid, et cetera). Each process offers distinct challenges in providing optimal nutrition. Higher levels of taurine are needed in canned foods. Dry extrusion can promote the loss of 30% to 50% of the food's added vitamins. Several nutritional and health components are made unavailable in processing or are destroyed by heat, acidity, light or moisture. With new discovery of nutritional components that are beneficial, the processing chosen to deliver the supplement or food is critical.

In quick summary, it could be inferred that a supplement is needed when something is missing in a dietary regime. It could also be needed when a food regime is not well-fortified, but it could also impact the health or condition of the pet when a food by itself cannot.

► SEE NEXT PAGE

Foods for pond fish

Premium foods for cyprinids developed with special attention to valuable koi species living in garden ponds. Unique food compositions based on highest quality ingredients satisfy fish's high nutritional demands and ensure their excellent health and condition.

**Tropical** WE FEED WE CARE WE LOVE

www.tropical.pl

**Golden Eagle Petfoods UNITED KINGDOM**  
**Golden Eagle Holistic Health**

A unique nutrigenomic complete food for dogs, which does not contain any pet harmful impurities. The Golden Eagle range of Petfoods contains: prebiotics (FOS and MOS), probiotics (yoghurt type bacteria), multi-, single protein and grain-free diets, and high quality European raw materials. No E-numbers! Do you already have the healthiest pet food in the world in your product range? If not, contact us.

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

Choose an active life™  
 choose YUMOVE®

The UK's No.1 Veterinary joint supplement\*

**Lintbells** supplements are widely available throughout Europe and Asia - see how products like YuMOVE Dog can help your customers at [www.lintbells.com](http://www.lintbells.com)

\*Kynetec VetTrak Sales Data, MAT values (December 2017)

## Unintentional impact

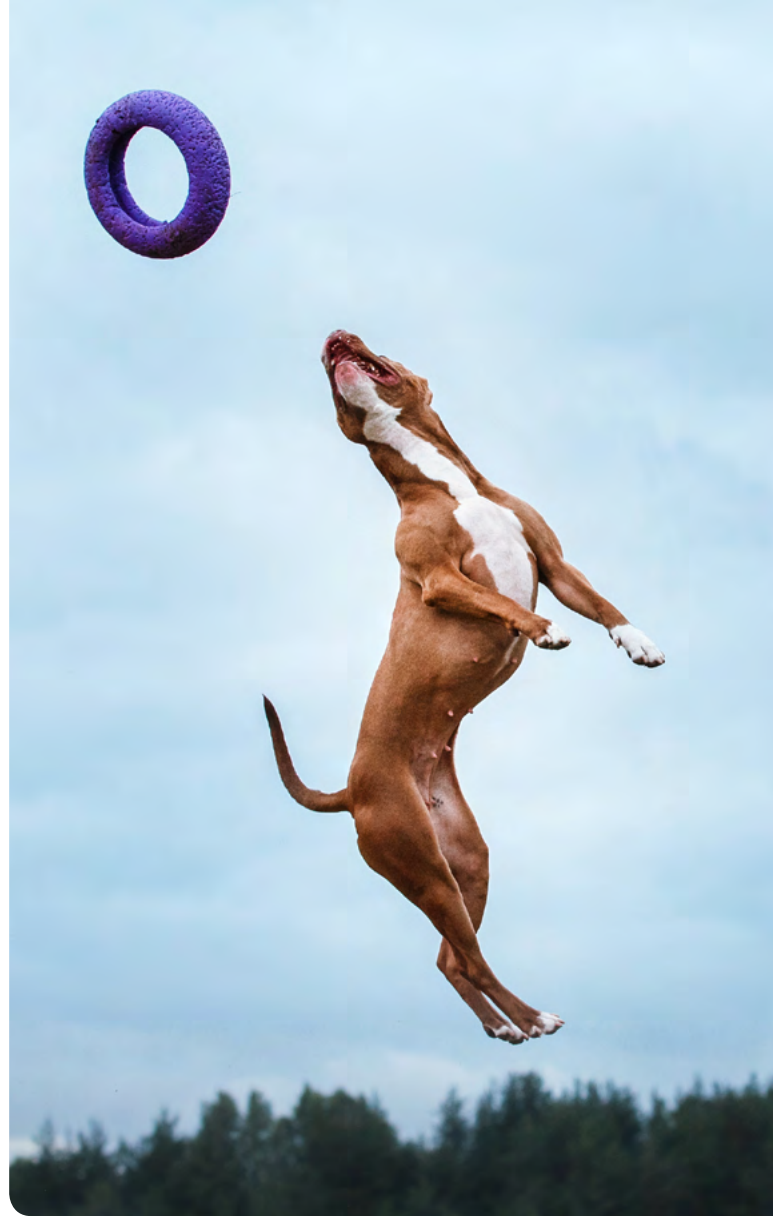
Beyond direct attempts to 'add-in' a nutrient or a nutritional component, consumers unknowingly supplement their balanced foods almost daily.

Adding treats, dental chews or any edible product will impact the balance and delivery of nutrients in the primary food. The same occurs when a consumer mixes foods or switches foods often. The original nutritional target of any brand is now altered by the 'additions' as the balance and fortification change. Nutrition supplements (fish oil, herbs, spices, enzymes, et cetera) further impact the 'complete and balanced' goal of the food such that the total food regime. None of this is without the 'hope' of making the pet better in some way, but it is very often misguided or misdirected.

When we consider treating or rewarding, giving five standard baked treats to my pet Golden Retriever's diet would raise caloric intake beyond desirable and I would soon have an over-weight dog. But, beyond calories, the addition of more nutrients in these treats imbalances the food's nutrient targets and reduces the fortification. This is true of all extra 'edibles' as they become 'supplements'. So, the term 'supplement' becomes cloudy when we consider that all edible products could bring both nutritional and health impacts as supplements.

## Balance

How can any consumer correctly balance their pet's food regime? How can a consumer correctly use supplements to build a healthy food regime? The quick answer is they cannot. Consumers will balance their own pet's food, treats, chews, supplements, food scraps, et cetera, about as well as they balance their own food choices. They do not have formulation programmes or nutritional degrees. They will simply hear the product messages and blend them hoping they have done well by their pet.



While many supplemented products bring good additions and support health, there is a risk of an imbalanced food regime leading to a negative health impact. Nutrient and potentially health supplementation comes in every treat, dental chew, rawhide and table scrap. It is not uncommon for a consumer to pour on too much fish oil, add too many chondroitin meat squares or offer too many dental sticks. Products that supplement must also consider their impact on food and advise consumers accordingly. While we try to offer health benefits in one supplement, we may be harming health with too many other additions. ♦



**Dr George Collings**  
gcollings@cnutritionalsolutions.com  
cnutritionalsolutions.com



# A great catch

**A well-balanced diet is essential for healthy living. That goes for humans as well as pets. Good food provides the body with all the nutrients, vitamins and minerals required to function optimally and prevents a wide range of serious health problems. For good reason, functional foods and supplement-enriched products have become an inextricable part of our everyday menu. And now pets get to taste the same benefits.**

### Health benefits

Functional foods and supplements are food-related products laced with bioactive, plant- or animal-sourced components. Dosed correctly, they can offer many health and medical benefits. Increasingly, the pet food industry acknowledges the value of dietary additives. For senior pets, for instance, vitamin and mineral supplements are recommended to counter dental problems, boost cognitive activity and prevent treatment for age-related diseases. Also, adding proteins to the daily menu of indoor pets helps them to keep a stable weight.

By restoring the delicate nutritional balance, supplement-enriched pet foods add to the quality of life of our pets.

### Fish oil à la carte

Of all the dietary supplements, fish oil is one of the most commonly consumed. In the northern parts of Europe, people have been using cod liver oil for ages to boost their immunity and compensate for the long, dark winters, and today more than one fifth of all Americans take fish oil supplements on a daily basis.

As one of the most researched nutrients on the market, omega-3 fatty acids have a well-proven track record. They are recommended to improve overall health, enhance brain activity and offer a natural solution to aching joints and stiff muscles, to name just a few benefits.



But, however great the potential of fish oil, it is the balancing that makes the supplement truly effective. Different applications require different compositions – that is why at IQI we serve fish oil à la carte, a special blend of DHA and EPA made to the exact specifications of our clients.

### Proven remedy

DHA (Docosahexaenoic acid) and EPA (Eicosapentaenoic acid) are two highly unsaturated omega-3 fatty acids. Without going into too much detail, the difference between the two nutrients is best explained by their functioning in different conditions and life stages.

Research shows that DHA has a beneficial effect on the developing brain and the maturation of puppies and kittens, while EPA is purported to have a positive effect on the overall health and immunity of older pets. And blended together in specific ratios, DHA and EPA offer a remedy to a variety of clinical disorders.

Omega-3 fatty acids are proven effective in the treatment of arthrosis and skin and fur problems, and increasing evidence supports the use of omega-3 fatty acids for inflammatory diseases, such as atopy and renal disorders as well as cardiovascular problems, hyperlipidemias, and osteoarthritis.

*Blended together in specific ratios, DHA and EPA offer a remedy to a variety of clinical disorders.*

Although the therapeutic effect of dietary omega-3 fatty acids has been evaluated to a greater extent in dogs than in cats, it is safe to say that all pets benefit from fish oil supplements, provided they come perfectly balanced.

### Two centuries of fish oil experience

The effectiveness of omega-3 supplements is not only determined by their composition; the quality of the ground material is equally important. To follow the exact recipe, you first have to catch the right fish. As difficult as it may seem, a Dutch-based family firm has mastered both disciplines. Building on nearly two centuries of fish oil trading experience, Smit & zoon stands out as an excellent sourcing specialist with great technical knowhow. Acting at the forefront of sustainable fishery, they have the quality sources and the expert know-how to deliver all the desired EPA-DHA ratios, no matter how strict the specifications.

### Access to the source

As functional foods and dietary supplements are becoming increasingly common in the pet food industry, IQI and Smit & zoon have decided to join forces to secure the future. With the takeover of Smit & zoon's Functional Oils division, IQI now has all the experience and technical expertise it needs to meet its customers' specific demands. More importantly, with direct access to the source, IQI can live up to its promise of 100% traceability and guarantee the best quality from source to shelf. ♦



**Sven Gravendeel**  
CEO of IQI certified petfood ingredients  
sven@IQI-petfood.com  
IQI-petfood.com

# UNDERSTANDING TEXTURE & ENHANCING NUTRITION

We have the products, knowledge and expertise in place to deliver high quality ingredients for petfood.



## PETFLOUR®

The optimal pregelatinized wheat, corn, rice and pea flours for the production of treats, dental sticks and semi moist products.

## PRESCO® PETFOOD

Pre cooked cereals assure 100% digestible starch. It can be used in pelletized dog food, dog diners and mueslis for rodents and birds as well as ingredients for treats and semi moist products.



**UNICORN**  
GRAIN SPECIALTIES

[WWW.UNICORNGRAIN.COM](http://WWW.UNICORNGRAIN.COM)



# Improving pet wellbeing by shaping gut microbiota

According to market research, over 80% of new pet food product launches make some health-related claim. Functional ingredients are a must for pet food manufacturers, but these must be carefully sourced, safe, and documented for their benefits.

## Wellbeing

The first concern for any pet owner is the wellbeing of their beloved pet. There are four main principles commonly used to assess animal wellbeing: good feeding, good housing, good health and appropriate behaviour. Some of these parameters can be linked to a central organ that is often underestimated: the gut and its billions of inhabitants. Is there a way to improve pets' wellbeing by shaping their gut microbiota?

