



PETS International

part of  GlobalPETS

Since 1988 | June 2018

Global trends accessories

Sources of inspiration
for innovation of accessories.

Global trends pet food & ingredients

Human food trends offer potential
for pet food and ingredients innovation.

30th Anniversary of PETS International

Developments & challenges
in pet retail.



SO MANY BRANDS!

You won't even believe your eyes.



Holland
animal care 

www.hollandanimalcare.com

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



19

Global market and pet retail

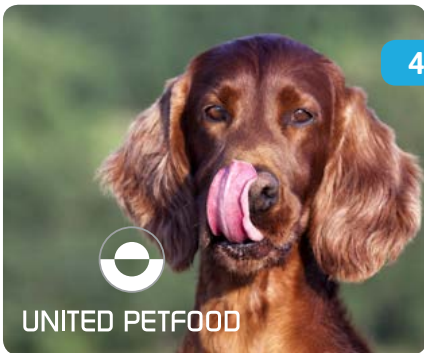
An overview of major changes and CEO's views on current developments in the global pet market.



33

Accessories

Human fashion trends that influence pet accessories and IKEA's new pet products category.



44

Pet food

Five megatrends shaping our future food offer plenty of potential for the pet industry.

60



Ingredients and production

Natural, wholesome, plant-based. Learn about botanical ingredients and their potential health effects.



72

Sustainability

Sustainable packaging trends and some groundbreaking sustainable initiatives.

Editorial	3	Calendar of events Contact us	79
Pet industry highlights	4	Advertisers index	80
Upcoming issue	5	Colophon	80

Piper[®] animals



SELECT THE CORRECT DIRECTION OF FEEDING



www.piper-animals.com

petfood@dolina-noteci.com

follow us: 

Amazon is entering the pet industry. You have been warned!

The Interzoo event is now behind us, having proven once again that it is the leading international platform for the pet industry. It also underlined the global nature of our industry; nowadays, substantial cross-border trading is a necessity in order to create a stable foundation for your company. To help you to understand today's international market, this issue contains insights into a wealth of trends, and I am keen to highlight a few of them for you here.

As part of our 30th anniversary celebrations, we are looking back on a specific industry topic in each edition this year and connecting it with future trends. In this issue, our focus is on the evolution of pet retail and what can be expected in the years ahead. The online channel is changing the face of retail everywhere, and our industry is no exception. Read the article about pet retail on page 10 and learn about the ambitions of Amazon.com.

But that is not the only online platform to have discovered the attractiveness of the pet industry. As disruptive global powers, both Amazon and Alibaba can cause shockwaves in the industry for years to come. And even the Swedish furniture giant IKEA is entering our market.

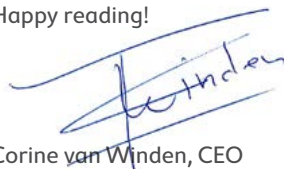
Read our interview on page 34 with IKEA's Project Leader Pet Products, who unveils the retailer's international ambitions in the pet accessories market. You have been warned!

Furthermore, we interviewed several key European pet retail CEOs (see page 20) to discuss the shift to omni-channel retailing and the position of brands and private labels in it.

Besides these developments on the trade side, there is a lot going on in various pet categories too. In the food/treats segment, for example, the search is under way for alternative protein sources. What else can we learn from trends and developments in human food, and how likely are they to be reflected in the pet food/treats segment?

Last but not least, please do not underestimate the accessories segment. The Internet of Things is the major source of innovation today, and in this issue we look at pet fashion trends and much more.

Happy reading!



Corine van Winderen, CEO



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





SuperZoo 2018

26-28 June 2018, Las Vegas, United States

superzoo.org

Pet Fair Asia 2018

22-26 August 2018, Shanghai, China

petfairasia.com



Interact with us and find news

info@globalpets.community

[@GlobalPETSinfo](https://twitter.com/GlobalPETSinfo)

globalpets.community

GlobalPETS Community

Correspondence may be edited for clarity or length.

PETS International raises €15,000 for the PET Sustainability Coalition



PETS International is celebrating its 30th anniversary this year. During this anniversary we wanted to give a 'present' to the pet industry; a 'present' that stimulates sustainability in our industry.

Therefore we started a fundraising, asking companies to donate €500 to stimulate the Pet Sustainability Coalition (PSC) in Europe to get started. PETS International undertook to double this amount.

During Interzoo we handed over a cheque of €15,000 to the board of the Pet Sustainability Coalition.

The following companies are Fundraising Partners: AFB International, Aker Bio Marine Antarctic, Bama, Biogance, Collar, Daka, Diana Pet Food Group, Duynie Ingredients, Fish4dogs, Josera, Moderna, Prins Pet Food, Takigawa and Versele Laga.

Plaček Group opens pet store Dino Zoo in Moscow

Dino Zoo is owned by Plaček Group, which also owns such brands as Plaček Czech, Plaček Slovakia, Super Zoo Slovakia, Kakadu Poland, Dino Zoo and Mr. Pet. In total the company has 210 stores in five countries, including Czech Republic, Slovenia, Slovakia, Latvia and Poland. It recently opened Dino Zoo in Moscow.

One of the latest openings was the 3,000 sqm pet centre Dino Zoo Pasaule in Riga (Latvia), which comprises not only a store, but a veterinary clinic, a grooming salon for dogs and an aquarium as well.

"We are glad that through the joint efforts with ENKA TC and Dino Zoo we have managed to find a solution to open a large-scale project by Plaček Group, despite the fact that high-quality retail space of the required format is quite limited in the Russian market. Interactive stores are being opened in all the segments, where the standard range of products is not the only way to attract customers. Additional services provided in Dino Zoo stores will become an entertainment component for the entire shopping center, and will attract children and families, and even the people who do not have pets yet," says Olga Korolevskaya, consultant in Moscow retail department.





September issue Pet care

Clean labeling

Hype or necessity?



Internet of things

What it is and options for innovation.



Innovation in pet food

What are today's drivers for pet food innovation?



Grooming and wellbeing

Grooming trends all over the world.

Upcoming issue | Advertising deadline: 27 July 2018 | Publication date: 7 September 2018

Contact head office (see page 80) or local representatives (see page 79).

Amazon private brands will expand into the Pet industry

Private brand expansion is a major priority for Amazon with dozens of new sample products being introduced every year to help the company determine their next big expansion. According to a new report by eCommerce analytics provider One Click Retail, Amazon's Private Brand product line is expected to expand their private label offerings in Pet Carriers.



Beside this Amazon debuted a private label for pet care called Wag, comprising 'all the essentials for your best furry friends,' the ecommerce giant said on its website. Currently consisting of nine types of dry dog food, the brand will expand to include more pet supplies over time, Amazon assured on the private label's page. Products can be purchased only through the Amazon Prime membership program, which will cost \$119 (€101) annually. The new brand's name comes from Amazon's acquisition of Quidsi and its ecommerce properties - in 2011 for \$545 (€461) million - all of which were shut down last spring. Wag.com was one of those properties.

A report from market research firm Packaged Facts, based in Rockville, Md., says Amazon sees pet products as a 'top category of interest,' declaring it as such several years ago. That interest is not expected to die down anytime soon: In another report, the Rockville-based research firm estimates that Amazon's pet product sales hit \$2 billion (€1,7 billion), a 40% rise compared to the year prior. Wag will only drive that number higher.

"Pet products are among the fastest-growing online retail categories and Amazon is leading the way," said David Sprinkle, research director for Packaged Facts. "The scariest part for competitors is that recent news indicates the ecommerce juggernaut is still coming on strong and unabated in the U.S. pet industry, reaffirming its commitment to pet products and now pet food."

Amazon's aspirations to dominate all CPG categories and expand both online and brick-and-mortar retail operations across both foods and nonfoods crosses retail sectors, with big-box specialty pet products retailers particularly being affected. Even despite PetSmart's 2017 acquisition of Chewy.com, which the report says gave the retailer an 'admirable jump,' Amazon topped the list of leading websites for pet-product purchases.

Canadian Transcontinental Inc. acquires Coveris Americas



The acquisition marks a major turning point in TC Transcontinental's flexible packaging growth. The purchase price is US\$1.32 (€1.12) billion, subject to customary closing adjustments. Coveris Americas is a business held by Coveris Holdings S.A., a portfolio company of Sun Capital Partners, Inc.

Coveris Americas manufactures a variety of flexible plastic and paper products, including rollstock, bags and pouches, coextruded films, shrink films, coated substrates and labels. As of 31 December, 2017, Coveris Americas operated 21 production facilities worldwide. In 2017 Coveris Americas generated US\$966 (€818) million in revenues and US\$128 (€108) million in Adjusted EBITDA.

Transcontinental's recent growth into the US market

The acquisition is Transcontinental's second acquisition of a US company in 2018. In March, the company announced its acquisition of Multifilm Packaging Corporation.

Complementing its printing and media operations, the acquisition of Coveris Americas significantly diversifies TC Transcontinental's business into flexible packaging. Based on Coveris Americas' financial results for its fiscal year ended 31 December, 2017 and on TC Transcontinental's financial results for its fiscal year ended 29 October, 2017, the pro forma consolidated revenues for the combined entity for fiscal 2017 are estimated at C\$3.3 billion (US\$2.6 /€2.2 billion) and C\$564 million (US\$442 /€374 million), respectively, with flexible packaging accounting for approximately 48% of total revenues.

The boards of directors of both TC Transcontinental and Coveris Americas have approved the terms of the acquisition. The acquisition, which remains subject to certain customary closing conditions and receipt of applicable antitrust approvals, is expected to be completed in the third quarter of TC Transcontinental's fiscal year 2018.

Merkantfy becomes the third biggest global online store



Leading online retail store Merkantfy positions itself behind the Alibaba Group and Amazon as the third biggest online store in the world. It is the third online platform in worldwide sales. Merkantfy has a world market share of 16.68% and an annual growth of 67%. More than 300,000 manufacturers and suppliers, 123 million customers worldwide, 100 million products for sale and more than 25 million shipments anywhere in the world endorse the platform. They have a serious pet category as well.
merkantfy.com

DINNISSEN PROCESS TECHNOLOGY

HYGIENIC, HOMOGENEOUS & MULTIPLE LAYER COATING
 The Dinnissen Pegasus® Vacuum Coater is the ideal process solution to produce pelleted and extruded products in accordance with the latest standards and criteria, which makes your pets feel at their best.

MM

More information www.dinnissen.nl



United Petfood acquires Animal Lovers

United Petfood, international producer of dog and cat food with headquarters in Belgium, acquired the Dutch company Animal Lovers. Animal Lovers, based in Coevorden, The Netherlands, is a producer of biscuits for dogs, horses and rodents.
www.unitedpetfood.eu

Canina®

... because beauty comes from within!

ANIMAL HEALTH SINCE 1984

- ✓ Feed supplements of high quality
- ✓ Care products
- ✓ Non-toxic Vermin Protection
- ✓ B.A.R.F.-supplements

MADE IN GERMANY

PURE NATURE

We are constantly seeking distributors for additional countries!

Canina®
 pharma GmbH
 Kleinbahnstraße 12
 D-59069 Hamm
 Telefon: +49 (0) 23 85 / 9 20 20-0
 Telefax: +49 (0) 23 85 / 28 77
 E-Mail: info@canina.de
www.canina.de



ANNUAL INNOVATION AWARD

THE 22nd CHINA INTERNATIONAL PET SHOW



CIPS'18

9.27-30, 2018

GUANGZHOU

THE BEST SOURCING PLATFORM FOR THE GLOBAL PET INDUSTRY

1,500

exhibitors

120,000

m²

65,000

visitors

80

countries

AN IDEAL BRIDGE CONNECTING THE
GROWING ASIAN MARKET



www.cipscom.com



30 Years of pet retail

In the last 30 years pet retail has developed and expanded enormously. Today's omni-channel world is a challenge for pet retail. What are the developments and challenges?



30 Years of booming pet retail	10
Fressnapf Group GERMANY	14
Alpha-Vet HUNGARY	17



30 Years of booming pet retail But what about the years to come?

In this, our 30th anniversary year, we are taking a look at a number of important topics for our industry. How have these developed over the years and left their mark on the pet industry? How will they evolve over the coming years?

Disruption in pet retail

One such topic is pet retail. We can safely say that, in 30 years time, the pet retail landscape will have changed dramatically from what it is today. Disruption is about to hit us.

Mom and pop stores

Up till the eighties, pet stores were, for the most part, mom and pop stores. Especially in Europe, where only a few stores had affiliate ones. The year 1979 boasted the opening of the first chain of pet stores in Europe: Kolle Zoo. In the US, the early nineties saw the advent of chains such as PetSmart and Petco. By the mid-nineties, PetSmart was the biggest chain in the world, with over 300 shops. Today, they have over 1,500 stores!