### Understanding gut microbiota

The gut microbiota is a dynamic ecosystem and its composition differs between individuals but also within the same individual. Several factors such as genetics, age, environment, diseases, antibiotics and diet can affect microbiota composition. Functional ingredients such as prebiotics and probiotics, widely used in humans and well-documented in many species, have shown to positively affect pets' microbiota. In dogs, the probiotic yeast *S. cerevisiae* var. *bouardii* has been demonstrated to be beneficial in diarrhoea prevention or management when given together with antibiotic therapy.

### Beyond the gut

Gastro-intestinal disorders are well-known to be associated with alteration of the gut microbial communities. More recently, a bi-directional link between certain conditions (i.e. obesity, atopic dermatitis, diabetes, et cetera), and gut microbiota composition has been increasingly documented. Recent studies have investigated the differences in composition of the faecal microbiota between lean and obese dogs, pioneering the use of natural microbial solutions to provide an alternative approach to canine obesity.

### The second brain

Today, stress and anxious behaviour are big concerns for most pet owners. These conditions have been linked to gut health and microbiota composition, but how? The answer is the gut-brain axis, a complex communication system that is likely to influence motivation and higher cognitive functions. Brain and gut communicate through hormones as well as through a vast network of neurons, the enteric nervous system, or 'second brain'. This is certainly one of the most fascinating areas of research in the last decade, and one in which functional ingredients, able to influence the microbiota, have a crucial role to play.

### Targeting the market for pet wellbeing

Shaping intestinal microbiota by supplementing with specific functional ingredients could be a way to optimize pets' overall health and, consequently, improve their wellbeing. Lallemand, an expert in developing microbial-based solutions for animal and human nutrition, has developed a platform of natural, research-backed pet nutrition solutions to support immunity, alleviate oxidative stress, or support digestive comfort, and can help target pets' wellbeing (see table). The company offers specific technical support and expertise in functional ingredients to help manufacturers to formulate pet food and pet supplements in order to address market demand. ♦

### Categories of Lallemand natural solutions and their potential benefits in pet nutrition

	DIGESTIVE CARE	IMMUNITY SUPPORT	OXIDATIVE STRESS CONTROL	WELL BEING
Yeast derivatives (e.g. yeast cell walls)	■	■		■
Antioxidants		■	■	■
Heat treated bacteria (also called paraprobiotics)	■	■		■
Probiotics	Yeast*	■		■
	Bacteria*	■		■

\* Not authorized in the European Union

Extensive white paper about this topic:

[globalpets.community/article/lallemand\\_microbiota](https://globalpets.community/article/lallemand_microbiota)



**Francesca Susca, DVM, Ph.D**

Pet Development Manager, Lallemand Animal Nutrition  
 fsusca@lallemand.com  
 lallemandanimalnutrition.com



The health benefits of fish oil are widely known, but there's a catch to producing Omega 3 a la carte. And that is where we excel. We know how to create a delicate blend of constant quality. Whatever EPA-DHA






## Fabulous Fish



ratios desired, we provide a solid product all year round. Following your exact specifications, we make excellent oils from fabulous fish.

**certified petfood  
ingredients**



# The changing role of the private label manufacturer

**People buy brands not products. The role of the private label manufacturer is no longer to simply provide products. Its role is to assist in the building of brands.**

## A step forward

The 1990s saw a huge push towards globalization and the rise of the big brands. Nike, Coca Cola and McDonalds were idolized as examples of marketing perfection. Consumers absorbed all the messages and the future seemed to be completely in the hands of the corporate giants. Fast forward to the social media generation and consumers have changed. Millennials are now sceptical of the big corporations and instead seek a less corporate alternative. Private label manufacturing has lowered the barriers to entry and given a new lease of life to smaller, more niche brands, designed to target specific segments of the market with creative and engaging messages.

## Marketing myopia

Marketing myopia, a term coined by Theodore Levitt, is a potential pitfall we should keep in mind. A business

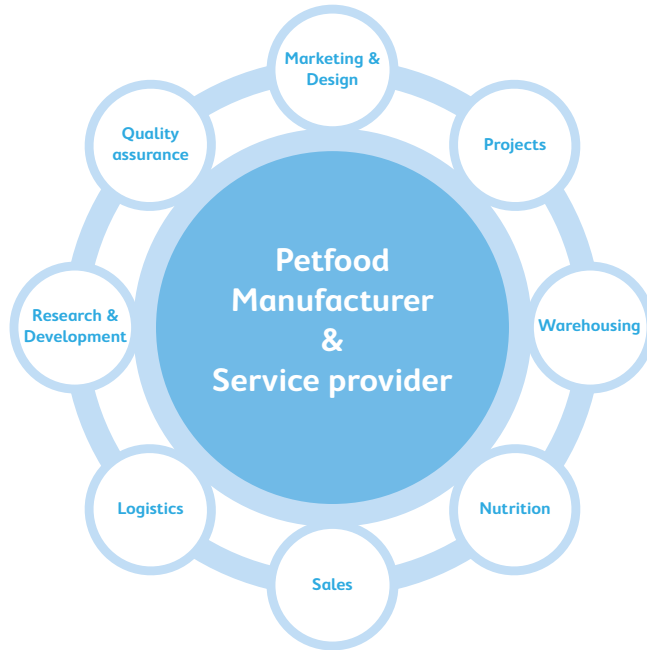
suffers from marketing myopia when a company views marketing strictly from the standpoint of selling a specific product rather than from the standpoint of fulfilling customer needs.

Pet food manufacturers should be mindful and ensure they do not suffer from marketing myopia. Indeed pet food manufacturers should strategically position themselves as service providers of solutions and not simply pet food manufacturers.

## Service in mind

What services should be offered? Should private label manufacturers charge for these services and how can value be truly articulated? These are all questions that continue to challenge manufacturers who are investing in the service provision.

Services could be broken down into different



business units. These include Marketing, Design, Projects, Nutrition, Sales, Account Management, Warehousing, Logistics, Research & Development and Quality Assurance.

**Why services are needed**

As the demographic of pet food buyers continues to change and their buying behaviours evolve, it is the brands that are more aligned with these values that will ultimately succeed. Subscription services, tailored pet food and the growth of online purchasing all point to an ever changing landscape that brands must be both aware of and poised to capitalize upon.

**Private label expertise**

Private label manufacturers are in the advantageous position to be able to view the market on a macro level and share such wisdom with their customers. Being able to recognize political, economical, social, technological and environmental (PESTLE) factors that impact upon the sector and equip the customers to both defend against the risks and take advantage of the opportunities. In addition, manufacturers are also able to analyze market trends, brand positioning and crucially deliver USP opportunities.

A strategic change of focus requires investment, both in terms of capital expenditure but also crucially in terms of personnel. Different skill sets are needed

as well as new processes and procedures. Services offered should include brand design, customer segmentation, brand positioning, strategic marketing and social media planning plus a whole host of other marketing services, essentially offering a consultancy service for all partner brands.

**Nutrition**

Nutritionists should not only be tasked with creating highly beneficial recipes for brands but also required to work closely with the marketing team to analyze trends, capitalise upon the sourcing of novel ingredients and create bespoke recipes that are highly aligned with partner brands ethos and values. This would require a change in focus and development of a commercial skill set.

**The complete solution**

People buy brands, not products. The role of the private label manufacturer is no longer to simply provide products. It is instead to assist in the building of brands. Those who understand and act to avoid marketing myopia will be those who are equipped to succeed. ♦



**John Hewitt**  
Marketing manager  
john.hewitt@ga-petfoodpartners.co.uk  
ga-petfoodpartners.co.uk



Holland Animal Care THE NETHERLANDS

# A leading Dutch one-stop shop distributor in animal products

**Based in the east of the Netherlands, Holland Animal Care distributes products in more than forty countries.**

## **Distributor and producer**

Founded in 1987 by Gerbert Hofman as a company specializing in medicine and supplements for cattle, Holland Animal Care has now grown into an international business with 70 employees, distributing more than 8,000 products in more than 40 countries.

In the early years of the company, the products were only related to cows, sheep, horses and agricultural products. In 2003, the company introduced the first items for dogs, cats and other small animals. Entering the pet market was a very conscious decision, despite the competition already being quite fierce.

That is why Holland Animal Care decided to invent its own niche and introduce products of very high quality. At present, all major brands such as Kong, JW, Chuckit, Jolly, Dog Comets, Country Dog, et cetera, are available.



farmers, building healthy relationships with its customers has always been at the core of the business. A team of twenty sales representatives travels to all the company's customers throughout Europe, providing all necessary information about products and services.

### Feed supplements

Holland Animal Care also produces feed supplements at its own facilities in Wierden, the Netherlands, adhering to the strictest hygiene standards (GMP+ HACCP). Supplements and care products are produced under its label Excellent or under several private labels throughout Europe. A special team of employees is responsible for the production of these products, the relevant quality control, and adequate labelling.

Everything is done in-house, making the company a unique player in the international market in animal care products for pets, horses, cows, sheep, pigs and rodents. A whole range of products is ready for ordering at the click of a mouse.

Agricultural dealers, equine stores, pet shops and veterinarians can order directly. The website is easy to use and offers competitive prices for all major brands, but also for its own supplements.

It also showcases innovations in the market, information on laws and regulations, tested products and much more. Basically, the website is not just about ordering products: it is a one-stop service portal.

### Smartshipping

The company has also introduced Smartshipping. If a dealer wants to order a product for a customer and does not yet have it in stock, it will be sent to the consumer on the same day in the dealer's name.

This service covers the entire European continent. Here the benefits of online and offline purchasing come together to provide the best customer experiences for both consumer and dealers. A unique win-win situation.

In the end, what it comes down to is providing the best quality on offer combined with great customer satisfaction. This philosophy has made this family business a modern, innovative global company that is one of the leading distributors and producers in Europe. 2018 will bring Holland Animal Care to all major trade fairs, such as Anido, Iberzoo+Propet, Interzoo, Dibevo, Eurotier and Spoga.

The company will also be moving into a new office building, three times bigger than the one it has now. This one-stop shop distributor is ready for the future. ♦

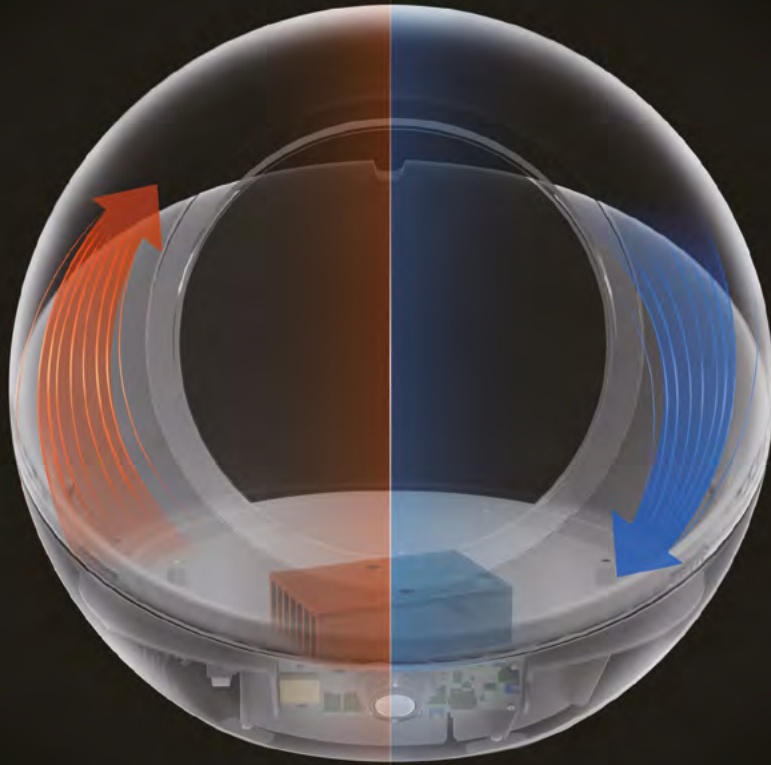
INTERZOO – HALL 4, BOOTH 626

In October 2017, a completely new line of dog toys was introduced, providing a 100% guarantee for customers. Should a dog happen to destroy one of the toys, the customer will immediately receive a new product.

This does not only reflect the quality standards of the company, but also its attitude to customer satisfaction. As the original clients of the business were

♦ **Holland Animal Care**  
info@hollandanimalcare.nl  
hollandanimalcare.com

PETKIT®



# COZY

## SMART PET HOUSE

COOL + WARM

COZY is more like a comfortably thermostatic embrace for pet. It offers a better rest place by adjusting the bed temperature depends on the service environment. It fits for cats and small size dogs.



WWW.PETKIT.COM  
CONTACT US: sales@petkit.com



## Sport and outdoor

Whilst pet daycare, expensive pet nutrition products and innovative activity toys have reached peak supply, there is an exciting area of growth in the pet sports and outdoor market. Let us take a look at the latest key products within this exciting area.

Opportunities for the sports  
and outdoor market  
Pratiko ITALY

54  
57



# Opportunities for the sports and outdoor market

**Whilst pet daycare, expensive pet nutrition products and innovative activity toys have reached peak supply, there is an exciting area of growth in the pet sports and outdoor market.**

## **An exciting area**

The 2017 Mintel report on US pet ownership notes that younger adults are active purchasers in the pet market, with engagement declining with age. It identifies opportunities in products dealing with health and convenience benefits, in line with human trends. Build into this is the positive estimation that in the US, total spending on pet products is growing about 50% faster than the retail sector as a whole.

Let us take a look at the latest key products within this exciting area.

## **Pet obesity**

Pet obesity has risen for the sixth consecutive year, creating serious concerns about the animals we love. Obesity can reduce life expectancy up to two years, a huge section of a pet's life.

Just a 20% increase in body weight can contribute to serious health conditions, including diabetes. Pet obesity is simple to understand: dogs and cats are being fed too much of the wrong food, and not exercised enough. Here is the opening for pet industry professionals.





### Pet fitness, weight loss and exercise

Nutritional advice is widely available, with quality foods for pets, but equally available is a wide range of 'treats' that pets do not need, but humans like to give. Such 'cupboard love' can cause enormous harm, so healthier, low-fat treats are a marketable must.

Ever had a personal fitness trainer at the gym? These are now available for dogs, with exercise and nutrition plans being available both online and with local consultants. Dog treadmills provide a range of styles and sizes for each dog. Ironically, given that in the US, 250,000 dogs do not get walked at all, a treadmill is said to provide the perfect solution. For owners who cannot access the outdoors due to severe weather, are elderly or struggle with mobility, a treadmill is presented as the perfect solution to health issues.

Fitness balance balls for canines are said to increase dogs' confidence, stability and balance as well as improved muscle tone claims. Human gym phrases such as 'stabilizing the core strength' are common. Franchises to train owners in proper canine workouts are growing. Sport high bounce and agility balls provide active dogs with even more speed-building enjoyment.

### Cat agility

Indoor cats now have complete, constructible gyms such as the Kitty City, a connectable and stackable amusement park for cats with built in toys and activities to ensure that even the laziest of cats can get a workout. Multifunctional items such as food-hunting and movement toys help to stimulate the cat's natural desire to hunt, hide and chase. Cats would naturally achieve these goals in an outdoor lifestyle, but artificial means exist due to the risk of cats wandering off or being injured by traffic. The question remains as to which is more 'natural'.

### Sports gear

Finally, has there been a growth in traditional dog sports? It seems not. Agility, flyball and other dog training do not seem to be involved in the massive market growth, even though long-existing activities such as Cani X involves both dog and owner in enjoyable runs through forests and parklands. If actual sports were not an owner's hobby, pet clothing emblazoned with the logos of favourite football and other sports teams are popular, too. By far the most oft-repeated catchphrase throughout all marketing of sports and fitness pet products is 'Your pet will love you for it'. Let us hope they do. ♦



**Karen Wild**

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

# 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



**Interzoo 2018**

**Booth: 9-552**

<b>HANDCRAFTED</b> QUALITY ***	<b>RESEARCHED</b> COMFORT ***	<b>CONFORTABLE</b> FIT ***	<b>ECOFRIENDLY</b> MATERIALS ***	<b>HYPOALLERGENIC</b> MATERIALS ***	<b>RELIABILITY</b> TESTED ***	<b>ITALIAN</b> PRIDE ***			
				<b>DISCOVER OUR PRODUCTS</b> <b>PRATIKO-PET.COM</b>					

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



Pratiko ITALY

# Handcrafted in Italy

**A new range of comfortable, reliable vests, handcrafted in Italy.**

## Decades of know-how

Pratiko's history began in the 1970s, during the boom in research, development and production of innovative materials for the sports and safety shoes market. Recently, the company's love for animals has driven it to apply its know-how to the study of textile fibres and the development of exclusive, innovative, hypoallergenic, hydrophobic pet accessories, free from chemical colourants.

Pratiko is driven by passion, and has managed to establish itself both nationally and internationally in just a few years.

The company is commercially represented by several distributors and pet retail chains in the Italian market (where sales grew by 199.57% in 2017 compared with 2016), and around the world (with 61% growth compared with 2016).

## Continuous optimization

Pratiko's close collaboration with veterinarians and dog groomers ensures that its accessories are created and tested with the health and well-being of both small and big pets in mind. Continuous investment in quality and design has resulted in a wide range of vests for small and medium-sized dogs, all handcrafted in Italy with certified materials.

Each vest is complemented by an extensive range of well-designed leads made of colourful, eco-friendly and hypoallergenic PVC, combining comfort and practicality. The whole Pratiko range has been developed sustainably with care for the environment. Pratiko is also involved in projects that have a positive impact on society.

## New innovations

Pratiko's leading product is its patented harness. Extremely easy to fit, this is a comfortable, reliable product specifically designed to avoid any sort of pressure on the neck and front paws.

As a result of its on-going research, Pratiko has now departed from the adjustable V-shaped harnesses by introducing two further innovations for the prominent brand.

Pratiko is looking to the future with confidence. ♦

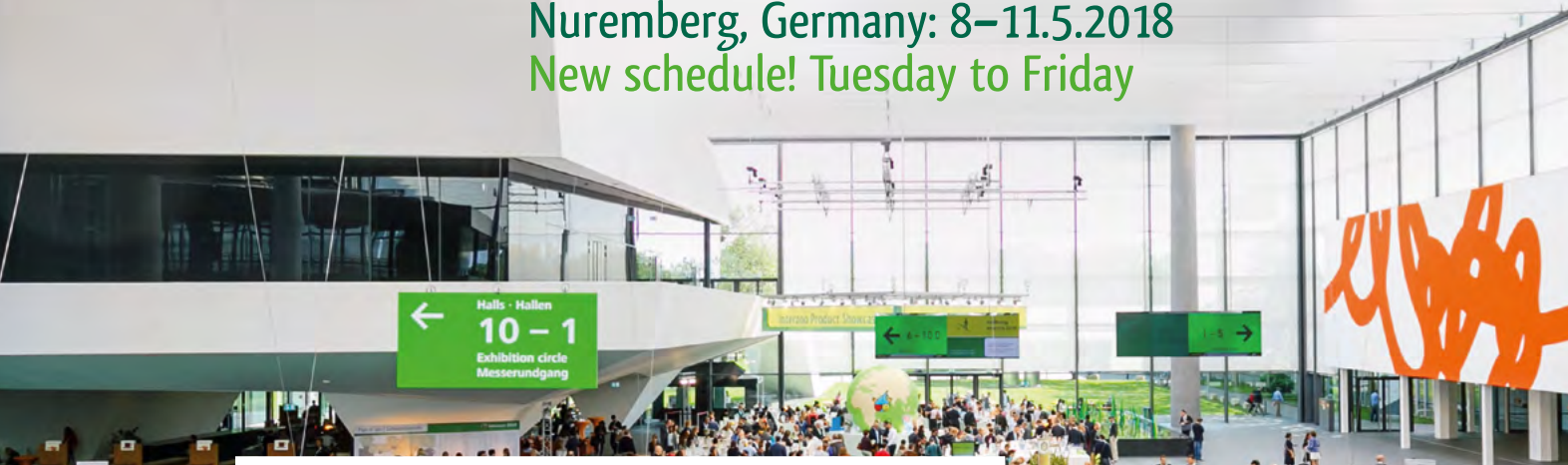
♦ **GR Tech S.r.l.**  
info@pratiko-pet.com  
pratiko-pet.com



# Interzoo 2018

35. International Trade Fair for Pet Supplies

Nuremberg, Germany: 8–11.5.2018  
New schedule! Tuesday to Friday



**World's largest choice of pet supplies**

The latest trends and a wide range of products: at the world's leading trade fair for pet supplies, you can join 40,000 trade visitors to gain a unique overview of the innovative products and services available – exactly what you need to enrich your product line and increase your revenues.



**Dynamic B2B marketplace:**

- 1,800 exhibitors (82% international)
- Newcomers, niche brands
- Market-leading brands
- Valuable business contacts
- Exchange of experiences
- 115,000 m<sup>2</sup> of exhibition area

We're looking forward to seeing you!

Further information is available at  
T +49 9 11 86 06-49 69 or [interzoo.com](http://interzoo.com)

Admission for trade visitors only

**Follow us on**

[twitter.com/Interzoo\\_fair](https://twitter.com/Interzoo_fair)

[linkedin.com/groups/Interzoo-7450852](https://linkedin.com/groups/Interzoo-7450852)

[youtube.com/user/InterzooFair](https://youtube.com/user/InterzooFair)

**Organizer**



**Honorary sponsor**



**Organization**





## Preparing for Interzoo

The organizer expects to welcome more than 1,800 exhibitors to Interzoo 2018, the world's leading trade fair for the pet industry. In this section, a selection of these exhibitors announce their presence at the fair.

Interzoo 2018: New services to make your participation a success	60
Exhibitors announcing their presence	62



Interzoo 2018

UNITED PETFOOD

Worldwide  
approved  
quality.

 Interzoo 2018

Visit us at stand 5-233

8-11.5.2018



# Interzoo 2018

## New services to make your participation a success

Organizer WZF GmbH expects to welcome more than 1,800 exhibitors to Interzoo 2018, the world's leading trade fair for the pet industry.



*Tested and approved*  
by our international judges 

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



### Most important event

Interzoo is set to take place from 8 to 11 May 2018, and provides a host of services for clients to make their participation a success.

“We have good reason to announce that Interzoo 2018 will once again be the most important event in the pet supplies industry in the coming year – the display area booked is already larger than the total area covered in 2016. Of the companies that have registered so far, 80% come from abroad, while there has also been greater interest on the part of German companies,” reports Hans-Jochen Büngener, Chairman of the Interzoo Exhibition Committee.