A fast grower in Europe has been German-based Fressnapf. Having opened its first shop in 1990, it now has over 1,400 stores in twelve European countries.

Operating largely as franchise, Fressnapf has inspired other successful pet chains. With the advent and growth of chain stores, mom and pop stores have become extremely rare.

5 ways in which franchise chains have impacted pet retail

The growth of large franchise chains has resulted in new dynamics calling for new know-how and services. The five most impacting of these are:

1. The need for international and national logistic systems to replenish stores.
2. Standardisation of services, pricing, marketing and bookkeeping, to name but a few.
3. Mandatory training of employees to ensure franchisee's service levels are adhered to.
4. Introduction of private labels by franchisees.
5. Launching of customer loyalty systems schemes.

Purchase incentives



believe that transparent and complete delivery costs are a key factor when buying online



are more likely to purchase from a website if next day delivery is an option



will buy online if advanced notification with a 1-hour time window is an option

As the pet market continues to grow, the outlook for pet retail chains appears to be positive in all ways. Yet, there are a number of disruptive developments that are already being felt and that are set to bring some daunting challenges.

Future of pet retail in a disruptive era

Now that the millennials are defining the way we do our shopping, online sales are booming. The impact of online on brick and mortar retail is being felt in

all shopping streets and malls. Retailers are being forced to embrace an omni-channel strategy, in order to meet customer requirements. Logistics and warehousing are facing new challenges as first next-day and now even same-day delivery has become part of the game.

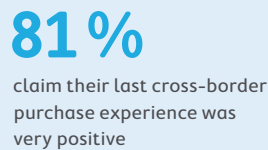
With the convenience of online, the modern consumer is looking for experience as reason to take the effort to go to a shop. [▶ SEE NEXT PAGE](#)

Purchase experience



82% Internet penetration

Cross-border purchase experience



Source: Internet Live Stats July 2016 Estimate

Heavy buyer* snapshot

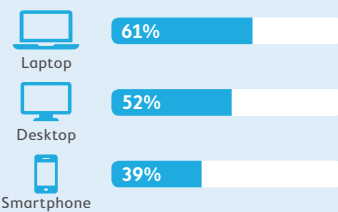


*represent 1/3 of online shoppers

Millennial snapshot



Devices used to shop online



Preferred product types



KANTAR TNS The DPDgroup e-shopper barometer was conducted by Kantar TNS between 1 June and 3 July 2017. Kantar TNS surveyed 24,871 participants across 21 countries in Europe and Russia.



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.



30 Years of pet retail

In order to be able to meet customer expectations, existing store concepts are in urgent need of a total re-haul.

In pet retail, this could mean bringing grooming and veterinary services into the store. Combining convenience and experience will provide customers with the added value they are looking for. But, things do not end there. The trend to treat pets as if they were human - 'That which is good for me is good for my pet' - will undoubtedly lead to major changes in pet store concepts.

The threat of online platforms

Amazon recently announced that it has the ambition to disrupt the pet industry. In 2018, it aims to achieve sales of \$8.2 billion (€6.7 billion) in the US: a market share of 16%. The company is bound to also want to do the same in Europe. Especially now that Amazon is moving beyond being merely a transactional site, to becoming an information resource (and build relationships with customers and pet owners) traditional retailers are warned! In the meantime, Chewy in the US and Zooplus in Europe are having their own disruptive online influence.

In Asia, Alibaba, JD.com and many other big Chinese online platforms are making a direct leap forward. On a continent without any pet retail tradition, online rules! ♦



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

PETS International June 2018

Dr. Clauder's[®]
since 1957
Responsible Pet Nutrition

Snack IT
Fresh Meat



product
update
2018

WorkOut
Snack
Multi Vitamin



Trainee
Minis



www.dr-clauder.com



Fressnapf Group GERMANY

Fressnapf – Celebrating 28 years of growth in Europe

From left: Dr. Hans-Jörg Gidlewitz, Folkert Schultz, Torsten Toeller.

This anniversary edition of Pets International is highlighting one of the first supermarkets for pets in Europe.

From idea to successful, innovative concept

The idea for a pet supermarket was one brought home by Torsten Toeller from a business trip to the US at the end of the eighties. On a scouting trip for his employer at that time, he was looking for new business ideas. While in the US, he was particularly impressed by the supermarkets for pet food and accessories, such as Pet Smart. Toeller was convinced he had found the perfect concept for the German market: closing the gap between the classic small pet shops and supermarkets.

His boss rejected the idea as economically unsustainable and utter nonsense.

But Toeller firmly believed in his ideas and drew up a strategic plan for what he called his 'Fressnapf Vision'. He quit his job and opened his first Fressnapf store in Erkelen in January 1990. This was the start of a fast-paced, be it slightly off-beat, success story. Only a few months after opening shop, Toeller was almost forced to file for bankruptcy. Not being one to quit easily, he sold his car, doubled Fressnapf's product range and slashed consumer prices.

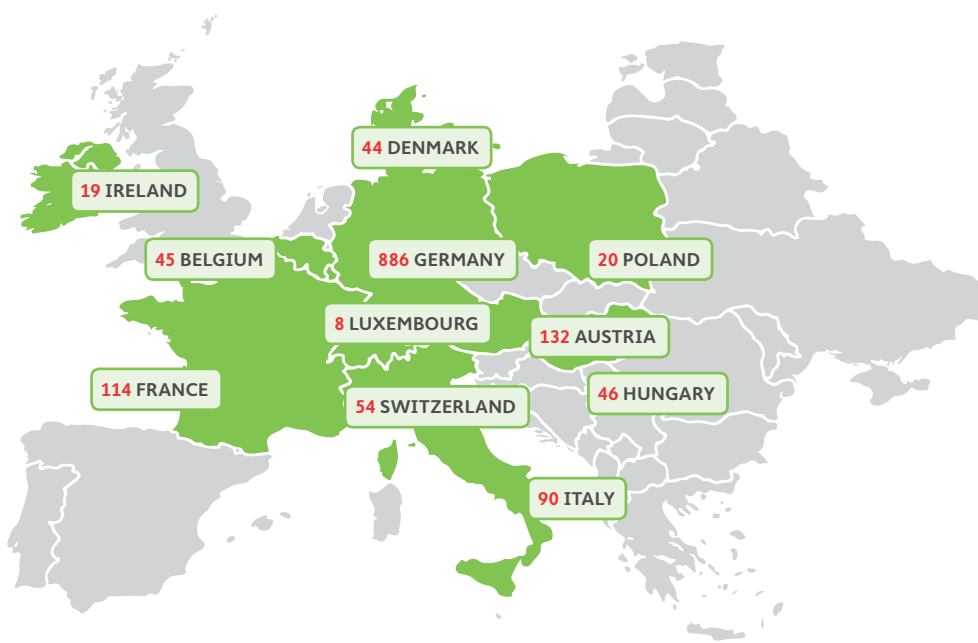
It saved his skin and since, the Fressnapf Group has enjoyed steady growth. This was achieved through franchise stores and through international expansion across Europe.

Continued growth and expansion

In 2017, a total gross turnover of €1.98 billion (\$2.34 billion) in eleven countries set a new record in the company's history – an increase of 6.5% compared to 2016. In 2018, the Fressnapf Group plans to realise a total gross turnover of more than €2 billion (\$2.36 billion), which would set a new milestone.

Furthermore, the Fressnapf Group plans to open its 1,500th store in late summer in Paris, France. This will be one of approximately 150 new stores planned to be opened in 2018.

In addition to the brick-and-mortar expansion, the international roll-out



Strongly positioned: Stores in eleven European countries with 1,459 locations*

*As of 01/03/2018

of the online shop will strengthen the company’s cross-channel strategy. As a first step, the Austrian online shop will go live summer of this year.

“Fressnapf aims to be a customer-oriented company and systematically gears its actions to the needs of its customers. We want to give them a great experience across all channels. The ability to do so is based on intelligent customer management. This not only allows Fressnapf to identify customer wishes, but also to fulfil them,” Torsten Toeller explains the company’s strategy.

Customer focus is also what drives Fressnapf Group’s future strategy update: CHALLENGE 2025. The new strategy follows on from the current strategy: CHALLENGE 2020. “The fundamental basis for our strategy is a strong corporate and management culture, which is a value driver for the future, particularly in a family owned company like ours,” says Torsten Toeller.

Managing Director Folkert Schultz adds, “CHALLENGE 2025 has a great foundation in the existing strategy. Managing Director Hans-Jörg Gidlewitz, owner Torsten Toeller and I will build on that by continuously investing in customer acquisition and retention programmes. We will also be implementing further digitalisation throughout the company. In addition, by focusing on agility, flat hierarchies and quick decision-making structures, we will

be fostering entrepreneurial thinking and enable employees to tap into their full potential.”

Private label and brands

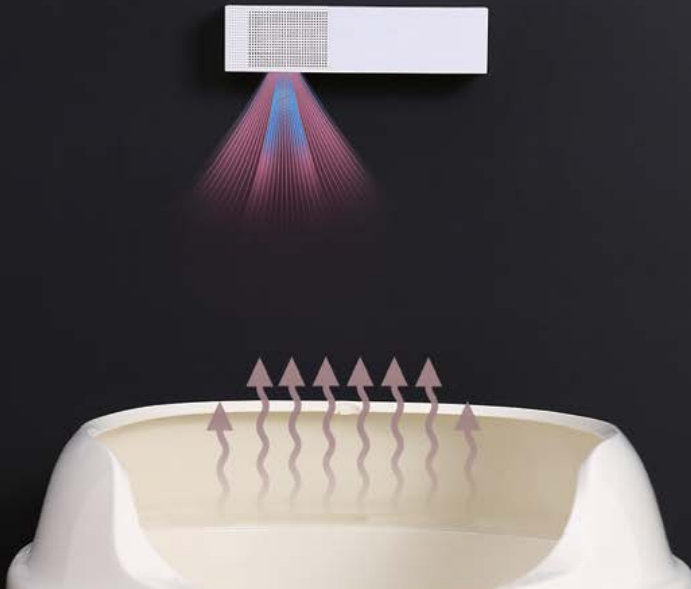
Thanks to the steady development of exclusive Fressnapf | Maxi Zoo brands, the company’s product range has also increased since its inception 28 years ago. The new non-food brands Dogs Creek and TAKE CARE were successfully launched in 2017 and helped to grow the share of Fressnapf | Maxi Zoo brands in the group’s product mix to just over 50%. This year, the company also celebrates MultiFit’s 20th anniversary. MultiFit was the first Fressnapf | Maxi Zoo private label and is now a high-profit, diverse brand. Currently, the Fressnapf range contains over 500 food and non-food MultiFit products. ♦

Fressnapf Group milestones

- 1991 Turnover increases fivefold
- 1997 Start of international expansion
- 1998 Start of Fressnapf brands
- 2000 Investment in headquarters / warehouse
- 2006 Founding of academy
- 2009 1,000 stores
- 2013 CHALLENGE 2020
- 2015 25 years Fressnapf Group
- 2017 Cross channel
- 2020 Best partner



PETKIT
The technology that cares



PURA AIR

Smart Odor Eliminator

PURA AIR intelligently identify environmental conditions, proactively jetting work mode, work cooperate with negative ions to decrease dust and remove odor, bring back the fresh air for you and your family.

www.petkit.com
sales@petkit.com

EXPERT

BY & FOR BREEDERS



150+ PROFESSIONAL-GRADE PERFORMANCE FEEDS for birds & small mammals: ready-mixed egg- & soft foods, feed mixes & mono-component products.

Witte Molen



ALWAYS IN THE WINNING FOOD!

GO & discover the full Witte Molen program online at www.witemolen.com

Questions? Contact us at info@witemolen.com

Witte Molen is a brand of LARROY GROUP™
More info: www.larroygroup.com

Super premium pet foods and veterinary medicines

Alpha-Vet develops and manufactures veterinary medicine, feed supplements, vitamins and premium pet food.

Supporting pet health

Ongoing, innovative investments have resulted in the company opening its own EU/GMP certificated veterinary pharmaceutical plant, a GMP+ certified feed supplements plant and a pet foods factory.

The Alpha-Vet product portfolio includes a wide range of veterinary medicinal products for oral and external use and a wide range of pet feed supplements.

Their liquid vitamins and feed supplements fulfil all the requirements of healthy feed additives.

The company's premium, own label dog and cat feed is based on thirty-years' worth of industry experience. Their pet foods meet the highest requirements and are made using only the best ingredients. Products are sold in the super premium category at a reasonable price.

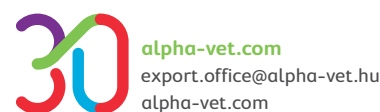
Only the best

The company saw its inception at the Szekesfehervar Animal Hospital, the biggest such hospital in Hungary. Animal health is therefore part of the company's DNA. Whatever the Alpha-Vet product - from pet medicines to premium pet food - pet owners can rest assured that their pets are getting only the best.

The balanced composition of high-quality ingredients in Alpha-Vet's pet food, not only makes the company's products the healthiest choice for pets, but also the most flavoursome. The branded products are free of genetically modified ingredients. Meat is sourced from established, reliable suppliers. And, last but not least, all products are free of preservatives and artificial colouring. Alpha-Vet products are available at 27 retail outlets that have 72,000 registered customers in their customer base. ●

Milestones on the path to success

- 1992 - 1995** Expansion of commercial activities in the field of veterinary medicine.
- 1995** Market leader in the field of veterinary products, pet foods and supplements. Exclusive distribution of Eukanuba lamb products in Hungary.
- 2001** Exclusive distributor of Norbrook products in Hungary.
- 2009** Opening of biggest animal health and pet centre in Budapest. Floor area of 7,000 m².
- 2009** Launch of ALPHAZOO pet food retail chain. Currently: 35 franchise stores.
- 2010 - 2012** Opening of own EU/GMP pharmaceutical factory in Hungary, fully compliant with all EU regulations.
- 2013** Launch of the new eco, premium and super premium pet food brands.
- 2014** Opening of pharmaceutical and feed supplements plant in Babolna.





Italian pet style ●●● *the original*

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

© 2017.12 dogmax.it

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

Our models are patented and available in the best pet stores

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

www.tre-ponti.it

www.eshop.tre-ponti.it

info@tre-ponti.it





Global market and pet retail

The global pet market is faced by major changes. What are the most important ones? And how do CEO's of the main pet retail chains view these current developments?

The future of pet retail	20
Sales skills in a private label environment	24
Cusinato ITALY	27
Positive outlook for pet care	28
CIPS Matchmaking Event	30
CIPS Innovation Award showcases innovative products around the world	31



GlobalPETS Forum retail panel discussion

The future of pet retail. Giving customers what they want

As the volume of online sales continues to increase - also within the pet sector - brick-and-mortar retailers are feeling the pressure. During the GlobalPETS Forum, held in Vienna in January of this year, CEO's of main pet retail chains discussed how specialty pet retailers are facing the future: in both the short and long term, on- and offline.

Challenges and opportunities - what is keeping retailers awake at night

In today's fast-changing retail environment, there is not one retailer who is not being impacted by the disruptive market. The question is how challenges - within an ever-growing and ever more competitive pet market - can be turned into opportunities.

Alvaro Gutierrez, CEO of leading Spanish pet retailer Kiwoko, expects his company to continue to benefit from a booming pet market. "We are seeing a shift from smaller retailers to bigger chains such as ours, and to our online channel. Although, there is increased competition from supermarkets, who are becoming ever-more savvy in the pet category. Our biggest concern is how to make sure we stay on top of e-commerce developments," Gutierrez characterises the challenges in the Spanish pet retail market.

Peter Pritchard of UK retailer Pets at Home sees two major - seemingly conflicting - opportunities for specialist retailers. "On the one hand, it's all about scale-by-growth in the number of services we offer. For us, 2018 will be about getting vets into our shops. On the other hand, it is also about how we can simplify the business to better serve our customers."

"We need to bring more technology and data to the stores. And this is where things get challenging; because we do not know what the future will bring! What do we need to invest? How much is it going to cost us? Are we in or are we out? Who knows! Nevertheless, the coming year, we will be opening seven new stores. Our attitude towards bricks-and-mortar is a simple one: if it is the right location and if it is viable, we will open," Pritchard explains.

“It has always been the case that specialty stores have to work harder to reinvent tomorrow.”

In Germany, market leader Fressnapf has just completed a full retail potential program and will continue the roll-out of this concept in its stores in Austria, Italy, France and Switzerland in 2018. Main focus of this concept is the transformation into a full-service, customer centric operation. In the longer term, Fressnapf expects the retail landscape and the brick-and-mortar stores to become radically different to what they are today. It is a view shared by all panel members. Agility and flexibility are believed to be key for companies: to allow them to adapt to the future unknowns and market requirements.

Leveraging your footprint through online

Giving his view on the US pet retail market, Walmart’s Dean Kelley sees the biggest challenge in the ability to attract the best, tech-savvy people who are able to provide e-commerce solutions for now and in the future. “Basically, online is a threat to everyone.

But, we can do better than the Amazons out there if we succeed in tapping into the footprint of our 4,600 stores nationwide. What type of partnerships can we create that can leverage our power of being embedded in the local communities?” Kelley asks.

In France and Belgium, like in other European countries, online is growing fast. However, it is not expected to exceed 30% of sales. Nevertheless, the new online reality is forcing companies to rethink their customer experience. All panelists agree: the future for brick-and-mortar stores is one centered round the customer experience and - importantly - customer conversations.

▶ SEE NEXT PAGE



What is happening in other sectors is also happening in the pet sector: stores are becoming showrooms where customers come to be informed about their purchase.

They are looking for real conversations. For retailers this is an essential moment in customer conversion. Such real conversations can not be recreated online. But how long is that advantage going to last? Fressnapf expects to keep this advantage, having made its stores far more attractive and opening them in A or B locations: easy for the pet owner to drop by on his way home from work.

Whatever the sales the channel, customer is king

Gutierrez sees a mixed landscape in Spain, where the younger generation finds information online and purchases wherever is 'natural' for them. "We need to make sure we are present online where people are looking for information. It won't do to be present just 'a bit'. We need to be there for the full 100%. We need to be part of the conversation that takes place online," Gutierrez believes.

Kelley agrees and adds: "When I think of omni-channel, I think of leveraging our footprint. No, we can never wash a dog online, but we can bring services and people and their pets together on our platform. If we understand the customer journey, we can use online to get people into our stores. We should own the entire eco-system around pets. And that includes online."

Pritchard concludes: "It has always been the case that specialty stores have to work harder to reinvent tomorrow. The thing is, your strategy might be perfect, but life is imperfect. Change is part of life. The needs of pets haven't changed, consumers have. The only way in which we can respond to insecurity

is by constantly asking if we are doing what the customer wants. How can you create value? Are you doing the right things in the right way?" ♦

Dave Bolen

Board member and advisor to leading companies in the pet industry.

Alvaro Gutierrez

CEO of Spanish pet store chain Kiwoko, the largest chain of pet care specialty retail stores in Spain.

Lionel Desclée

Owner and CEO of Tom&Co. The company has franchise and company-owned stores in Belgium, France and Luxembourg.

Peter Pritchard

CEO Retail of Pets at Home. The company aims to deliver the best pet experience through an integrated retail and services offer. It operates the UK's largest small animal veterinary business.

Dean Kelley

Vice President of Pets Walmart eCommerce. In the US, Walmart has more than 5,000 stores and clubs nationwide.

Alfred Glander

Former CEO Fressnapf | Maxi Zoo with over 1,400 stores in eleven European countries.



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



my family[®]

ID Your Pet



Your clients expect the best.

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



CHARMS



BASIC



FRIENDS



BRONX



GLAM



ITALY
MyFamily S.r.l.
+39 0131.950063 • info@myfamily.it • myfamily.it

U.S.A.
MyFamily USA Inc.
1 (352) 366-0133 • info@myfamilyusa.com • myfamilyusa.com

Sales skills in a private label environment

A look at how to survive and flourish in a fiercely competitive market.

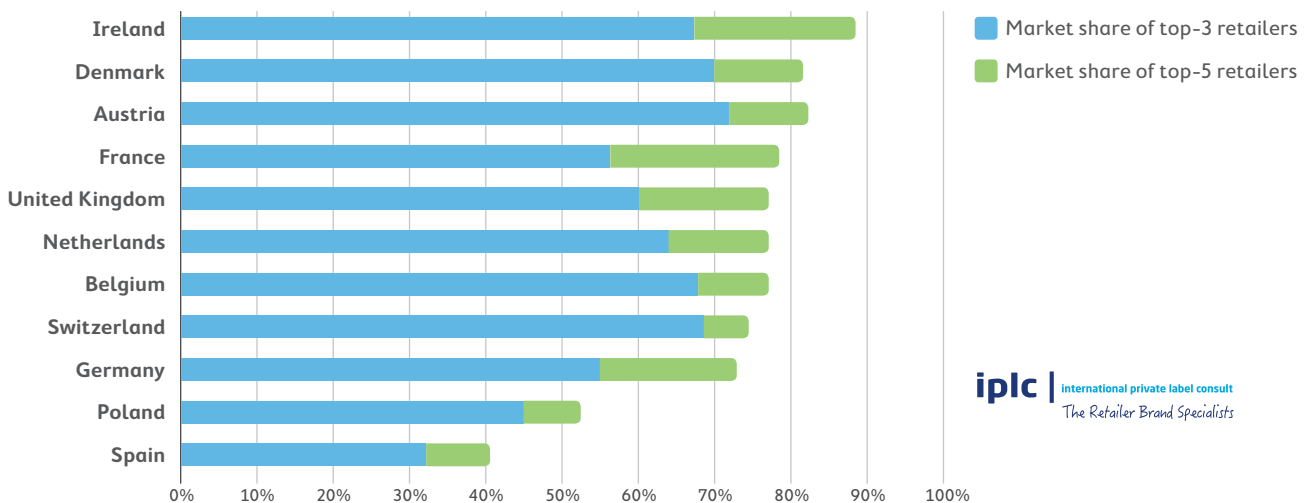
Adding value by competing on other elements than price only

Over the past few decades, retailers in Europe have invested heavily in rebuilding their stores into strong brands. Subsequently, these brands have been used to endorse retailers' private label architecture. The main aim of launching a private

brand is to boost customer loyalty by offering unique products as private brand, as well as to improve the profit margin. The market for private label products has grown significantly throughout Europe. In eight European countries, private label now has a volume market share of 40% and in some even more.

Drivers at the base of private label growth

Consolidation resulted in fewer but more professional players at both ends



IPLC research: Driving private label growth through collaboration (2017)

iplc | International private label consult
The Retailer Brand Specialists

Simultaneously, the actual number of players in the retail food market has decreased through mergers and acquisitions. This has resulted in a market where a few powerful buyers interface with many suppliers. In many product categories over capacity in manufacturing has meant prices of private label products have been under considerable pressure and with it their profit margins.

The process of retailer consolidation has had, and continues to have, a major impact on the manufacturing industry.

Surviving in the new retailer environment

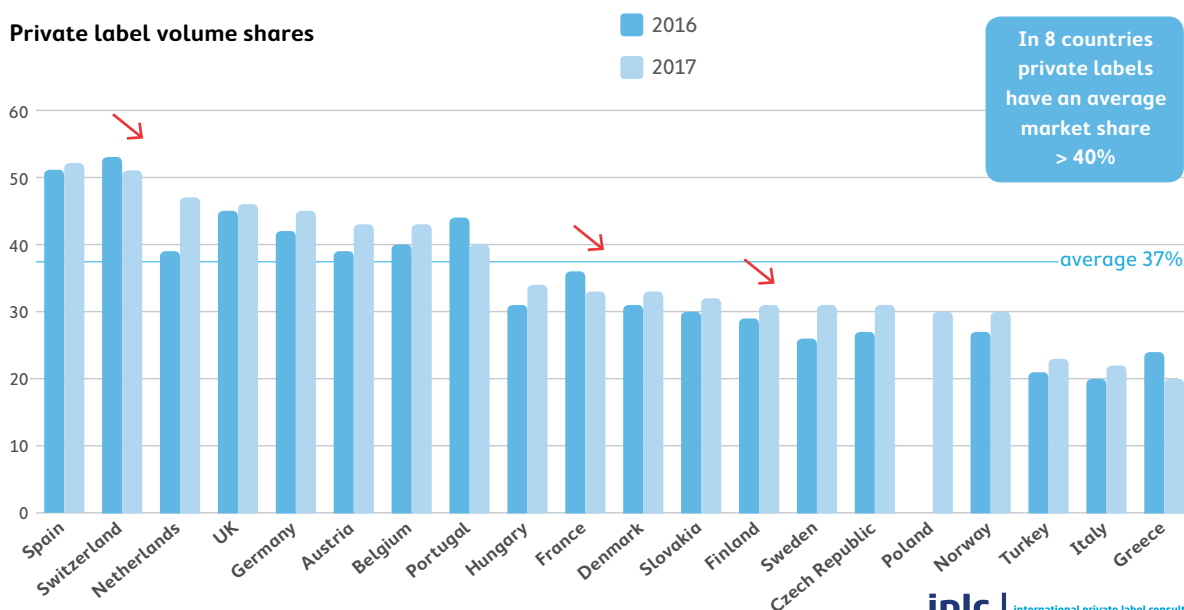
The marketing and sales efforts of a branded goods manufacturer are focused on building and maintaining consumer preference for his brands. Usually, the sales person in a branded environment only has limited knowledge of the branded product he or she sells.