Among the European countries, companies from the UK, Italy, the Netherlands, Austria and Turkey have ordered larger stand areas than at the previous event. International exhibitors from Asia and America have also booked larger stands. In particular, more registrations are coming in from China, Hong Kong, India, Canada, Macau and South Korea.

A lot of foreign companies are participating in Interzoo as part of a national pavilion. For 2018, Brazil, China, the UK, Hong Kong, Ireland, Italy, Canada, Singapore, Taiwan, the Czech Republic and the US have already registered pavilions.

### New newsroom

As of now, trade fair participants can find all the important news about Interzoo in the new newsroom: [interzoo.com/news](http://interzoo.com/news). Press releases, photos, videos and Twitter news are offered as a compact overview with links to more detailed information. Announcements from the Interzoo newsletter and trade fair newspaper ‘Interzoo Daily’ will soon be added, as well as digital press and product information from exhibitors.



## Interzoo 2018

### ‘Product Showcase’ goes online

Product highlights and trends attract special attention at the Interzoo ‘Product Showcase’. This special exhibit in the high-traffic entrance area drew a lot of visitors at the last event. At Interzoo 2018, exhibitors can once again use this special zone to present selected products. In addition, participants in the Product Showcase will be highlighted in the exhibitor directory section of the printed exhibition catalogue and with a pictogram in the exhibitor database. For Interzoo 2018, the product announcements are linked with the new newsroom and are therefore visible to an even larger online audience.

At the venue itself, exhibitors can also draw attention to themselves by advertising on LED pylons and panels, light boxes and banners. Furthermore they can book promotional ‘walking acts’ for the first time at the next Interzoo.

### New: Retail Tour in Nuremberg

For exhibitors from Europe or overseas, Interzoo offers a Retail Tour on Monday 7 May at 12 pm. This excursion is a good opportunity to get to know German pet shops in the Nuremberg region. The afternoon will start with a reception in the exhibition centre: attendees will learn about the situation and structure of the German pet market, then three busses will take the participants to three or four notable pet markets in the region.

To register for the Retail Tour, contact Nadine Fröhlich at +49 (0) 911 8606 8452 or [nadine.froehlich@nuernbergmesse.de](mailto:nadine.froehlich@nuernbergmesse.de). ♦

♦ **Interzoo**  
[interzoo.com](http://interzoo.com)

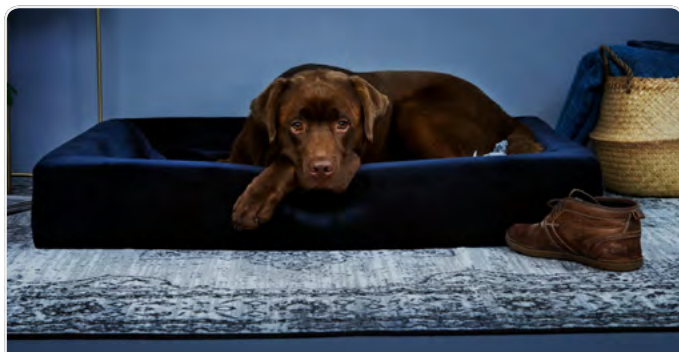


**Shandong Luscious Pet Food Co., Ltd CHINA**  
**Tasty and natural pet treats**

New snacks are coming: cheese knot (duck), dental knot (chicken) and chicken biscuit with millet and carrot, or with millet and seaweed. Founded in 1998, Shandong Luscious is one of the largest pet treats manufacturers in China. Their extensive product range includes dry meat snacks, dental chews, biscuits and canned food. Shandong Luscious received HACCP, ISO9001, BRC, SMETA, BV, GMP certificates.

INTERZOO – HALL 1, BOOTH 516

**Shandong Luscious Pet Food Co., Ltd**  
 xincheng@chinaluscious.com  
 www.chinaluscious.com



**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 fifty 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.

Looking for wholesalers/distributors in all of Europe.

INTERZOO – HALL 3, BOOTH 663

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



**Zolux FRANCE**  
**AQUAYA range of aquariums**

AQUAYA is a range of two aquariums: 'Wiha' (4 liters) and 'Jalaya' (9.3 liters), available in four basic colours. This ready-to-use concept has a refined design and are equipped with a waterfall filter and LED lighting (two positions of light). The AQUAYA range is completed with an assortment of 'Ashewa' natural marbles with polyurethane coating (no limestone, no dust), and plants in 'PlantKit' (four types per aquarium). A complete AQUAYA package is available for distributors.

INTERZOO – HALL 1, BOOTH 206

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



**Inodorina ITALY**  
**Hygiene products with Italian quality and design**

Inodorina® is the brand that handles the hygiene of pets and their environment. In addition to the variety of wet wipes (Cotton-Sensitive-Argan Oil), the catalogue offers a series of shampoos, deodorants, as well as a professional grooming line and a home detergent line: a truly complete range of solutions for all the needs of cats and dogs.

Looking for business partners.

INTERZOO – HALL 3, BOOTH 140

**Pet Village srl**  
 info@petvillage.it  
 inodorina.it



# Looking for...

**'Looking for...'** is a brand new platform connecting pet industry players worldwide.

#### What is in it for you?

- Finding international business partners has never been easier.
- Registering for a basic profile is free, with an option to upgrade to advanced, advanced+ or even premium. We advise a premium profile for maximum impact.
- You can manage your own profile, which makes it easy to keep it up to date and accurate.
- Upgrade your profile at any given time.

**Join a global network of 20,000 connections in the pet industry**

For more information visit [globalpets.community/lookingfor](http://globalpets.community/lookingfor)



**TECO ITALY**

#### Paradigm: innovative all-natural water conditioner

TECO S.r.l. is the Europe (except UK) trade distributor of ATM products. ATM (Acrylic Tank Manufacturing) offers professional and reliable products for the care of freshwater aquariums, marine and ponds, from public to home tanks. One of the best sellers is Paradigm, the innovative all-natural water conditioner. With the addition of vitamin C and aloe vera. Add it to your fish food, for boosting of the immune system.

INTERZOO – HALL 4, BOOTH 202

**TECO S.r.l.**

info@tecoonline.com  
tecoonline.com



**KW Zone CHINA**

#### New Dophin Air Pump

Dophin AP1501 & AP1502 are designed to suit different sizes of aquaria. One comes with a single outlet and the other with a double outlet. The product is equipped with an adjustable air flow on the top cover. You can include the air tube and plastic air stone in one unit. KW Zone is a one-stop manufacturer.

INTERZOO – HALL 4, BOOTH 642

**KW Aquatic Supplies Sdn.Bhd.**

cyh@kw-zone.com  
kwzone.com



### **The Company of Animals UNITED KINGDOM** **Launching a new global branding**

At The Company of Animals we are passionate about creating behaviour enhancing products to improve the relationship between people and their dogs.

All our products are developed alongside Dr Roger Mugford's renowned Training and Behaviour Centre in the UK which gives us a unique insight into the design of canine training and behaviour solutions. We are now globally recognised for innovative brands such as HALTI, Baskerville and Pet Corrector, selling in over 52 countries.

At Interzoo in May 2018 we are very excited to be presenting the global launch of our new Company of Animals branding. This rebrand strategy encompasses new packaging and messaging to ensure the consumer shopping experience across all our international markets is further enhanced, from product selection in store through to successful use with their dog at home.

**INTERZOO – HALL 4, BOOTH 301**

#### **The Company of Animals**

info@companyofanimals.co.uk  
companyofanimals.co.uk



### **Pet Head UNITED KINGDOM** **Fresh, fruity fragrances for perfectly pampered pets**

Pet Head is a fresh and fruity range of shampoos, conditioners and sprays, that have been specifically designed for use on our furry friends.

From puppies to dogs with dry skin, or dogs with coats that just need a good wash, there is a Pet Head product to suit every need. Our products are packed with natural ingredients that nourish your pet's fur leaving it soft, shiny and strong and that will leave your pet looking and feeling perfectly pampered.

All Pet Head formulas are manufactured to human quality formulas, are pH balanced, free from petroleum derivatives and parabens. We proudly say that our products are vegan, not tested on animals and that our bottles are 100% recyclable and manufactured in eco-friendly solar powered facilities!

#### **The Company of Animals**

info@companyofanimals.co.uk  
companyofanimals.co.uk



**Reptile One HONGKONG**  
**Reptile One Mini T2**

The Reptile One 'Mini-T2' is the perfect versatile, glass starter terrarium for small geckos, hatchling snakes, skinks, scorpions, spiders or stick insects. With raised feet to allow placement of a heat mat as well as stacking. The super fine steel mesh lid provides added security and ventilation. The Mini-T2 provides the ultimate viewing area for you and your reptile or insect, which will provide hours of enjoyment!

INTERZOO – HALL 4, BOOTH 140

**Aqua One China Co Limited**  
 sales@aquaone.com.hk  
 aquaone.com.hk



**Lex&Max® NETHERLANDS**  
**Launching new waterproof boxbeds**

Lex&Max has increased their assortment with beautiful waterproof boxbeds in colour black and dark blue. These high-quality boxbeds are available in three different sizes: 75x50 cm, 90x65 cm, and 120x80 cm. Each size can be delivered as completely filled boxbed or as a spare cover in a luxury box. Do you want to see more Lex&Max products? Please visit our website and our booth during Interzoo.

INTERZOO – HALL 4, BOOTH 510

**Lex&Max B.V.**  
 info@lexenmax.nl  
 lexenmax.com



**Sanal NETHERLANDS**  
**Introducing two new cat treat varieties**

The very successful range with functional cat treats in (re)closable cup will be extended with two new varieties:

- Sanal Multivitamin tablets
- Sanal Multivitamin tablets with Salmon

The yeast tablets are rich in vitamin B-complex, A, D3 and E. The Multivitamin Salmon also contains delicious salmon, rich in omega-3 fatty acids.

INTERZOO – HALL 4, BOOTH 226

**Nederma BV**  
 info@nederma.com  
 sanal.nl



**TECO ITALY**  
**TECO TK9000 model**

TECO's TK 9000 aquarium chiller was designed to fill the gap between the TK6000 aquarium chiller and the TK5K commercial chiller.

The TK9000 has approximately 50% more cooling capacity than the TK6000. This is achieved with a larger compressor, larger condenser, and larger exchanger. For aquarium use, this will maintain a system of up to 9,000 liters at up to 25 degrees Celsius.

INTERZOO – HALL 4, BOOTH 202

**TECO S.r.l.**  
 info@tecoonline.com  
 tecoonline.com

### 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
- can be disposed of in the toilet
- pleasant smell
- no artificial additives
- 50% less in weight

INTERZOO – HALL 4A, BOOTH 107

#### Draynecs BVBA

info@draynecs-catlitter.com  
draynecs-catlitter.com



### Hangzhou Tianyuan Pet Products CHINA Quality pet products from China

TianYuan has been delivering quality pet products for over 22 years, and is specialized in fulfilling customer projects from design to mass production. Our factory is audited. We fulfil all global standards to ensure the highest quality. We are available for any OEM or ODM based products. All developments are in-house, representative of global trends and demonstrative of our wide range of capabilities.