This is not true for the retailer who sells a private brand. Such a retailer will try to boost private label sales through product knowledge and providing customers with information that will move them to purchase his products. Indirectly, the account manager of the private label's manufacturer is also involved in knowledge sharing. Besides which, he must also have outstanding marketing skills. In this way he can offer the retailer the necessary support in optimising the product's marketing mix, such as product ingredients, packaging, logistics and pricing.

In a highly competitive market, private label manufacturers will have to move beyond and above 'simple' tendering and spreadsheet buying. Their challenge is to create an open trading relationship focused on building categories in collaboration with retailers. Only by finding creative ways in which to stand out and prove the added value of a product will manufacturers be of interest to retailers.

▶ SEE NEXT PAGE

Private label volume shares



Source: PLMA/Nielsen 2016 and IPLC

iplc | International private label consult
The Retailer Brand Specialists

Make the category manager shine and your products will shine!

Driving category sales with added value insights

To be truly successful requires more from the manufacturer. His account manager should be able to act as a consultant to the category manager at retail-end, based on consumer insight and a deep category understanding. He should possess unique insights that provide the category manager with added value know-how.

This requires account managers to know more than only market data that can be readily bought. They should also have an understanding of products, prices, packaging, in-store presentation and how these affect each other. Based on such deep understanding of the market and impacting trends, account managers can truly support retailers in fine-tuning their private label offer to drive category growth and profitability.

Competitive advantage

Gathering such unique information means intensive work. It requires account managers to regularly visit stores in their region and methodologically monitor changes in any category, with a keen eye for detail. In this way, they will be able to gather and share unique information that can be used to persuade the potential customer of the product's value.

After all, let us not forget that category managers are under extreme pressure and often lack time to visit their own stores on a regular basis, let alone competing ones. They are required to deliver category results under great stress. For them, making decisions based on spreadsheets is more efficient than being overloaded with ideas, proposals and requests. It is only worth their while to listen to an account manager if such a person can provide proven or real advantages. The manufacturer who can unburden the category manager from time-consuming efforts and deliver value-driving category insights, will have an important competitive advantage. Make the category manager shine and your products will shine! ♦



Koen de Jong
Managing Partner
kdejong@iplc-europe.com
iplc-europe.com

Tapioca Pellets The VEGETABLE Petfood ingredient!

- ✓ 100% Vegetable (starch content 65%)
- ✓ Gluten Free
- ✓ Grain Free
- ✓ Perfect flowability (also available in crushed form)
- ✓ Non-GMO
- ✓ Steady availability, supplied directly from our stocks straight to your factory in bulk, bigbags, or 25kg bags.
- ✓ GMP+ certified
- ✓ Much more other vegetable ingredients available



Aminola[®]
agricultural commodities

More information?

Call us: +31854013622, Email us: info@aminola.com, visit: www.aminola.com

Cusinato ITALY



From birds to the widest range of pet-related products and services

With humble beginnings over 30 years ago, Italian Cusinato Pets and Country Life recently opened a brand-new concept store. Founded by passionate ornithologist Mr Natale as little shop in the heart of Veneto region, Cusinato now offers customers everything they need for gardening, pet food and care, small animals and horse riding. A new addition, is the organic food section for pet owners.

New concept store

The new concept store has been designed as a single open space, with several thematic areas and an outdoor area. In total the shop has 1,300 sqm of exhibition space. The outdoor area offers 20,000 sqm for training and play activities with dogs and pets. The store also features an indoor training space and a grooming salon for ensuring pets have a tiptop appearance. In an additional building, pet owners can leave their pets in the pet resort.

Cusinato also breeds three dog races: Cane Corso, West Highland White Terrier and Bovaro Bernese.

Service with a smile

The new concept store has been built with the environment in mind. Photovoltaic panels, low consumption led illumination and other solutions minimise the store's footprint. The professional staff helps to ensure that every client feels welcome and is provided with the information he requires to help him choose the right product. Service is with a smile and above all passion for animals.

The store was one of the three companies nominated for 2017 Retail Awards, in the category Best Customer Experience Initiative. Cusinato is proud to offer one of the best shopping experiences around,

both on- and offline. The company's webstore features all its products for customers who prefer to have their pet supplies delivered direct to their home. Cusinato Pets and Country Life keeps in touch with many pet-loving followers daily on Facebook and Instagram. A regular newsletter service also keeps pet owners updated on must-haves and essential pet information. ♦

♦ **Cusinato Pets and Country Life**
info@cusinatonline.it
cusinatonline.it



Positive outlook for pet care

With 4% global value growth forecast for 2018, the pet care industry is attracting major investment and is clearly the place to be.

Global value growth

The pet care industry has been in the news recently due to a major takeover that took place earlier this year when yet another well-known FMCG player entered the market. General Mills' acquisition of Blue Buffalo for a whopping \$8 billion (€6.5 billion) hit the headlines and took many by surprise. But it is the industry's growth that has also been attracting much attention and funnelling major investment into the industry. With an expected 4% global value growth (in constant terms) for 2018, the pet care industry is the place to be.

Year of the cat

Some recent developments in the industry have been in response to the growing popularity of cats, which have largely overtaken dogs in many markets. Felines have captured the limelight due to their playful and typically more independent nature, making them the perfect companions for fast-paced, urbanised young owners. This is also reflected not only in sales of cat treats but also of cat food in general. In fact, the category has been experiencing high levels of premiumisation with more nutrient-rich, alternative protein and functional diets hitting the shelves.

Global premium cat food sales are expected to increase by 4% in 2018, with absolute growth sales expected to reach \$2 billion (€1.6 billion) between 2018 and 2023. While premium pet food has attracted much of the attention, however, not all consumers are so affluent and mid-price cat food is also expected to generate value growth.

East is the new West

According to Euromonitor's newly released data, China will remain the fastest-growing market in 2018. With its burgeoning middle class and its digital-savvy consumers, China continues to experience a boom as more pet owners turn to commercially prepared food and pampering their pets. In fact, pet care value sales are expected to grow by 22% over 2018 and achieve a 20% compound annual growth rate (CAGR) over the next five years at constant 2018 prices. Attesting the market's dynamism, new brands are entering the fray while competition from local players is intensifying. Other fast-growing markets include Taiwan, South Korea and Thailand – albeit from a different, much lower, base.

Competition intensifies in developed markets

In the US, besides the acquisition of Blue Buffalo, other smaller power shifts have also been taking place and the industry is becoming ever-more competitive. The pace of innovation remains relentless and newcomers are eating into the share of more established players.

Reflecting the global trend, premium pet food is still the best-performing category with a special mention for cat treats and premium wet cat food. As premium, natural grain-free and raw diets continue to enjoy the limelight, wet food has experienced stronger value growth than the traditional, more established dry food.

In contrast, growth is expected to remain sluggish and fairly flat in Western Europe. Amongst the best-performing markets are Portugal and Spain as slightly better economic conditions boost consumer confidence, while growth is slower in the largest markets such as Germany and France.

No stop to pampering

With expected global constant value growth of 5%, the cat treats segment is expected to be the best-performing category for this year as owners look to indulge or reward their pets or even address health conditions with such products. By contrast the dog treats category, which is more mature than cat treats, is expected to experience slower growth. Nevertheless, 4% value growth is still quite impressive for a more developed category, and the rate of innovation has been unstoppable.

Global outlook

Pet products face less impressive growth globally, but there are pockets of growth that reflect owners' concerns with their pets' health and wellbeing. Raw diets and better education about specific ailments and needs have helped to boost sales of pet dietary supplements. Global pet care is expected to continue to benefit from the strong humanisation trend which, together with sociodemographic factors, will continue to drive the industry. A global 4% value CAGR for the next five years is predicted, generating gains in excess of \$24 billion (€19.4 billion) over the same period. ♦



Paula Flores

paula.flores@euromonitor.com
euromonitor.com



CIPS Matchmaking Event

The CIPS Matchmaking Event will enable international suppliers and buyers to meet future business partners on the day before the trade show officially starts.

CIPS Matchmaking Event

The China International Pet Show (CIPS) has proven to be a high-quality event which attracts many professional international buyers and suppliers who are trying to find new business partners among the 1,500-plus exhibitors. To help suppliers and buyers get even more out of the trade show, the CIPS Matchmaking Event will take place on Wednesday 26 September, from 15:30 to 17:30h; the day before the official start of this year's CIPS in Guangzhou, China.

How does it work?

Both suppliers and buyers can submit a profile of their ideal business partners to the organisers, who will use the strength of the CIPS network to find suitable potential partners. On Wednesday 26 September, fixed 15-minute time slots will be available for partners to meet each other and discuss possible business opportunities.

What's in it for me?

The CIPS Matchmaking Event enables you to meet qualified global buyers and sellers, schedule meetings and initiate new business relationships. It can help you increase your turnover by:

- matching you with high-quality leads

- improving the efficiency of your attendance
- enabling you to sign new deals on-site
- putting you in contact with new agents and representatives
- strengthening your presence in the dynamic Asian region
- providing the basis for new strategic partnerships

Procedure

You can reserve a table at the meeting to present your products/services. Otherwise, you can apply to attend the CIPS Matchmaking Event by completing and submitting the profile form (before 30 July) so the organisers can identify suitable potential partners. The organisers reserve the right to select attendees.

Cost

For suppliers: €199 (including a table to present your products/services)

For GlobalPETS Forum attendees: free of charge

For all other participants: €99 ♦

For the Matchmaking profile and registration form: en.cipscom.com/VisitorReg.htm



CIPS Innovation Award showcases innovative products around the world

The CIPS Innovation Award is aimed at companies who would like to highlight the innovative nature of their products and increase the exposure of their products to professionals in the international industry.

Applicants

The international CIPS Innovation Award is an initiative of the organisers of the China International Pet Show (CIPS) to recognise the most innovative product of the year. The competition is open to all CIPS exhibitors and other innovative companies.

Categories

Applications are welcome in the following four categories:

- Pet Food
- Pet Accessories
- Aquaria
- Small Animals

Judging

A maximum of ten entries will be allowed per category. The judges will select one CIPS Innovation Award winner per category.

The international judging panel is composed of the following professional pet experts from around the world:

Pet Food: Hans-J. Buengener

Pet Accessories: pending

Aquaria: Oliver Knott (AquaDesign & Consulting)

Small Animals: Pierre Kemseke (Ecoclavis)

Benefits of winning

All category winners will receive an 'Honourable Mention', which entails:

- Announced as winner on the CIPS Night (26 September 2018).
- CIPS Innovation Award winners will be awarded with a 9 sqm display area in CIPS (either a 9 sqm shell scheme booth or offset 9 sqm within a raw space booth). Its is providing the winners with very broad international exposure free of charge.
- Award-winning products will be included in the CIPS Innovation Award Yearbook.
- The right to use the special 'CIPS Innovation Product 2018' label for marketing purposes.

Procedure and requirements

- Product must have been launched since 19 November 2017.
- Applicants must complete the entry form and submit it online to CIPS, including payment, before 1 September 2018.

Cost

CIPS exhibitors: Free of charge

Non-exhibitors: €250

Apply

To download the entry form, go to en.cipscom.com

New Alaska Harness.

Designed for medium and large dogs. Built with resistant and soft materials, it distributes the traction load on the chest evenly. This accessory is perfect for excursions and activities of all kinds.



Italian Cuddles

- HANDCRAFTED**
QUALITY

- RESEARCHED**
COMFORT

- CONFORTABLE**
FIT

- ECOFRIENDLY**
MATERIALS

- HYPOALLERGENIC**
MATERIALS

- RELIABILITY**
TESTED

- ITALIAN**
PRIDE



DISCOVER OUR PRODUCTS

PRATIKO-PET.COM



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



Accessories

Which human fashion trends for the new autumn season will influence pet accessories? Learn from IKEA, which is ready to penetrate the international pet industry.

IKEA. Home for pets and pet parents	34
Trends in fashion and accessories	36
CAMON ITALY	41
A pet's life online	42

IKEA

Home for pets and pet parents



IKEA enters pet market with products that make everyday life of both pet owners and pets that bit easier.

Launch of new pet category

With the further humanisation of pets and their integration into pet owner lives, IKEA, the global brand with 400+ stores all over the world and an annual turnover of €38 billion (\$47 billion), is now also entering the pet market. To get a better understanding of their ambitions in the pet segment, PETS International arranged an interview with Peter Bondesson, project leader at IKEA of the pet category.

Why are you launching a pet category in your stores?

Bondesson: "Research that we conducted clearly showed an increasing tendency for pet owners to regard their pets as fully-fledged family members. Pet owners are purchasing more and more luxurious and smart products for their much loved four-footed 'sons and daughters'."

What kind of products will you be featuring?

Bondesson: "The mission of IKEA is to offer products that make everyday life easier and more meaningful. The IKEA pet product range has been developed according to the natural needs and behaviours of pets.

Of course, we consulted pet owners as to how we could make their life and that of their pets that bit more fun and easy. We also involved veterinarians in the whole design process.

Even as with all the other IKEA products also the pet products do meet the legal demands and requirements. Beside that we made sure our pet range meets important criteria for the well being of the pet. All products were thoroughly tested by pet owners."

When will IKEA launch its pet category?

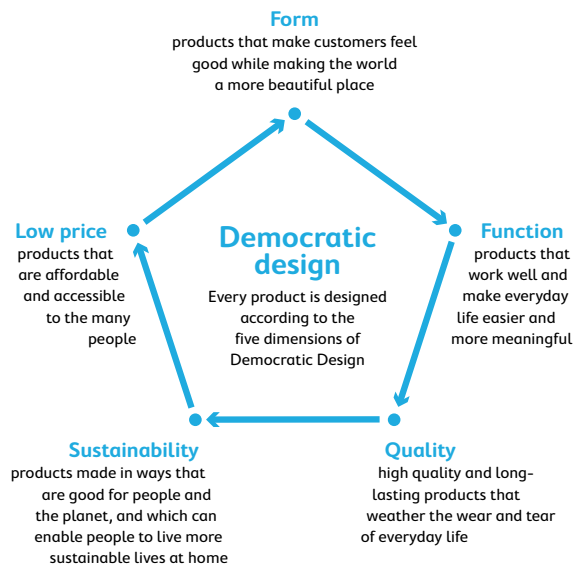
Bondesson: "At the end of 2017, we already rolled out the pet category in five countries: the US, Japan, France, Canada and Portugal. The initial results in these pilot countries have been extremely positive. Consumer demand per country is pretty much the same. It is what we had expected: our pet category is based on the basic functions of dogs and cats. Pets eat, sleep, walk and travel almost in the same way the world over."

Competition is fierce in this category. How will IKEA stand out?

Bondesson: "It is our belief – and always has been – that well-designed and affordable products that make life easier sell best. Our approach in the pet category is no different. We will stand out from the competition thanks to our excellent, proven product mix that combines form, function, quality, sustainability and low price. Our pet products will also be available online in a number of countries."

Sustainable products

Sustainability is one of IKEA's important strategic focus points. After all, homes and the way people live have huge impact on health and wellbeing. And on the planet. Households are responsible one-third of global energy consumption and use up one-tenth of the total volume of water. IKEA aims to become a circular company in the near future. So, for them it has been a natural choice to make sure their pet products also are sustainable.



IKEA's fundamental product design approach is based on five core principals. These are the five dimensions of IKEA's so-called Democratic Design.

Source: IKEA Group Sustainability report

In 2017, the company used no less than 145,000 metric tonnes of cotton. Obviously, there has been much to do about cotton. It is why they source 100% of their cotton from sources defined as more sustainable, for instance cotton that complies with the Better Cotton Standard. As for wool: IKEA respects animal welfare standards and complies with the so-called Responsible Wool Standard. In this way the company ensures a fully transparent and compliant value chain.

Supplier Sustainability Index

IKEA requires their suppliers to meet the same highest sustainability standards. To measure their performance in this area the company uses the Supplier Sustainability Index. This index also gives insights into how they can make improvements together. IKEA works with a limited number of suppliers who meet the set requirements. As for the pet products range, the company works mostly with existing suppliers. Only for the leashes and harnesses, they have turned to new suppliers already active in the pet industry. ♦





Trends in fashion and accessories

Ready for a colour explosion? Grab your sunglasses! Because today's trends are all about colourful prints, reflective materials and technological creations!



Colours

All colours of the rainbow and more: from pastels to 90's neon versions. Anything goes! But, be sure to be totally cool and add a touch of yellow. And the good news is that you are free to combine the brightest colours with earthy tones and easy-going pastels. Monochrome outfits are hot. As are all uni-colour outfits. But, no worries if you prefer the more expressive stuff! Anything goes! So, why not achieve the looks with some awesome 60's prints and flower explosions?

Shapes and materials

Do not forget to stash your pockets with loads of useful and, above all, trendy gadgets. There will be more than enough pockets and multi-zippers this season to do so. The handbag is set to become the fashion statement item. Whether it is by way of geometric shapes, colourful prints or what you carry with you in a transparent bag. In fact, transparent materials reflect your open attitude. Oversharing and showing off the trendy stuff you are carrying with you - even the design key ring - is totally trending.

And what about shoes made from seaweed or eco-friendly packaging materials made from mushrooms? New bio-degradable materials and awesome textures are fulfilling the needs of those consumers interested in waste reduction and recycling.

High-performance, sustainable fabrics

Lightweight, strong, sustainable and intelligent: fabrics are undergoing a true revolution as consumers demand easy-fit clothing suited to their dynamic, environmentally conscious lifestyles. Recycled and sustainable materials, fair trade and responsibly made clothing are the choice of increasingly conscious consumers. [▶ SEE NEXT PAGE](#)





KW Aquatic Supplies CHINA
New Mango water feeder for dogs and cats

The Water Feeder MF-897 has a unique 3-tier flowing design and a large capacity (3 litres). The water shortage alert sensor is designed to automatically cut off power so that the pump does not burn.

Available in 2 colours: blue, pink. Other features:

- Optional USB water pump
- Clear water level indicator
- Replaceable carbon cartridge
- Advanced water shortage sensor

Welcomes OEM design. Quality assured and reasonable prices.

KW Aquatic Supplies Co., Ltd.

cyh@kw-zone.com

kwzone.com



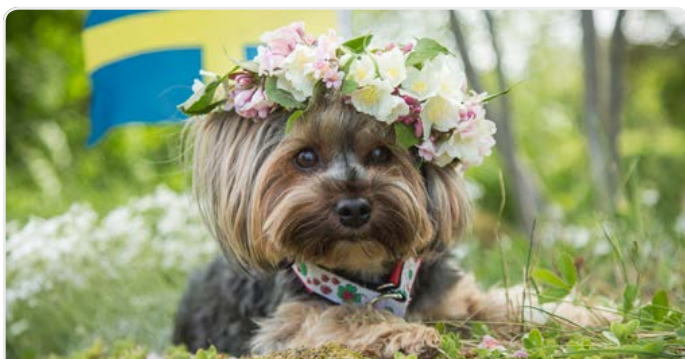
Farm Company ITALY
Spring is blooming also for cats!

Looking for something new to decorate your shop window? Here is an innovative idea! Two scratching trees that evoke the spring season, picnics and outdoor playtime. The 'Garden Line' rethinks the classic scratching tree into two shapes: a wheelbarrow (95 x 34 x 34 cm) and a watering can (35 x 35 x 45 cm). Both are made from plush material in a classic colour shade, easy to match with any furniture, while sisal inserts provide extra fun for cats to channel their scratching instincts!

Farm Company Srl

info@farmcompany.it

farmcompany.it



Gustaf&Evita SWEDEN
Tasteful designs for the modern dog owner

Gustaf&Evita produces 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 primary concerns are fashion and trends. The mission is clear: to be a preferred choice for the modern dog owner.

Gustaf&Evita Scandinavia Ltd

boutique@gustafevita.se

gustafevita.boutique



Bia Bed SWEDEN
Thank you to all who visited us at Interzoo!

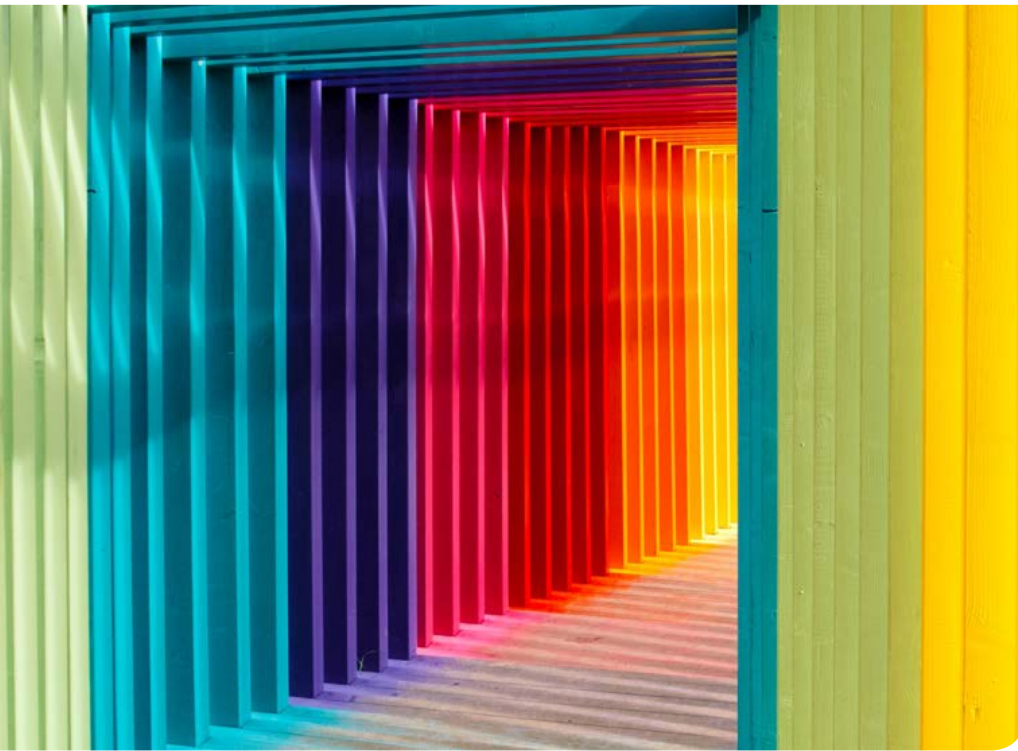
Bia Bed is the leading brand in the dog bed segment in Scandinavia. This family-owned company will soon be celebrating 50 years on the market. Bia offers a 'Made in Sweden' product range of beds, mattresses, orthopaedic beds and outdoor beds. All models and sizes can be equipped with luxurious covers that can match any home interior.

Looking for wholesalers/distributors in all of Europe.

Bia AB

info@biabed.com

biabed.com



Where do pet products fit in?

But, how do these trends impact pet products? New materials and fashion trends are making the lives of pets and their owners that bit easier! How about a see-through carrying bag for your pet: allowing it to observe its surroundings and enjoy each other's company. Trendy pockets and zippers provide convenient space to carry snacks or pet gadgets when you are out and about. Innovative fabrics offer pets new heights of UV and rain protection. In fact, reflective satins and other 'bling' fabrics are set to add new, exciting design possibilities. For instance, the application of lightweight satins, gems and rhinestones in collars as beautiful eye catchers. And beyond clothes, colourful baskets, coats, pillows and gadgets with prints and in all shapes and sizes combine perfectly with any owner's interior.

Last, but not least, is packaging. Pet products are ideally suitable for biodegradable packaging and things are being done with plant fibre pulp that were simply not possible only a few years ago!

Breakthrough technologies and nifty ecological solutions are sure to point the way in exciting future designs! ♦



Marlou van Teunenbroek
Online and offline concept creator
info@louzepouz.nl

PETS International June 2018

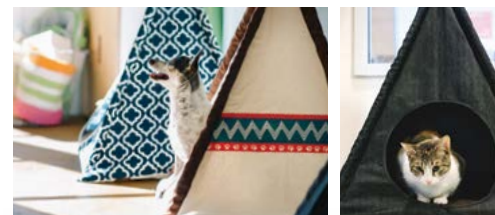


PET LIFESTYLE AND YOU

www.PetPlay.com

THE PERFECT SANCTUARY FOR YOUR PET

P.L.A.Y. Pet Teepees



855.300.7529 info@petplay.com



San Francisco, CA



Lex&Max THE NETHERLANDS
Classy dog baskets

The Lex&Max assortment has been expanded with a beautiful range of classy dog baskets. Fabricated from stylish high-quality eco-leather that can be zipped off for cleaning, the baskets are available in black and in white and can be supplied in up to five different sizes. The Lex&Max dog basket collection is extremely alluring and complements any interior.

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

Pet Bedding by **SCRUFFS**

Water Resistant
 Anti-Bacterial
 Dense Memory Foam Crumb Fill

Expedition Collection

The Scruffs® Expedition orthopaedic pillow bed is ideal for dogs that enjoy outdoor pursuits such as beach walking and muddy forest trails.

Innovative Stylish Functional

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

Mastery

THE ESSENTIAL OF HIGH NUTRITION

A short range, covering all market needs

MADE IN FRANCE



With more than 30 years of experience in animal nutrition, Mastery offers you super premium food for cats and dogs:

- Developed with the help of veterinarians,
- Healthy and appetizing,
- With no added colours or artificial flavours,
- Available formats: 1,5 Kg, 3 Kg, 8Kg and 12Kg.

Love for pets – commitment to their well-being



Leading pet supplies manufacturer supports professionals and pet owners to give pets a healthy, happy life.