INTERZOO – HALL 6, BOOTH 412

#### Hangzhou Tianyuan Pet Products Co., Ltd.

yhxue@tianyuanpet.com  
petproducts.com.cn



### Beeztees NETHERLANDS

#### New: Beeztees Carton Scratch items!

Cats have the natural need to scratch. A cat owner can never have too many scratch items for his cat. Therefore, Beeztees added a new range of cardboard scratch items. The range exists of different cheerful designs for a nice price. Catnip will be supplied with the scratch items, which makes sure that your cat will be more attracted to the toy

INTERZOO – HALL 7, BOOTH 646

#### Beeztees

infoexport@beeztees.com  
beeztees.com



### Fido UNITED STATES

#### We make dogs smile!

Fido Inc. has launched new DoozieBone treats, available in Cheese and Peanut flavours that dogs love. With super food seeds, which results in extra amino acids that are excellent for dog's health, while removing plaque and tartar build-up. SuperBreatH are delicious treats that also fight plaque and tartar while they freshen the dog's breath. BellyBone has added probiotic and prebiotic, which helps digestive issues and sensitive stomach while cleaning the pet's teeth.

INTERZOO – HALL 7, BOOTH 508C

#### Fido, Inc.

brenda@fidobones.com  
fidobones.com

# Schesir®

NATURE



FOR CAT & DOG

Interzoo  
2018  
HALL 7 • STAND 655



ORGANIC

BIO



FORMULA NUTRITIONALLY APPROVED BY



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
DEPARTMENT OF  
VETERINARY MEDICAL SCIENCES

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



# Wanpy®

Global Leading Manufacturer  
of Pet Treats

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

**STOCK CODE: 002891**

**Premium  
QUALITY**



**Low Fat  
HIGH PROTEIN**



**Strengthens  
BONES**



**Healthy  
DIGESTION**



**Balanced  
NUTRITION**



**DHA Rich for  
BRAIN HEALTH**



**Omega 3 & 6 Rich  
FOR HEALTHY  
HEART & COAT**



## Safe, Delicious & Healthy Dog Treats!



**Boxby NETHERLANDS**

**Boxby and Scholtus launch new Boxby packaging**

Scholtus presents their pet specialty brand Boxby in a completely new packaging. After the first sales twelve years ago, Scholtus felt that it was time to redesign Boxby and start off 2018 with a fresh look and easy-for-the-eye design without losing the recognizability. By keeping the orange bar on a white background with prominently placing the Boxby logo and the new slogan in the middle, the consumer will still recognize the brand thanks to its clear and bright colour scheme.

The new packaging clearly communicates the benefits of the treats, weight, flavours and ages of the dogs it is suitable for without looking overcrowded. The 'All natural dog treat' slogan is highlighted by shaping the window of the new packaging into a shield.



INTERZOO – HALL 7, BOOTH 678

**Scholtus Special Products B.V.**

info@ssp-proline.com  
ssp-proline.com



**Vital Essentials UNITED STATES**

**Vital Essentials® Freeze-Dried Entrees and Treats: Gluten Free, Grain Free, Guilt Free®**

Vital Essentials is the leading pet food brand worldwide with the most unique and innovative freeze-dried entrees and treats for dogs. Based on the ultimate limited ingredient diet – only meat, bones and organs – entrees and treats are crafted specifically for your dog's natural, instinctive cravings to provide essential nutrients, promote vitality and enhance overall health and wellness for all breeds and ages.

The Vital Essentials difference:

- 48-hour freeze-drying process locks in vital nutrients
- single-sourced proteins
- no artificial preservatives or colours

- no added fillers or flavourings
- complete and balanced entrees
- sourced, made and packaged in the US
- made in EU-certified facilities

Looking for importers and distributors.

INTERZOO – HALL 7, BOOTH 322B

**Vital Essentials**

Ron Franklin: rfranklin@vitalessentialsraw.com  
vitalessentialsraw.com



### Le Petit Treat UNITED STATES All-natural, grain-free dog treats

These ultra-premium French-themed treats are 100% all-natural, grain-free and made in the US in five varieties: Chicken, Beef, Cheese, Peanut Butter, and Veggie. We offer exclusive distribution to help international distributors grow. We offer import documentation, product registration, factory to warehouse transportation, and are certified for distribution in multiple territories (EU, China, Canada, Australia and more). Bring a taste of Paris to your product lines!

INTERZOO – HALL 7, BOOTH 230

**Le Petit Treat, LLC**  
info@petit-treat.com  
petit-treat.com



### Schesir ITALY New organic range for cats and dogs

Schesir, besides natural, is now also BIO. 2018 started strong with a very important launch: a new range of complete wet and dry food for cats and dogs, organic certified. Cruelty-free, free from added colourings and preservatives, highly digestible, with animal proteins as the main ingredient and fruits like apple, papaya, pineapple, cranberry. Produced in Italy and approved by the Department of Veterinary medical science – Alma Mater Studiorum Università di Bologna.

INTERZOO – HALL 7, BOOTH 655

**Agras Pet Foods**  
contact@agraspetfoods.com  
schesir.com



Chicken Cheese Bar



Chicken Liver Bar with Sweet Potato

### Wanpy CHINA Leading in the global pet industry

Yantai China Pet Foods Co., Ltd. aims to promote the healthy development of the pet food industry. Today, it owns ten modern pet product processing factories in China, the US and Canada. Their product line includes pet snacks, dry and wet pet food, dog biscuits, cat litter and more. It has been selling its own brand in over sixty countries successfully. With a sales network in over a hundred cities in China, they are a leading enterprise in the global pet industry.

INTERZOO – HALL 7, BOOTH 555

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



### 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 whose first concern is fashion and trends. The mission is clear: to be a preferred choice for the modern dog owner.

INTERZOO – HALL 7A, BOOTH 127

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





**Farm Company ITALY**  
**Free Spirit: outdoor adventures**

Active harness from the Free Spirit collection is designed to fully embrace our dog's body, thus optimally distributing weight and pulling strength. Wearability and safety are key, guaranteed by a double adjustability on chest and neckline and a special handle on the dog's back. Reflective inserts allow maximum nocturnal vision. The two side bags, sold separately, are easily attached with a zipper and can be filled with useful items for outdoor six-paw adventures.

**Farm Company Srl**  
 info@farmcompany.it  
 www.farmcompany.it

INTERZOO – HALL 7A, BOOTH 719



**Schulze Heimtierbedarf GERMANY**  
**Porta21 Superfood – with 100% pure meat cubes**

Porta21 Superfood is setting a new trend in cat food. In addition to high-quality and carefully selected vegetables, the new complete food contains 100% pure meat cubes – gently freeze-dried, grain-free and easy to digest. Together with the high meat content of the croquettes, they ensure a high protein level, supporting the health of the cat and promoting its vitality. Porta21 Superfood: the daily feeding for true gourmets.

INTERZOO 2018 – HALL 7A, BOOTH 528

**Schulze Heimtierbedarf GmbH**  
 info@portapet.de  
 schulzeportapet.de



**ANF Pet UNITED STATES**  
**Natural ingredients with exceptional nutrition**

Advanced Nutrition Formula – or as we are known, 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.

Today, we are a company with a vision that combines our heritage of finding a better way with more recipes on the way. So, while we improve pets' lives, we would like to improve your bottom line. We are looking for importers or distributors to be part of the new ANF Pet foods.

INTERZOO – HALL 7A, BOOTH 315

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



**Camon ITALY**  
**We love pets!**

Camon is an Italian company established in 1985, offering a wide array of products and accessories for the care and wellbeing of pets. Camon has always devoted its attention to proposing high quality products that are more effective and targeted to help all professionals of this market segment as well as pet owners to provide pets with appropriate health care and attention. Camon is constantly growing in the Italian and European pet market.

**INTERZOO – HALL 9, BOOTH 227**

**Camon Spa**  
camon@camon.it  
camon.it



**Swedencare SWEDEN**  
**More than fifteen years in oral care!**

Introducing the only Dental Bone with the clinically proven ProDen PlaqueOff Ingredient. Grain free and soy free, gluten free ingredients. Available in four flavours: Vegetable Fusion, Turkey & Cranberry, Natural Bacon and Chicken & Pumpkin. Suitable for dogs of all sizes and break in half for smaller dog breeds.

**INTERZOO – HALL 9, BOOTH 428**

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



**Lintbells UNITED KINGDOM**  
**Making a success of supplements**

Lintbells is now a multi-award winning international business providing top quality supplements. The three top tips Lintbells quotes for their success are:

- **Have complete confidence in your product**  
Understanding the science behind YuMOVE, that it offered something petfood simply could not, was just the first step. All Lintbells supplements are validated by veterinary and academic experts, breeders and pet owners.
- **Seek talented people**  
The Lintbells family have been brought in not just for their skills and knowledge, but also for their energy, enthusiasm and passion for helping as many pets as possible.
- **Never lose your passion**  
Striving to do more, going the extra mile and always aiming to deliver the best products and service is only possible if you passionately believe in what you are trying to achieve.

**INTERZOO – HALL 9, BOOTH 506A**

**Lintbells Ltd.**  
info@lintbells.com  
lintbells.com



**Cuvrex™ ITALY**

### Innovative Botanical Extract out of a special cultivar of cucumis sativus

Innovation is a necessity. Italfeed, the leading company for natural-source solution for the well-being and beauty of your pets, exclusively adds to its catalogue, Cuvrex, an Innovative Botanical Extract out of a special cultivar of cucumis sativus, commonly known as cucumber.

- Cuvrex™ helps to preserve and enhance the athletic performance.
- Cuvrex™ helps to normalize the pet's intestinal epithelium.

**Italfeed srl**  
 info@italfeed.com  
 italfeed.com

**INTERZOO – HALL 9, BOOTH 335**



**Candioli Pharma ITALY**

### Developing excellence since 1882

Candioli Pharma was founded in 1882 by Dr Attilio Candioli who started up the production of the first antiparasitic product, MOM Powder. In 1938 MOM powder was registered and became the first Medical Device in Italy. Throughout over 130 years, the company has defined new specialization fields, associating its name with highly innovative products in the veterinary field, where it operates with three product lines for pets, birds and athlete horses.

**CANDIOLI Srl u.s.**  
 info@candioli.it  
 candioli.com

**INTERZOO – HALL 9, BOOTH 636**



**65%**  
 NUTRITIOUS  
 ANIMAL  
 INGREDIENTS

**0%**  
 GRAIN OR  
 POTATO

**35%**  
 FOREST FRUITS  
 VEGETABLES  
 & HERBS

*The forest is yours*

QUALITY  
**JOHNSON**  
 – PETFOODS –

www.riverwood.nl - info@johnsonpetfoods.nl



*Italian pet style* ●●● *the original*

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

© 2018-01 deplimax.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](http://www.tre-ponti.it)

[www.eshop.tre-ponti.it](http://www.eshop.tre-ponti.it)

[sales@tre-ponti.it](mailto:sales@tre-ponti.it)





# Multicultural consumerism

Globalization has been the major trend at the outset of the 21<sup>st</sup> century. Today's consumers are value-conscious, interactive, multicultural, health-driven, socially responsible and always connected. Who is this multicultural consumer?

A global village	76
Closeness and commitment	78



# A global village

**The decline of a national narrative is being replaced by the rise of a multicultural market.**

## Multicultural consumer

Globalization has been the major trend at the outset of the 21<sup>st</sup> century. Today's consumers are value-conscious, interactive, multicultural, health-driven, socially responsible and always connected. To be clear: a multicultural consumer is any consumer with more than one cultural or ethnic background or affiliation. For example, an Asian-American consumer may simultaneously identify with being both Asian, as well as American, and hence may like products that are designed to appeal to both.

## Interpersonal links

The continuously advancing technology enables instant personal links between individuals from all part of the world, even the most remote ones. The social and cultural lives of individuals are consequently changing irreversibly. The ideas of

space and time are also changing irrevocably. It also enables previously unbelievable economic exchanges and political connections.

Open borders and the influx of migrants are the consequences of new market friendly policy decisions taken in the 1980s. This change in the policy of multiculturalism was stimulated by the world entering a new economic phase of globalization, the creation of the single market and precipitated by the collapse of the Soviet Union, making it possible for transnational corporations to expand across borders while making huge migratory waves possible.

Globalization has, in many countries, diminished the importance, and role, of the nation state while simultaneously causing nationals to assimilate the culture of their host nation. Indeed, some might say

that the whole world became a 'global village'. Former, national businesses are now often run by people of different cultural backgrounds selling to multicultural consumers so they need to interact with consumers from diverse backgrounds.

### Changing forces

Societies are becoming more multicultural as developed markets see an influx of migrant workers and foreign students, while existing ethnic populations expand. For example, in the US, babies born to minority groups represented a majority of all births for the first time in 2012.

If we are still thinking of Americans as WASPs (White Anglo-Saxon Protestants), perhaps it is time to reconsider our stereotypes. The census results are significant because they show major shifts in the cultural make-up of American citizens, from their age to their ethnical background. A record 14.6% of marriages between people of different ethnicities or race is just one example of how the population is changing at a rapid pace.

Some countries such, as the UK, have a long history of dealing with multicultural differences with many waves of different nationalities migrating to the country over the years. Others, such as Italy, are new to the diverse and bulky flux of migrants and are facing new challenges in industries, like clothing retail, which is struggling against strong Chinese competition.

### Marketing approach

No matter what country you now reside and work in, the workplace is a mirror of such demographic change and means different approaches to meetings, negotiating, building trust and closing sales as a result, all of which will impact the success of doing business and selling across cultures.

*Cultural awareness for marketing means being able to identify consumers' unique cultural values.*

Companies are slowly beginning to recognise that a multicultural has a strong impact on marketing and business. A more diverse cultural background means that consumers' preferences and habits are more varied and marketing campaigns must pay a lot of attention to revised social expectations and attitudes.

Increased awareness of your potential clients' requirements and expectations across cultures is the new way forward when doing business both abroad and at home. Adapting your sales and marketing techniques effectively to a multicultural consumer base requires a unique set of cultural skills and understanding.

### Cultural awareness

But please note that being culturally inclusive and aware is more than simply choosing a set of images that include a range of ethnically diverse people.

Cultural awareness for marketing means being able to identify consumers' unique cultural values, attitudes and preferences and being able to adapt the product or advert accordingly. This takes significant sensitivity and cultural understanding. But a clear focus will raise current customer satisfaction and avoid alienating potential new customers as the paradigm shifts from homogenous to heterogeneous buying habits. ♦



**Helen Bennie**

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



# Closeness and commitment

**Prosperity is growing in Argentina, China and India.  
Marieke van Gasteren spoke to people from the pet business  
in these countries about their love for animals.**

## **Closer together**

Although each country develops in its own way, we can see a number of similarities. People are migrating to the cities for employment. As prosperity grows, so does the number of pet owners. In the cities, people and animals live closer together under one roof. Pets are more often treated as a part of the family and we are seeing a growing awareness of the welfare of animals.

## **Passion for pets**

Argentina is one of the countries with the highest percentage of pet ownership in the world. The profession of dog-walker is common in Buenos Aires and is now booming in Europe as well.

Daisy Yosbelli is a dog walker and owner of Chispitas de Amor in Buenos Aires. She used to be an animal activist and rescuer.

"I love dogs for their ability to return love so faithfully and for the company they provide. They make you smile if you are sad and even when you have had a bad day they are still there." As a passionate dog-walker, Daisy pays attention to the specific requirements of the dog: "Each dog has different needs: losing weight, entertainment, play, learning to walk, making friends, or obedience. That is why I never walk more than three dogs at a time. Those who suffer from nervousness, anxiety or traumas walk individually."



Daisy's most important customers are working people and the elderly. "Dogs need a lot of recreation time, which owners cannot give them when at work. And elderly people often have smaller dogs with a higher energy level than their owners," she says.

"Do we treat our pets like humans these days? I try to give them the same comfort as I would like to have as a human being. For example, I bought a seatbelt for my dog, because on every car trip we made he always ended up bumping and sliding. We want to make our pets happy and keep them safe, and in doing so we humanize them without realizing it."

[facebook.com/ChispitasDeAmorCABA](https://facebook.com/ChispitasDeAmorCABA)

### Recreation and exercise

Asian countries are enjoying a growing share in the pet market due to their size and the growth rate of their human population. Alfred Ng is Chief Technology Officer at Suga in Hong Kong. Suga has developed the PETBLE SmartTag, a Bluetooth activity tracker for pets.

"China and Hong Kong are densely populated. Most people live in small apartments in the city. Therefore, cats and smaller breeds of dog such as poodles, Shiba Inus and Bichon Frises are very popular," says Alfred.

"Lack of exercise and obesity are relatively common. Pet owners in China and Hong Kong treat their pets as if they were their children. They use our products because they want to know at the earliest moment when their pets get sick so that they can bring them to the vet immediately."

How does the PETBLE SmartTag work? "The PETBLE SmartTag is a Bluetooth activity tracker that monitors the pet's daily exercise level by tracking its movements. All you have to do is attach the SmartTag to the pet's collar and then use our PETBLE app to download the data. Based on the data collected, the app will then provide pet care suggestions such as dietary recommendations and health alerts," Alfred explains.

"We believe the advances in sensor technologies will help pet owners to understand most of the physical and mental needs of their pets. For example, we are working on including a heart-rate sensor and a temperature sensor in a future version of the SmartTag."

[petble.com](https://petble.com)

► SEE NEXT PAGE



# The incredible coconut

We can't deny the power of the coconut and its gentle attributes and health benefits. Coconut is enriched with essential proteins that reduce dandruff and dry skin, while maintaining the natural moisture balance of the skin and coat.

- Made from Natural Ingredients
- Soap Free • Paraben Free
- Fresh Tropical Fragrances





### Strays

In India, people are also migrating to the cities for employment. Unfortunately, many Indian cities have slums with exposed waste. A large number of dogs live in these slums and consume this. India has the fastest-growing dog population in the world. Welfare of Stray Dogs (WSD) helps stray dogs and reduces their number by sterilizing them, vaccinating them against rabies, and facilitating the adoption of stray dogs.

Daisy Sidhwa is a trustee and project manager at WSD in Mumbai. "I started 23 years ago. In those days the Mumbai municipal corporation used to kill street dogs. I felt very motivated to do something about this and I feel blessed and privileged to be able to help find homes for these little ones."

Daisy: "In Mumbai, we live in apartments, so pets live in the house. Dogs that live in farmhouses are very rarely allowed indoors and they are kept as watch dogs. When pedigree dogs are bought by more prosperous people, it is mostly the servants who take them for walks or to the vet."

"Dogs are the most popular pets in India; birds are the second most popular. At WSD, we also have cats up for adoption. Sadly enough, people in India do not seem to realize yet that cats make wonderful pets, especially for city-dwellers," says Daisy.

"The people who adopt from us usually do so because they dislike the idea of buying dogs. Some extremely compassionate people have adopted dogs that are visually impaired, old, or have a disfigured face. I feel a deep sense of gratitude to them for giving these wonderful animals a chance to be loved and looked after." ◆

[wsdindia.org](http://wsdindia.org)



**Marieke van Gasteren**

Owner Plan M Concepts  
info@planmconcepts.nl  
planmconcepts.nl





# Russia

The business environment in Russia is changing. The pet industry is meeting the challenges and changing conditions and is adapting to them. Overall, pet care is set to move towards stabilization. Let us take a look at this interesting market, which is becoming increasingly more professional and performance-focused.

Russia: adapting to change	84
Pet care in Russia	86
Facts and figures	89
Mishel & K <small>RUSSIA</small>	91
Triol Group <small>RUSSIA</small>	93



# Russia: adapting to change

**In recent years Russia experienced serious domestic and international political and economic upheavals. However, the pet industry proved well able to withstand these adverse effects.**

## **A changing business climate**

The business environment in Russia is changing. The pet industry is meeting the challenges and changing conditions and is adapting to them. Progressive, future-oriented companies are facing the challenge and using it as a trigger to change and develop. For many weaker companies it is the last straw, and many of them go out of business. The result is a fundamental market adjustment.

## **New realities**

Historically, many Russian pet companies have been engaged in multiple fields at the same time: manufacturing, distribution and/or wholesale, and retail. The reasoning was multi-layered profitability. Over the years, business has tended to grow in general, expanding its reach and scale. Organic growth has resulted in the need to diversify business, to separate activities into separate companies. Since 2015, under changing economic conditions, it has become vitally important to identify priorities and to develop companies according to the changing times. The result is that

the survivors are becoming increasingly more professional and performance-focused.

One of the results of these changes was the beginning of mergers and acquisitions (M&A), which had practically not occurred up to 2015. Today M&A driven by strong players is not unusual. It applies to all branches in the pet world – manufacturing, distribution, wholesale, and retail. A decisive point is that M&A in the Russian pet business is sale-driven rather than purchase-driven even though there are sufficient buyers in the market.

## **Attractive industry**

Basically resistant to the economic crisis, the pet business is attractive to companies that have cash and are looking for new directions for development. Thus, new players with strong ambitions and professional capabilities are appearing in the Russian pet market. A good example are meat processing plants that build factories to produce pet food and major online business players, for which pet products have been in the top three sales categories in recent years.

Major grocery chains are also increasingly focussing on the pet industry. They are expanding the assortments of pet food and care products, establishing private labels and even opening store-in-store pet shops with a full range of pet products usually only found in pet specialty retail.

Today it is the grocery chains and e-com operators that threaten specialized pet retailers. Only professionally developed and managed pet retailers are able to establish successfully and grow while others who are not able to adapt are going out of business.

### Consumer demand shift

A significant decrease in the purchasing power of Russian consumers caused the down-turn in the Russian economy. That, together with a serious currency devaluation, despite the inflation officially communicated in 2017 amounting to a record low of only 2.5%. With the depreciation of the national currency exchange rate, prices for imported and local products increased by 15-60% (according to the surveys by the All-Russian Public Opinion Foundation), while salaries remained largely the same, reducing real incomes by 11% since 2013.

This could not but lead to a shift in consumer demand. According to representatives of regional retail stores, pet owners are not yet refusing to buy foods, treats, and medicines for pets. However, they are actively looking for cheaper products, at the same time not having any desire to compromise on quality. However, as consumers are effectively forced to prune their budgets – in Russian regions this is more tangible than in Moscow and other major cities – consumers will also compromise on quality. We are also seeing a reduction in consumption of more luxurious goods, such as accessories and aquariums; in the last years their sales volumes have significantly declined.

### Retail

Decreasing sales and the changing business environment have caused qualitative changes in the retail market of Russia, as well. Pet stores are being forced to change to new formats. A large number of retail stores that operated well in times of high demand, failed to adjust to the new conditions and were forced to close. However, this did not reduce the number of pet stores in general, as retail chains began to gain strength and started to quickly displace individual old-fashioned stores from the market.

These dominant chains like Four Paws, Bethoven, and Le'Murrr are however in no hurry to expand to other Russian regions, but are gradually appearing in more and more major cities, which have strong regional players as well.