Passion for pets

Cat and dog Lover Roberto Canazza founded Camon in 1985. His extraordinary skills in anticipating market needs, combined with his business acumen, helped him develop the company into a leading manufacturer of pet products. All products are developed based on extensive research, with pet well-being top-of-mind.

High-quality products for specialists and pet owners

Camon is a leading pet supplies brand in Italy and many European countries with its offering of a wide range of high-quality pet supplies. Products are targeted to help specialty stores, groomers, dog trainers, veterinarians and pharmacies – and pet owners – give pets a healthy, happy life.

All sales efforts are supported by continuous communication activities focused on pet owners: informing them on how to best support their pet's well-being.

The best care and the best products

Helping pets have healthy lives has always been the company's core mission. Camon's wide product range is based on providing cutting-edge products, including a wide range of natural products, for flea and tick protection, beauty care and wellbeing. The company also offers training and workshops for shop owners, vets and groomers. Its impeccable customer care services ensure professionals and pet owners know what is best for pets.

Premium brands

The company's premium brands each feature their specific benefits for the care of pets:

- Protection Line - A full range of natural products for year-round effective protection of pets and homes against unwanted guests. Protection Line is based on Neem oil, one of the most powerful vegetal extracts available.
- Pharmacia Naturale: A complete line

of products made from the purest officinal herbs and top-quality active ingredients. Products support the prevention and care of diseases, disorders and problematic health issues.

- Hygiene and Beauty: A complete range of products to provide pets with the best hygiene and beauty treatments. Includes Ingenya high-tech cosmetics, Orme Naturali natural beauty products and Camon quick cleansing products.

Care for the environment

Respect for the environment comes naturally to Camon. In fact, the use of natural ingredients in products is part of the company's success story. Company headquarters are located in the green countryside of Verona in Albaredo d'Adige. To minimise its footprint, the building is equipped with a high-tech energy optimisation system. ♦

- ♦ **Camon SPA**
camon@camon.it
camon.it

A pet's life online



Pets and social media: the cute and lovable pictures of animals on social media are turning them into the ultimate marketing tool.

Pet celebrities – outperforming their human counterparts

As social media and the internet are taking over more and more of our human lives, pets also are learning to deal with (and benefit from) this new reality! In fact, many animal stars are already outshining their two-footed counterparts. They are even surpassing the number of followers human celebrities have on Facebook, Twitter or Instagram.

Dogs, cats, rabbits, guinea pigs, chipmunks, porcupines, pigs, goats and even capybaras: you name it and you will find an animal with its own account. The most famous of all is said to be Grumpy Cat. It is estimated he is worth a

staggering \$100 million (€85 million). And he even has his own feature film.

In fact, Gabriel Mederos, Manager for Public Relations and Corporate Affairs at Nestle Purina Pet Care Company, estimates that one in ten pets now has a social media profile.

Why do social media users love animal posts so much?

In general, we use social media to share what is happening in our world. For many of us, pets play a huge role in our everyday lives. Uploading photos or videos of our pets is a way of sharing the fun and excitement of having them.

According to a study by Central Missouri State University, humans attribute the same set of personality traits to cats that psychologists would use to describe humans: extroversion, neuroticism, agreeableness, and openness. Above all, cats are flexible when it comes to copying human actions, which is often just too adorable to ignore.

Another study from Leeds University notes that when people are feeling a bit blue or experiencing negative emotions, they often turn to pets and other animals to cheer them up. Positive, funny online photos and clips featuring animals are the sure-fire way to get a laugh on your face!

Creating strong connections

According to Loni Edwards, founder of the world's first celebrity dog management agency, in recent years marketing trends have shifted from traditional ads on TV and traditional media, to influencers people already have a connection with. "Cute dogs make people happy. And brands want their marketing to make people happy. So, it has been a natural transition," Edwards observes.

He goes on to add: "It is an emotional thing, at the end of the day, it is the same reason why people like babies. Animals are very expressive and innocent. Plus, they do not hold anything back. You can tell how they are feeling by looking at them. We trust that. They never try to represent themselves as anything else."

From a brand's perspective, animals are ideal endorsers. They can build massive devoted followings. Unlike human celebrities, they cannot tarnish their brands with drunken behaviour or offensive tweets. They cannot alienate fans by bursting their fantasy bubble. They are adorable, and silent.

The good news is, that you do not have to have a celebrity pet to increase your connection to your audience. Even brands that have used pet content instead of their standard Instagram content have observed an overwhelming 295% increase in the number of comments and 93% increase in the number of likes for their posts.

What is the business effect?

There is more than just likes ... pet owners in the UK seeking social media fame for their animals have triggered a surge in sales of pet accessories in the last year, new research from Argos claims. The retail giant has revealed that sales of premium pet grooming products have increased by an astounding 163% compared to the same period last year.

Alongside the huge rise in sales of grooming products, Argos also claims that pet accessory sales have increased by 13%. It is a rise they believe is due to the increasing trend of pet fame on social media sites such as Facebook and Instagram. Argos pet care purchaser Emma Carter states: "Whilst the UK has always been a nation of pet lovers, the popularity of social media has really taken our obsession to another level. This is reflected in the huge increase we have seen in pet product purchases over the last twelve months alone."

So, what are you waiting for? Share a bit of animal happiness on your social platforms and make the emotional connection between your brand and your pet loving customers! ♦



Helen Bennie
Strategic Marketing and retail consultant
helen.bennie@shopperinsight.org
shopperinsight.org



UNITED PETFOOD



Pet food

In view of the humanisation of pets around the world, if you want to stay ahead of the game in pet food it makes sense to look at the human food trends of tomorrow. Out of the five megatrends shaping our future food, alternative proteins and the organic trend are clearly two areas offering plenty of potential for the pet industry – in terms of both ingredients and packaging.

The trend towards organic pet food and packaging	47
Future food	48
Alternative proteins	58

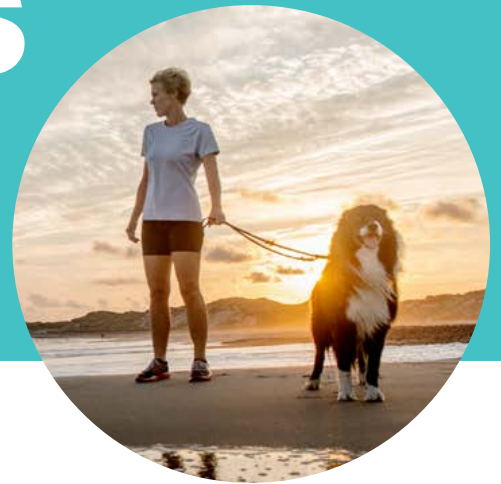


BACTERFIELD®

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[®]
LIVE 

Jørgen Baymler | j.baymler@bacterfield.com | +49 (0)151 510 35 992 | bacterfield.com



The trend towards organic pet food and packaging

Pet owners are increasingly looking for products that not only contain organic ingredients but also have biodegradable packaging.

Quest for better food

In human food there is a growing focus on healthy natural foods, and increased awareness of what we eat. Where does our food come from and, more importantly, what is it made of? New trends, such as organic food, are the result of this quest for better food.

Humanisation of pets means that pet owners are also looking for more transparency in terms of the ingredients used in pet food. As with their own food, consumers are paying more attention to the origin of the food they buy for their beloved pets, and the nutrition in pet food is just as important as that in their own meals.

United Petfood keeps up with these trends and strives to offer the best solutions for their customers, so that they can satisfy the needs of pets all over the world.

United Petfood enters the organic market

The company is proud to announce the launch of their production of organic (BIO) products for pets. These high-quality BIO products will be produced in their factory in St-Martin, France. This will allow their customers to launch organic (BIO) products in accordance with the BIO-labels used in the different countries. The origin of the ingredients used in these recipes are amongst the best documented within pet food production.

New trend towards more ecological packaging

Just bringing organic products to the market is not enough; consumers are also looking to protect and respect the environment. Packaging has evolved very rapidly in the pet business as a result of the search for convenience, but consumers now increasingly want the same high-quality food in eco-friendly packaging.

In the search for eco-friendly packaging, United Petfood is seeing rising demand for biodegradable and recyclable pet food packaging. Since biodegradable packaging has significantly improved over the past few years, the company can offer various tried-and-tested alternatives in biodegradable packaging. They are currently working together with their suppliers to find biodegradable packaging that requires no compromises in terms of the quality of either the product or the packaging. They strongly believe that this will create opportunities for both manufacturers and consumers. ♦



Hans Vermander
Sales Director Specialist Channel
at United Petfood
hans.vermander@unitedpetfood.be
unitedpetfood.eu



Future food

Five megatrends shaping the food on our plates ten years from now

Megatrends that matter

It is well known that, if it is a human food trend today, you can be pretty sure it will be a pet food trend tomorrow. So it follows that if you can identify the human food trends of tomorrow, then you can really be ahead of the game. Here is our selection of five megatrends shaping what we will be eating ten years from now.

1. 'Meat' the future

Global demand for meat is expected to double by 2050 but, at the same time, animal agriculture is increasingly being recognised as simply unsustainable and, for many, also unethical. One solution? Grow meat in a lab. Cultured meat is making headlines these days around the world, as the chief obstacle to commercialisation – cost – is crumbling fast.

When Dr. Mark Post grew the first cultured burger in 2013 it cost \$330,000 (€269,000) to make, or just over \$1 million per pound (€1.9 million per kilogram). Barely four years later, that cost was already down to \$3,800 per pound (€6,800 per

kilogram) and one US company making it, Memphis Meats, is targeting parity or even cheaper than 'real' meat. Meanwhile, another US-based company, Finless Foods, aims to have a lab-grown tuna product on the market by 2019.

Aside from the improved environmental footprint, the benefits of cultured meat (and fish) are several. It is produced in tightly controlled bioreactors so quality can be controlled and it need contain no hormones, antibiotics or pesticides. It can also be 'grown' more locally and, being largely bacteria-free, does not need to be kept as cold, meaning lower transport costs.

Then there is the ethical side. "We're told that the cells from one live cow, left to graze in peace, could be enough to make about 175 million quarter-pounds," noted the Wall Street Journal (5/1/18).

On the downside, there is still the yuck-factor of lab-grown meat and fish, but taste and texture are improving.

2. Power to the plants... and insects

Insects are already finding their way onto our plates and into our pets' food bowls and plant-based meat alternatives are also shooting up fast. Think barbecued grasshopper instead of chicken wings, gourmet beet-burgers instead of beef-burgers and honey spiced duckweed. The possibilities are many, and coming to a supermarket near you soon, if they are not there already.

Insects "contain sufficient levels of protein, fats and micronutrients to contribute to improvements in global health and food security, both via direct consumption and indirect use in feeds," one recent study concluded.

The United Nations made 2016 the International Year of Pulses to raise awareness of these little plant-based protein powerhouses, pointing out that "their nutritional value is not generally recognised and is frequently under-appreciated." As Pat Brown, founder of plant-based burger maker Impossible Foods, says: "Today we rely on cows to turn plants into meat. There has to be a better way."

3. 3D dinners

Every year for the past few years, the pasta maker Barilla has hosted a competition to design new 3D printed pasta shapes which attracts hundreds of entries from around the world. A UK-based company called Food Ink purports to be the world's first 3D printing restaurant, using a food printer called the Foodini to print its culinary creations. Welcome to the emerging world of 3D food printing!

It may seem fanciful still (and far from being widely commercialised), but 3D food printing has a serious side worth considering. Among the potential benefits are the possibility to customise the nutritional content, the reduced need for fillers and preservatives, less packaging, and the ability to make alternatives such as insect protein look more appetising.

The American space agency NASA is exploring the potential of 3D food printing to increase the nutrition, stability and safety of food given to astronauts while in space.

▶ SEE NEXT PAGE



路斯 Luscious®

Listed Company 832419



China Nutrition Expert of Pet Snacks--Since 1998



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



4. Naturally healthy

Functional food or 'nutraceuticals' is hardly a new trend. Benecol and Flora spreads have been around for decades, claiming to help lower cholesterol, and the probiotic fermented milk drink, Yakult, was actually first launched in the 1930s. Today, though, people are increasingly looking for naturally healthy foods, preferably organic and minimally processed or even raw. And with that comes an interest in foods that make you feel good about yourself: food with a story, transparent in the way that you know how it got to your plate, and socially responsible.

Gut health remains a big focus, just as when Yakult was first made, driving interest in fermented foods, probiotics and healthy fats.

5. Mass personalisation

What do these first four megatrends all have in common? The answer points to our fifth and final megatrend: the role they can play in meeting the growing interest in personalisation. This general consumer trend is materialising in the food industry in, for example, the proliferation of nutrition apps, packaged customisable foods like granola, personalised nutrition for the elderly and for athletes delivered through 3D printing, custom-blended plant-based protein powders and the possibility of cultured meat with a personalised nutrition profile. Propelled by these advances in technology, it appears that mass personalisation is finally becoming a reality. ♦



Marita van Oldenborgh
Editor, PETS International
marita@pets.nl
globalpets.community



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.