Russian retail is experiencing a growing number of private label goods currently. These are to the advantage of large chains, as smaller regional retailers often cannot afford to carry private labels. To avoid competition with neighbouring pet stores and supermarkets, these chains try to find exclusive products, to obtain better loyalty and a higher margin. Most of them directly buy such supplies from European and Asian countries.

One further important factor of change is that dominant retail players are developing their e-com platforms. This is not an option that small chains or single store operations have. This will lead to further market concentration in the Russian pet retail market. ♦



**Yulia Dolzhenkova**

Agent for PETS International in Russia  
us@zooinform.ru  
zooinform.ru



# Pet care in Russia

**The anticipated economic recovery will likely support growth in the dog and cat population. Overall, pet care is set to move towards stabilization.**

## **Retail volume growth**

According to Euromonitor, pet care witnessed a relatively strong development over the 2012-2017 review period despite the economic downturn, as Russian pet owners refused to cut down on expenses on their pets. However, several years of economic recession took its toll on the development of pet care. Retail volume growth remained low in 2016,

and a similar dynamic is expected in 2017. The declining purchasing power of Russian consumers prevents them from increasing consumption of pet care and adopting new pets, which restrains growth. Further upward pressure on unit prices is likely due to a VAT increase on pet food from 10% to 18%, following the adoption of a new product classification system in Russia.



### Mid-priced category

Dog and cat food categories appear to be well developed in Russia, and the breakdown in the pet population and pet food between dogs and cats remained stable throughout the review period. Cat and dog food are expected to witness similar trends with a movement towards mid-priced categories.

Consumers sacrifice purchases of more expensive brands in the premium non-therapeutic category, while economy products often do not satisfy their quality requirements. In addition, the mid-priced categories offer well-known brands of leading manufacturers, with strong distribution through modern retailers. Growth is expected to be observed in the mid-priced wet and dry dog and cat food categories.

### The two leading companies

Pet care is strongly led by two international giants, Mars and Nestlé Russia. Both manufacturers are predominantly present in dog and cat food, with their brands distributed across all price segments. Mars and Nestlé Russia operate domestically located production facilities and have achieved unmatched brand recognition through constant advertising campaigns during the long years of their presence in Russia.

Domestic manufacturers could not increase pressure on the two leaders, despite the continuing growth of domestic brands' quality level and widening assortment. A lack of access to the largest grocery retailing chains and insufficient marketing budgets will not allow domestic manufacturers to pose a threat to Mars and Nestlé Russia in the near future.

### Modern grocery retailers

The share of modern grocery retailers surpassed the compound share of sales value generated by pet shops and pet superstores during the review period.

*The anticipated economic recovery will likely support growth in the dog and cat population and disposable incomes of Russian consumers.*

In 2017, the increasing share of modern grocery retailers is set to continue. The trend is strongly influenced by the volume growth of mid-priced products in pet food, which is largely represented by Mars and Nestlé Russia brands, which have good access to modern retail channels.

Another trend in pet care distribution is the continuing development of internet retailing. The channel is especially popular for purchases of heavy items, such as large packs of dog food, as consumers benefit from delivery options, while prices are often comparable to those found in pet stores and grocery retailers.

### A positive development

Over the course of the 2017-2021 forecast period, pet care is set to record positive retail volume growth. The anticipated economic recovery will likely support growth in the dog and cat population and disposable incomes of Russian consumers. Slightly stronger volume growth is expected in dog food, due to its lower volume base compared to the level of cat food.

The weak retail volume sales of other pet products and premium dog and cat food, witnessed in the review period, will likely recover together with the expected GDP growth. Overall, pet care is set to move towards greater maturity and stabilization. ♦



**Paula Flores**

Head of Pet Care, Euromonitor International  
paula.flores@euromonitor.com  
euromonitor.com

**SPECIFIC  
FOR YOUR  
SUCCESS**



# SELECTED NATURAL MICROBIALS FOR PETS' WELL-BEING



**DIGESTIBILITY  
ENHANCEMENT**



**IMMUNITY SUPPORT**

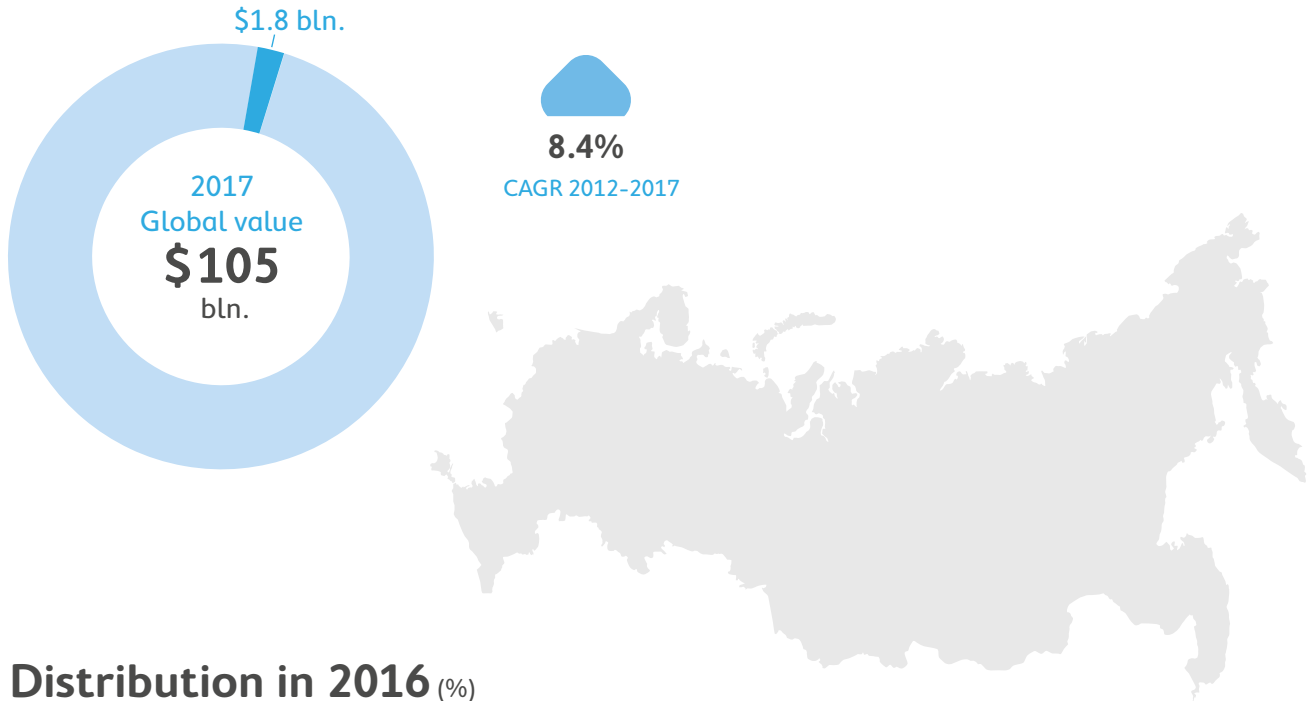


**OXIDATIVE  
STRESS CONTROL**

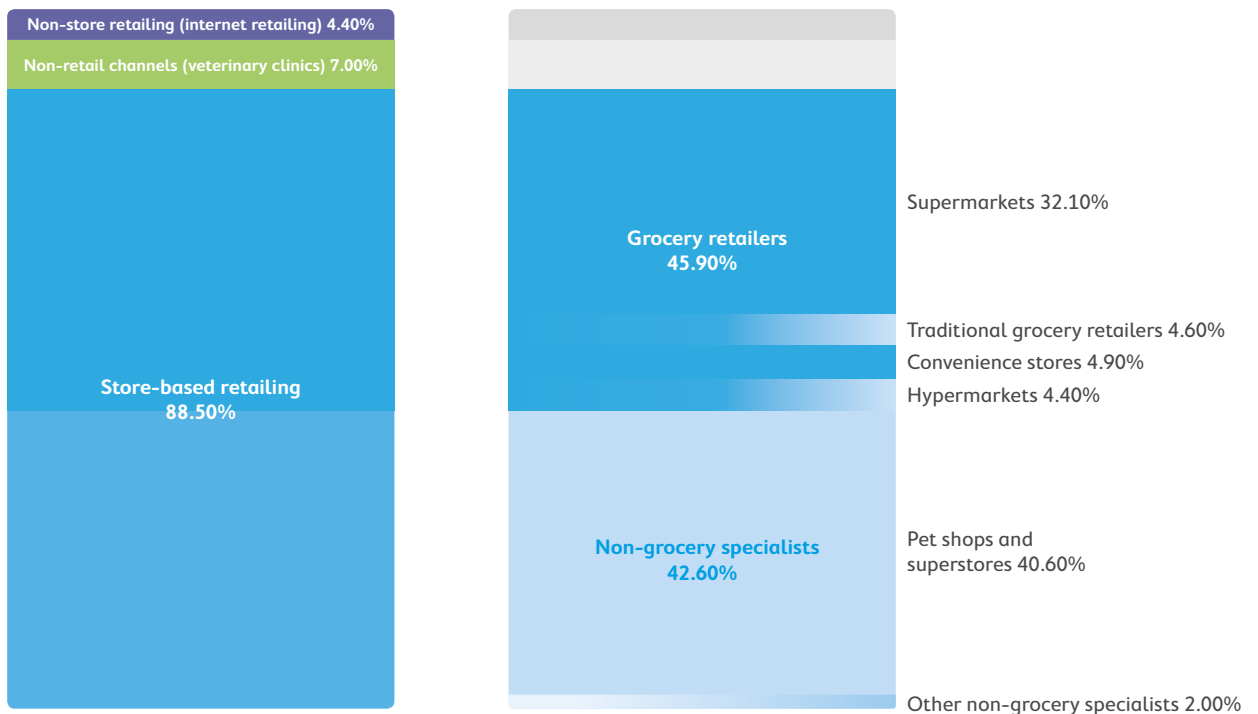
As a partner, Lallemand Animal Nutrition develops, produces and markets a complete range of high-value yeast and bacteria products –including probiotic and yeast derivatives– specifically selected to help you improve companion animal well-being in a natural way.

# Russia

## Industry value and growth rate



## Distribution in 2016 (%)



**AVZ Animal Health** RUSSIA

## A trusted partner for pet health

AVZ is a leading Russian manufacturer of veterinary medicinal products.

### Wide assortment

AVZ was launched 25 years ago in Moscow. Now, they produce more than 300 products for pets, farm animals, poultry and fish. Among the most popular, there are BARS products against fleas and ticks, Elite professional pet cosmetics, Frutty shampoos with fruit fragrances, Alezan horse care products, Dironet anthelmintics (against parasitic worms) and others.

### Product innovation

The scientific department is constantly developing new products, which has resulted in more than sixty patents. The production facilities are certified according to the GMP standards and are equipped with the most sophisticated appliances, which make it possible to produce all forms of medicines and

cosmetics. A research laboratory equipped with all the necessary technical facilities makes it possible to undertake work of the highest quality. All this enables AVZ to accept orders for contract manufacturing from many Russian and European veterinary and pharmaceutical companies.

AVZ has more than 700 skilled employees working in administration and production, and has representative offices in twenty Russian cities. AVZ exports its products to eighteen countries.

INTERZOO – HALL 3A, BOOTH 114

### AVZ Scientific Research Centre

rusvet@vetmag.ru  
vetmag.ru



**Ekoprom** RUSSIA

## Movement for the better

Ekoprom Research and Development Company is one of the leading manufacturers of veterinary products in Russia.

### Effective and safe

The company has been operating on the market for seventeen years and has production facilities operating in accordance with GMP standards.

The Ekoprom company's product range comprises 250 SCU's of veterinary medicines and hygiene products of 15 trademarks. The company develops them in consultation with pet owners and uses state-of-the-art technologies. It carries out thorough tests to create effective products that are safe for the health of animals.

### Key brands

There is a group of key brands that the company produces and promotes:

**Inspector** – ectoendocidic effective against fourteen kinds of external and internal parasites, including ticks, fleas, roundworms and heart worms.

**RolfClub 3D** – innovative insecto-acaricide medicines with instant action and a knockdown effect – the product range includes drops, collars and sprays which are completely safe for animals.

**Cliny** – a wide range of hygiene products containing silver ions, such as shampoos, balsams, tooth gels, malt pastes, et cetera.

INTERZOO – HALL 3, BOOTH 638

### Ekoprom Research and Development Company

ekoprom@ekoprom.org  
ekoprom.org



# One-stop service provider



Mishel & K is one of the major companies in the Russian pet market. They operate in all segments: exclusive imports and their own production, distribution and retail.

## Broad range of pet products

In 1996, a group of associates and enthusiasts led by Victor Volovik and Zulfiya Sabirova started Mishel & K. Their wholesale business grew to cover the whole of Russia.

Mishel & K exclusively imports a range of pet food and pet supplies brands from Europe and China. The company also produces pet supplies of its own brands in China and Poland under the brand names Everyday, Clean Tail (pet hygiene goods), Katsu (harnesses and beds), Homecat (litters and accessories), Mimi Litter (cat litter), and Mon Tero EcoToys.

## Sales geography

The sales geography of Mishel & K covers the whole of Russia. They are suppliers to wholesale companies, retailers, veterinary clinics and pharmacies as well as to breeders, and it cooperates with major grocery chains.

Its two large high-tech warehouse complexes ('North' and 'South') enable the company to ship orders on the same day they are placed, or the next day at the latest. Speed is very important in the extended metropolitan area of Moscow, the Moscow region and more distant regions.

The company also runs a retail business: the Zoogalereya pet retail chain of ninety stores in the Central Federal District of Russia. Additionally, the group includes the Demetra Company, which carries out strategic tasks both on aquarium product sales and Vitakraft bird and rodent food sales all over Russia.

## Staying ahead

Mishel & K actively implement and use up-to-date technologies: WMS warehouse management system, CDC monitoring logistic programme for tracking online the status of collected,

shipped and delivered orders, the exact location of the delivery vehicle, and also the EDI system of electronic document exchange for suppliers and customers.

Mishel & K organizes marketing events for product promotion, develops loyalty programmes, and organizes training sessions. The company exhibits in major trade fairs, such as ParkZoo in Moscow, Zoosphere in St. Petersburg, and in the largest pet shows: Russia and Eurasia Dog Shows, and the Grand Prix Royal Canin cat show.

Mishel & K is open to cooperation with new foreign partners to import the most innovative and popular pet products for the Russian market. ♦

♦ **Mishel & K**  
sekretari@mishelik.ru  
mishelik.ru



Radius RUSSIA

## Broadening horizons

The Radius company offers comprehensive logistics support and customs clearance services. For many years the company has been managing supply chain operations focusing on pet food and other pet products.

### Logistics and customs services

Radius is a licensed customs representative and currently provides customs clearance at practically all marine, land and air terminals in Russia, providing all types of transportation and logistics services: cargo consolidation at warehouses in Saint Petersburg and the EU, facilitating transportation for any cargo by any means, including consolidated cargo delivery.

### Pet industry expertise

The company has many years of extensive experience working with veterinary and pet products. Radius daily assists its customers in solving current veterinary issues and provides consultancy and information for foreign

companies seeking to be listed in the register of exporters of products of animal and plant origin to Russia and the European Customs Union.

An individual approach and relationships of confidence with clients enable Radius to continuously improve terms and conditions for regular customers and to offer them new and advanced opportunities.

INTERZOO – HALL 3, BOOTH 432

**Radius**  
 info@radiusltd.ru  
 radiusltd.ru  
 +7 812 676 3879

# amtra

technik

## PRESENT THE NEW TECH LINE.



Find us at  
**Interzoo 2018**  
 Exhibition Centre • 90471 Nürnberg, Germany  
**STAND 308 - HALL 6**



Triol Group RUSSIA

# A strong player in the Russian pet industry

**The Triol Group (AMMA and Pet-Continent Companies) is a multipurpose group with its own production facilities that sells a wide range of pet products.**

## History

The Triol Group, founded in 1994, has been active since the earliest days of Russia's pet business. Commitment to quality, an excellent reputation and a strong market presence are all elements of the company's impressive backbone. The Triol Group is widely engaged in international business, including cooperation with a large number of European and Southeast Asian companies. It holds exclusive agreements with many reputable international brands.

## Efficient business

The company works in cooperation with all the regions of the Russian Federation, combining direct b-to-b contacts and distribution. A separate division dealing with all the main FMCG retailers delivers pet products to the grocery chains.

In 2017, the Triol Group 'placed a bet' on its branch network and launched its six regional structural divisions in Kazan, Krasnodar, Irkutsk, Voronezh, Chelyabinsk and Samara aiming at promoting products with the maximum efficiency. In Minsk, a representative company successfully covers the Belorussian market.

In 2017, the company completed the construction of a new manufacturing and storage complex to support continuous and high-quality delivery and storage of the entire range of products. This storage A and A+ class facility has now become the biggest complex in the Russian pet business.

## Modern marketing tools

Making use of various complex marketing tools, the company provides support for

the delivered products in all the trade channels. Its loyalty programmes cover both b-to-b sphere and the end-users that provide the product turnover and help to minimize the risks of all the links of the retail chain.

During this long period of successful work, the Triol Group has accumulated a wealth of experience and information helping to move forward, offer competitive products and respond quickly to the new market trends. On the eve of its 25<sup>th</sup> anniversary, the Triol Group is continuing to develop, searching for new and efficient business methods and the best tools to promote its product portfolio. ♦

♦ **Triol Group**  
triol@cepko.ru  
gc-triol.com

RA<sup>NOVA</sup> 朗诺<sup>®</sup>  
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

CONNECTING THE PET  
INDUSTRY WITH ASIA

**SHANGHAI**  
**22 - 26 AUGUST 2018**  
1,300 exhibitors | 140,000 sqm

**PET  
FAIR  
ASIA**



21<sup>st</sup> International Trade  
Fair for Pet Supplies

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

**petfair**  
asia

Co-located with  
**AQUARAMA**  
2018  
The International Exhibition for  
Aquarium Equipment & Ornamental Fish

Organized by  
**vnu** 万耀企龙

Contact | Yannick Verry +86 21 61956016  
Yannick.verry@vnuexhibitions.com.cn





**PATS Sandown 2018**

20 to 21 March 2018

Sandown Park Exhibition Centre Esher,  
Sandown, Surrey, United Kingdom

🔗 [patshow.co.uk](http://patshow.co.uk)



**Global Pet Expo 2018**

21 to 22 March 2018

Orange County Convention Centre,  
Orlando, FL, United States

🔗 [globalpetexpo.org](http://globalpetexpo.org)



**Interpets Asia Pacific 2018**

29 March to 1 April 2018

Tokyo Big Sight,  
Tokyo, Japan

🔗 [interpets.jp](http://interpets.jp)



**ZooVetExpo 2018**

17 to 19 April 2018

International Exhibition Centre, Kiev, Ukraine

🔗 [zoovetexpo.com](http://zoovetexpo.com)



**World of Pet Supplies 2018**

20 to 23 April 2018

Hong Kong Convention and  
Exhibition Centre, Hong Kong

🔗 [hktdc.com](http://hktdc.com)



**Interzoo 2018**

8 to 11 May 2018

Exhibition Centre Nuremberg,  
Nuremberg, Germany

🔗 [interzoo.com](http://interzoo.com)



**SuperZoo 2018**

26 to 28 June 2018

Mandelay Bay Convention Centre,  
Las Vegas, NV, United States

🔗 [superzoo.org](http://superzoo.org)



**Pet South America 2018**

21 to 23 August 2018

Sao Paulo Expo, Sao Paulo, Brazil

🔗 [petsa.com.br](http://petsa.com.br)

**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  
sergij@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.....	67	Lintbells Ltd.....	40
Bacterfield GmbH .....	34	Pet Fair Asia/ VNU Exhibitions Asia Ltd. ....	94
BAMA SpA .....	8	Petkit Network Technology (Shanghai) Co., Ltd. ....	52
BHJ A/S Denmark - Pet Food .....	4	Pro Pet Markenvertreib .....	back cover
China Great Wall Int'l Exh. Co., Ltd. (CIPS) ...	14	Scholtus Special Products bv .....	9
Connolly's Red Mills Ltd. ....	18	Shandong Luscious Pet Foods Co., Ltd.....	26
Croci S.p.A. ....	92	Tianjin Ranova Petfood Co., Ltd. ....	94
DNP s.a .....	2	TrePonti Srl Unipersonale .....	74
GR Tech S.R.L. ....	56	Tropical Tadeusz Ogrodnik .....	40
Holland Animal Care .....	inside front cover	Tropiclean.....	10, 80
International Quality Ingredients bv.....	46, 47	Unicorn Grain Specialties B.V. ....	44
Interzoo.....	58	United Petfood Producers nv/sa .....	60
Italfeed Srl .....	7	Vietnam Happy Chews Pet Food Co., LTD .....	inside back cover
Johnson Pet Trade Consultants BV .....	73	Yantai China Pet Foods Co., Ltd.....	68
Kong's (Aust) Pty. Ltd.....	20		
Lallemand SAS .....	88		

Upcoming issue | Advertising deadline: 2 March 2018 | Publication date: 6 April 2018

See page 5 for subjects. Contact head office (below) or local representatives (page 95).

## 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

Communication & Event Manager: Desirée van der Hoeven, desiree@pets.nl

Designer: Jack Waas

Editor in Chief: Maria van der Schalie

Translations: Texx International Communications BV

Printing: Drukkerij Ten Brink, The Netherlands

## 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](http://globalpets.community/specs)

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.

**CP:öt**

佩蒂股份  
PEIDI CORPORATION



DEVOTE TO  
CREATE THE  
**TOP PET  
FOOD**  
FOR YOU

PEIDI CORPORATION  
a leading ODM manufacturer,  
your good partner to create and  
build up a worldwide popular  
brand of pet treats.



**400-116-5555**

Tel: +86-21-58365867

e-mail: [anq@peidibrand.com](mailto:anq@peidibrand.com)

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

Petpal Pet Nutrition Technology Co.,Ltd  
add: 2# Chongle Road, Shuitou Industrial Park,  
Pingyang County, Zhejiang Province, China 325405



# MAC's<sup>®</sup>



## SUPER PREMIUM Food for Cats

MADE IN  
GERMANY

70%  
MEAT/FISH  
CONTENT

GRAIN  
FREE



NATURALLY Good

PRO PET<sup>®</sup>  
Koller

**PRO PET Koller GmbH & Co. KG**

Contact: Phone +49 (0) 24 44 95 44 0

E-Mail [export@propet.de](mailto:export@propet.de)

[www.macs-tiernahrung.de](http://www.macs-tiernahrung.de)