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





Lintbells UNITED KINGDOM

Lintbells achieves second win of prestigious Queen's Award for Enterprise

Premium natural pet supplements manufacturer Lintbells has been awarded a second prestigious Queen's Award for Enterprise– this time for International Trade.

This follows The Queen's Award for Enterprise in Innovation, awarded to Lintbells in 2016 for the development of its market leading joint supplement YuMOVE.

The award reflects the fantastic growth of Lintbells and its success at a global level. The support it has had from veterinary practices and the pet trade channel has played a major role in helping the company achieve impressive results.

John Howie, Lintbells CEO and co-founder, said: "We are delighted that our international growth has been recognised by such a prestigious award. It has always been our vision to help improve the lives of pets everywhere, and the award reflects increasing brand recognition from pet owners around the world."

Lintbells Ltd.

info@lintbells.com
lintbells.com

Kika / Nature's Protection LITHUANIA

Effective solution to avoid diseases of the urinary system

The Nature's Protection team continues its mission to improve the well-being and health of pets through state-of-the-art nutrition.

Experienced veterinarians conducted a study to alleviate problems in sterilised cats that commonly suffer from diseases of the urinary system. Due to these frequent issues, the efficiency of Nature's Protection Urinary Formula-S feed was evaluated.

Research done in the clinic owned by a doctor of veterinary sciences confirmed the effectiveness of the feed:

- reduces the probability of struvite stone formation
- suitable for reducing the amount of struvite in cat urine and normalises the urine's pH value.

Hence, Nature's Protection Urinary Formula-S feed has been confirmed by vets as a veterinary diet for the treatment and prevention of urolithiasis.

Lts Akvatara

info@nauresprotection.eu
nauresprotection.eu



He won't
judge you
by your
clothes.



WITH YOUR CAT YOU CAN BE YOURSELF. 100% NATURAL.


NATURE  FOR CAT&DOG



100% NATURAL INGREDIENTS.

www.schesir.com

Golden Eagle Pet- foods UNITED KINGDOM Golden Eagle Fresh Meat

Golden Eagle Fresh Meat is a clean and complete food for adult dogs needing an extra boost from fresh meat with a high protein content. It is a grain-free hypoallergenic diet with natural ingredients. No E-numbers!

3 different tastes: **Farm Formula 35/18** – Duck and Turkey, **Ocean Formula 33/16** – Salmon, Herring and Trout, **Wild Formula 34/17** – Venison, Herring and Rabbit

The pet food range contains multi-protein, single protein and grain-free ingredients.

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



Swedencare SWEDEN

The clinically proven ProDen PlaqueOff® ingredient!

A new product in the PlaqueOff family: the only dental chew on the market today with the proven ProDen PlaqueOff ingredient. Gluten and grain-free, easy to feed and break in half for smaller dog breeds. Available in four tasty flavours.

Swedencare develops, produces, markets and sells premium products on the global and fast-growing market within animal healthcare for cats, dogs and horses.

Swedencare AB
info@swedencare.se
swedencare.com



Vital Essentials® UNITED STATES Vital Cat™ freeze-dried entrees and treats

It is the most comprehensive line of freeze-dried entrees and treats in the world; the ultimate limited ingredient diet!

Vital Cat Difference

- Gluten Free, Grain Free, Guilt Free®
- Complete and balanced
- Sourced, made and packaged in the US
- Made in EU-certified facilities

Vital Essentials®
rfranklin@vitalessentialsraw.com
vitalessentialsraw.com/intlpet

Looking for importers and distributors.








foodforplanet GERMANY Welfare-friendly chicken in dog food

Chicken is a well-established protein source in dog food. The Green Petfood brand has rethought this very protein source, with sustainability and animal welfare in mind. The chickens used in the new FarmDog range are reared in a more natural environment and fed with genetically unmodified feed. Now dogs can contribute to animal welfare, too!

foodforplanet GmbH & Co. KG
info@green-petfood.com
farmdog.eu

⚠ Not sold in the United States and Canada

The product is made of
real and high-quality ingredients
that you can find in the kitchen

-  easy to digest
-  high in protein
-  rich in vitamins and minerals
-  chewiness
-  balanced



Petpal Pet Nutrition Technology Co.,Ltd



400-116-5555

add: 2# Chongle Road, Shuitou Industrial Park, Pingyang County, Zhejiang Province, China 325405

Tel: +86-21-58365867

e-mail: anq@peidibrand.com

www.peidibrand.com

RA
NOVA 朗诺®
自然生鲜 挚爱无限

New Released
**FREEZE-DRIED
PET FOOD**



 100% Pure Meat  No Additives

 80% High Protein  Healthy Hair & Smarter Brain

Tianjin Ranova Petfood Co., Ltd.

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

Email: info@ranova-pettreats.com



Customer Service

**NOT JUST
PALATANTS.
SOLUTIONS.**



**AFB is in the
solutions business.**

Our experts around the globe will deliver the best possible palatants for your pet food needs and will troubleshoot your production issues, assist with regulatory registrations, support your logistic needs, share groundbreaking research and much more.

Get the details at
PalatantsPlus.com.



The Palatability Performance People

Argentina | Australia | Brazil | China
Mexico | Netherlands | United States

Looking for...

- ◆ The 'Looking for...' platform connects the international pet industry
- ◆ Your gateway to new business partners worldwide
- ◆ Easy to manage, update and upgrade your profile at any time

**Join our global network of
20,000 pet industry connections**

**For more information visit
globalpets.community/lookingfor**



Alternative proteins

Alternative proteins feature strongly in the five megatrends shaping the future of human food, but what about their potential in the pet food industry?

Meat versus protein

There is growing discussion about alternative meat. On the human side of nutrition, partly due to the vegetarian trend and partly due to limited meat supplies, food companies are looking at meat replacements with a goal of providing the same texture and taste as meat. But strictly speaking, much of the discussion about alternative meat is really about substituting the use of ingredients from poultry or fish too. This article therefore focuses on alternative protein options and not just meat-protein alternatives.

The discussion about alternative proteins for humans differs from that for pets. While taste and texture

are both concerns, the pet industry is primarily concerned with issues associated with the quality of the protein and the provision of nutrition (balanced amino acids).

Rising protein levels

Pet food marketing has so far focused on the type of protein (meat, poultry or fish) and the amount of protein in the food. The industry has gradually pushed the typical top protein levels from 27%-28% to 35%, 40% or even 50%. Increasing the protein by just 5% requires an enormous supply of new protein. Finding protein of any type to provide balanced nutrition is a daunting task in itself, but additionally



many ingredients have become demonised and the use of protein from corn, wheat, rice and meat by-products is now limited. Meanwhile, new and alternative protein options dramatically increase costs.

Sustainability issues?

The environmental impact and poor sustainability of conventional animal protein sources is often cited as another reason for considering meat (protein) replacements in human food. These are legitimate arguments, but the pet industry has not traditionally been so concerned with such issues, as illustrated by the widespread use of good protein sources that do not sound so good on our labels. Chicken by-product meal is often called 'chicken meal' in most parts of the world and is negatively marketed in the US, as is corn gluten meal (which is also clearly misnamed as it has no gluten protein at all). Algae meal is often labelled as a colouring, and seaweed proteins have limited regulatory approval for animal consumption in many countries.

Hurdles for insects

Insects are another potential source of alternative protein. Clearly, insect production systems have been limited but that is changing. But insects need food too, and would become an alternative pathway for grains. The bottom line is that the farming, processing and market value of insects presents considerable hurdles to this becoming a viable alternative in the pet food market.

Lab-grown alternatives

There are new advances in lab-grown proteins based on the extraction of stem cells from animals and then grown into muscle fibres in pure culture. This is an innovative option for protein, but it requires a lot of further development to make it cost effective and economically viable. Moreover, just as the

milk industry is highly protective of allowing soy and almond milk alternatives to be called 'milk', there is much debate as to what these lab-grown proteins might be called. Is the name 'meat' really appropriate, or should we just call them 'protein alternatives'?

Stop demonisation

Other protein options from bacterial, algal and yeast fermentation have been viable alternatives for decades; the production efficiencies of these protein options have improved dramatically, and they have excellent nutritional balance. The limitation at this point is with regulatory approval and reasonable marketing positioning. I have long maintained that we must stop the demonisation of ingredients, as it is limiting innovation and future potential. If used properly and at reasonable levels, almost any ingredient can be used in food products, including for pets.

Solution

The solution will depend on open dialogue and fair review. To give alternative proteins from any source a chance to succeed, we must open up regulatory approval. The industry's marketing teams and regulators must start to connect with existing meat, poultry, fish and vegetable sources that are currently being poorly presented to consumers as viable options for pets. We then need to develop positive messaging for those solutions from an environmental and sustainability perspective. ♦



Dr. George Collings
Collings Nutrition Solutions
gcollings@cnutritionalsolutions.com
cnutritionalsolutions.com



 **TROPICLEAN®**



Ingredients and production

Natural, wholesome, plant-based... what is not to like about botanical ingredients? As demand from pet parents continues to grow and research turns up ever more information on potential health effects, it seems clear there is further to go with this trend. Yet caution is advised.

Back to the future with botanicals	62
The continued case for natural ingredients	67
Taking a leaf out of nature's book	68
What effects do herbs have on pets' health?	70

MANY HANDS, ONE VISION

To have the best
distribution in Spain,
you need many hands.

That is why
PetmarketSpain
acts as a joint venture
company that includes
the top regional
Spanish distributors.

A sales force
of over 30 people
and one vision: to help
leading manufacturers
to continue leading.

PET
MARKET
SPAIN



international@petmarketSpain.com
0034 658 425 247
www.petmarketSpain.com

Back to the future with botanicals

Ancient ingredients with ancient
challenges, botanicals require a modern
approach to ensuring consumer trust.

Can pet owners trust us to deliver products that are safe, of the quality expected and meet expectations on the claims we make for them and their pets?

Defining botanicals

Visit a supermarket and you might think that botanicals are both trendy and novel. However, their use for health promoting purposes dates back to the ancient societies of China, India, Greece and Egypt.

The many definitions for botanicals illustrate their wide diversity. The European Consumer Organisation, BEUC, defines botanicals as 'plant parts, concentrated sources of plants or their extracts or derivatives with a *physiological effect*'.

In a supermarket we see them in products like:

- herbal teas, for example: camomile
- herbs and spices used in cooking, like garlic and rosemary
- nutraceuticals for health support properties, including biologically active naturally coloured pigments such as carotenoids, flavonoids and procyanadins, found in fruits, vegetables and berries, and consumed in their natural form, as food ingredients or nutritional supplements

Botanicals also play a growing role in pet food, driven by two main factors: the humanisation of pet food and by greater scientific understanding of how the bioactive compounds work in nutrition. Both are important for different reasons. Firstly, pets play an important role in society and 'healthy longevity' is an important concept for pets and owners. The second factor is equally important as this helps pet owners make informed decisions based on science rather than folklore about whether to use botanicals for their pets.

Botanicals in pet food

Pet food labels, especially in the 'super premium' category, indicate extensive use of a wide variety of these ingredients, from plant extracts, like rosemary and marigold, to herbs such as milk thistle

and camomile, and all sorts of berries, including blueberries, bilberries and cranberries.

It is important that we recognise both technological and physiological benefits of their use.

Technological benefits include, for example, minimising the risk of oxidative rancidity in kibble and, with increased scrutiny of synthetic antioxidants food safety by regulatory authorities, pet food producers and pet owners, it is highly likely that this use of natural, botanical antioxidants will continue to expand, while use of synthetics like BHA and BHT is reduced.

Physiological benefits are increasingly being recognised and include the antioxidant benefits of lycopene from tomato and lutein from marigold flowers and cranberries for urinary tract health.

Recognising the risks

As use of botanicals expands, so the need to ensure integrity and trust also becomes more critical. Consumer expectations of 'natural' ingredients like botanicals tends to run high, but so do the potential risks associated with using them, a potent combination that increases the risk of disappointment and a loss of consumer trust.

[▶ SEE NEXT PAGE](#)



Savifin ITALY
Effective non-chemical approach to fighting parasites

The ULTRASOUNDtech™ devices are the ideal solution to effectively fight parasites such as ticks and fleas without using chemicals. ULTRASOUNDtech devices work by emitting a series of ultrasound impulses that are harmless and imperceptible for both humans and animals. All ULTRASOUNDtech devices are a safe alternative to chemicals. Their effectiveness has been tested by the University of Camerino (Italy). The devices are battery-operated, practical, colourful and highly effective.

Savifin S.r.l.
 info@ultrasoundtech.it
 ultrasoundtech.it



The UK's No.1 Veterinary Skin Supplement*

Itchy Dog?

YuMEGA Itchy Dog works in three ways:

- ✓ Calms sensitive skin
- ✓ Reduces itching and scratching
- ✓ Supports skin health

Simply add YuMEGA Itchy Dog to your dog's food.

To find out how YuMEGA Itchy Dog could help your dog, call **01462 790886** or email **info@lintbells.com**

*GfK VetTrak Sales Data, MAT Values (January 2018)



Lintbells

www.lintbells.com



*Food integrity includes
food safety,
quality and authenticity.*

A quick internet search indicates that consumer trust in both human and pet food is already not as good as it should be, and is neutral or worse in key areas like how information is communicated, transparency and food safety.

The potential risks associated with botanicals have been recognised for a long time. Back in the 15th Century, the Swiss physician and alchemist Paracelsus said “poison is in everything and nothing is without poison”, making the point that ingredients can be both beneficial or poisonous depending on level consumed.

The crime of food fraud dates back even further to ancient times – when the adulteration of olive oil and wine was not unknown – and remains a problem today, seen in every food commodity (‘from salt to saffron’) in the 21st Century. It is a fact of life that, with humanisation of pet food, we are more vulnerable to this crime.

One risk area, for example, is ingredients containing biologically active naturally coloured pigments. Berries like bilberry, blueberry and cranberry are now found in around 30% of dry products on the market and a recent conference on food fraud (Food Fraud – A Global Insight, London 1st March 2018) highlighted the fact that ‘any anthocyanin-rich fruit can be a potential source of an adulterant to bilberry or a lower-cost substitute for it’.

If we are using berries or berry extracts like bilberry, cranberry and blueberry and fail to understand and control the risks, we are exposed to fraud and potential food safety issues, including potential adulteration with toxic materials.

Integrity is key

Whether you are selling botanicals or are an end user in pet food, minimising the risks and maximising trust requires excellence in two key areas:

- food safety and quality management systems – to ensure the integrity of food and ingredients, including safety, quality and authenticity; and
- consumer communication – how and what we communicate on food safety and food fraud

In short: food integrity. Food integrity includes food safety, quality and authenticity, and is defined in the EU as: ‘the state of being whole, entire, or undiminished or in perfect condition’.

Are your food integrity management systems up to date and based on best practice? If not, your business is at greater of risk failing to deliver safe, authentic products that meet product claims. Potential outcomes include increased customer complaints, damage to brands, loss of sales and profit and less trust in your products.

To sustain global growth and innovation, the concept of food integrity is critical. We must now consider an integrated approach to food integrity, that includes safety, quality and authenticity to ensure we can satisfactorily answer the question: Can pet owners trust us to deliver products that are safe, of the quality expected and meet expectations on the claims we make for them and their pets? ♦



David Primrose

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



Aveflor CZECH REPUBLIC

Make your pet a star with Arpalit NEO!

Meet the comprehensive range of Arpalit NEO products that care for the pet's coat and provide long-lasting effects against fleas, ticks and lice. Our product range offers several types of shampoos, conditioners and sprays. The Arpalit Neo line meets the needs of the most demanding pet, and will leave their coat smooth and soft.

Aveflor, a.s.

aveflor@aveflor.cz

aveflor.cz

**NO COMPETITORS
UNIQUE FEED SUPPLEMENTS**

DISTRIBUTORS WANTED



BiogenicPET® HUNGARY

BiogenicPET® - The unique feed supplements without competitors

The BiogenicPET® product family is containing 9 unique feed additives from natural sources, developed on scientific basis. BiogenicPET® works through the natural power of revitalization. Regenerates injured or inflamed tissues, vitalizes elderly cells, and helps to eliminate unhealthy side effects of anti-inflammatory drugs.

BiogenicPET Vitality's ingredients are isolated from eggs – they are multi-potent growth factors which are responsible for cell differentiation and

development of a range of different tissues.

BiogenicPet Immunity is an immune stimulant from oyster mushroom, while BiogenicPet Mineral is a highly effective trace element combination.

Usefulness:

Allergy, food sensitivity, after painkillers, joint pain, can't move easily, diarrhoea, skin or hair problems

BiogenicPET®

export@alpha-vet.hu

biogenicpet.eu

The continued case for natural ingredients



Why are natural products in such high demand by consumers? And are they really that effective?

Naturally in demand

Natural. Organic. Chemical-free. These are common words found on almost all pet manufactured products. What started out as a micro trend has turned into a staple of the industry. Pet parents value the best for all members of their family. From consumables to accessories, they demand the safest and highest quality ingredients.

But why are natural products in such high demand? And are they really that effective? The answer lies with current and rising consumers, who are now more educated than ever. According to the Pew Research Center, the millennial generation is the most educated and informed generation with '1/3 of older millennials (26-33) having earned at least a four-year college degree.' With their buying influence increasing, pet manufacturers must continue to create safe, holistic products for pets and their people with a focus on the environment too.

A powerhouse ingredient

As the pet industry grows, new innovative products, concepts and ingredients arrive with it. For a while, oatmeal was a key natural ingredient. Known for its soothing relief for dry, flaky and itchy skin, oatmeal still is a staple in many pet shampoos.

More recently, coconut has emerged as a natural alternative to medicated solutions and is proving to be a powerhouse ingredient that pet parents can't deny. According to the Coconut Research Center, coconut oil has been described as 'the healthiest oil on earth'. That is a bold statement, but here are some reasons to back it up:

- improves skin issues (burns, eczema, dandruff, dermatitis, and psoriasis)
- reduces inflammation and arthritis
- immune system boost (antibacterial, anti-fungal, and anti-viral)
- heals infections

The list goes on, making the benefits of using coconut extracts and oils start to sound undeniable. For pet parents, this is a worthy ingredient to use on their furry friends. Manufacturers and retailers should notice this ingredient too.

Enriched with coconut

TropiClean Pet Products understands the benefits and has been using coconut in their products for years. The company continued that tradition in some of the newest editions to their product family such as the Life by TropiClean supplements for dogs, which is enriched with what ingredient? Coconut. Check out the ingredient page on the website tropiclean.com to grasp the coconut concept. ♦



Jesse Kassebaum
Digital Marketing Manager, TropiClean
jesse.kassebaum@tropiclean.com
tropiclean.com



Taking a leaf out of nature's book

Unlocking the full potential of botanicals in the pet market: opportunities and implications.

A blossoming market

If you think botanicals in the pet supply market are old news, think again. There may already be some 100,000 botanical compounds being used in human and animal products, but research into new compounds and additional uses for botanicals continues apace, in line with the growing consumer interest in plant-based products in general. The full potential of botanicals in the pet market, whether for feed, nutritional, hygiene or veterinary applications, has yet to be reached.

New applications

Areas of application in the field of botanicals relevant to the pet market in the future might include meat replacement and alternative protein sources, specific veterinary applications, and products that meet the demands of the global 'pet parenting' humanisation trend, like more sophisticated wellness products.

One example is products that contain naturally occurring hemp extracts that improve pet digestion and promote calmness, prevent itching and enhance joint mobility. There is certainly a great deal more potential for further integration of botanical ingredients into pet products of all types.

Complex regulatory landscape

Incorporating botanicals into products requires specific manufacturing methods and compliance with many regulations, depending upon the ingredient, its origin and the market application.

There can be significant risks involved in the use of some botanicals and the method used to extract these compounds, and new processes for extraction and product manufacture have been developed as a result. For example, some botanical compounds used as fragrances used to be routinely extracted using solvents such as hexane, a potentially harmful organic solvent. Some manufacturers have switched to using safer CO₂ supercritical extraction methods, in which very high pressure and low temperature are used to isolate key components.

Pet product manufacturers using botanical ingredients should be aware of the full implications of purchase, manufacturing and marketing regulations that apply to the product that they are developing. This may involve the many rules and regulations set by a wide range of regional and global organisations: from food safety or medical regulations to important conservation laws, as well as labelling and packaging implications.

Emerging developments

As research focused on botanical compounds feeds the knowledge base and informs subsequent regulations, staying on top of emerging developments is a key challenge for manufacturers using botanicals. The botanical market is a complex and dynamic one. Many of the changes occurring within it may be positive for manufacturers, however, such as the opportunities to use health claims in the marketing of some botanical ingredients, as provided by the currently evolving European Union and US legislation on functional food ingredients.

One issue in the use of botanical compounds commercially is ensuring sustainable harvesting from natural sources. Synthetic methods of production have not always proved efficient, and the botanical ingredient supply industry is trying to find new ways to produce these ingredients that are acceptable and affordable for environmentally-conscious consumers. There has recently been some promising research in production of rare plant compounds using yeast ⁽¹⁾.

Another issue is packaging. The use of certain botanical compounds in pet products might require manufacturers to rethink packaging, particularly if there are interactions between the active ingredients in the product and more traditional packaging materials.

Promising potential

As academic focus on plant sciences grows globally, there are an increasing number of start-ups focused on developing new botanical compounds for human and agricultural applications.

References:

¹. www.foodnavigator.com/article/2016/03/23/Rare-plant-compound-subject-of-novel-industry-production-method

Some of the properties of botanicals in different segments of the pet supply market could include:

Food & Nutritional:

- preservative functionality
- antioxidants
- anti-allergenic
- natural flavouring
- promoting good digestion

Hygiene:

- anti-anxiety
- anti-stress
- fragrance
- antiallergenic
- anti-itching
- dental care

Veterinary & Health

- pain relief
- analgesic functionality
- anti-carcinogenic
- anti-inflammatory
- joint mobility
- antiparasitic
- antimicrobial
- oncology treatments
- 'individualised' medicine

Large multinational corporates are also incorporating botanicals within their product portfolios. Pet market manufacturers interested in the use of these promising compounds now have a wide range of information available through specialist organisations, academic resources, publications and conferences. ♦



Sara Sharpe

sara@thecreativepractice.com
thecreativepractice.com



What effects do herbs have on pets' health?

The potential health effects of herbs are many and complex, but so too are the challenges in ensuring quality, safety and efficacy in products.

In the spotlight

Botanicals are attracting increased interest, not just from pet food makers in search of the new ingredients, but also from owners and veterinarians in search of a holistic approach to pet health.

Herbs are an abundant source of ingredients with a plethora of pharmacological effects, and thus have always been in the spotlight of drug research and development. They come in numerous forms: dried, tinctures, solid and liquid extracts and fresh plant extracts, to name but a few. All of them contain hundreds of chemical ingredients, such as polyphenols, alkaloids, volatile oils, phytosterols, glycosides and many more.

Given their complexity, the health effects of herbs will also be complex, whether systemic (respiratory, reproductive, digestive) or antimicrobial (antibacterial, antiviral, antifungal). Multimodal action and a low rate of side effects makes them often suitable for long-term use, which sometimes gives them an advantage over a single active pharmaceutical ingredient.

For instance, when it comes to bacterial resistance development, theoretically, a mixture of antimicrobial ingredients would be more difficult for bacteria to resist. However, when used inattentively, herbs can cause toxicities like any other active substance, regardless of the origin and method of preparation.

Does natural mean safe?

The common perception that natural products are a safer and better option than chemically synthesised drugs is not based on scientific evidence. Herbs are often variable which means that their composition changes depending on certain factors, such as humidity, temperature, soil quality (even contamination) in the area where plants are grown. They are more unstable during storage, due to the presence of enzymes.

This means that there are important challenges to ensure quality, safety and efficacy of herbal products. A proper stabilisation and standardisation during good manufacturing practice of herbal medicinal products will mitigate these risks and optimise batch-to-batch consistency, so the health effects of the herbal product can be more predictable.

Empirical evidence

When it comes to real efficacy of herbs in treating health problems in companion animals, there is a lack of data, and the recommended doses are mainly empirical or extracted from research on humans. Given the possible benefits of herbs and the lack of solid clinical evidence, when it comes to use of herbs in companion animals, the emphasis should be on their safety.

Some of the studied herbs with proven efficacy in dogs and cats are:

- **aloe vera** – used as laxative or wound healing agent, while its compound acemannan has been studied in dogs and cats for its immunostimulating properties
- **andrographis** – has a proven beneficial effect on heart and antiparasitic efficacy on microfilaria in dogs
- **ginger** – reduced the vomiting frequency in dogs taking chemotherapeutic cisplatin. It also showed

antiparasitic activity in dogs naturally infected with *Dirofilaria immitis*

- **ginseng** – has improved liver regeneration and ameliorated liver injury in dogs
- **neem** – improved the efficacy of common synthetic insect repellent DEET in reduction of flea infestation in cats and dogs, and in another study in dogs it enhanced healing of ulcers
- **milk thistle** – two constituents from milk thistle, silymarin and silibinin had protective effects in dogs given toxic chemicals that specifically damage the liver

A cautious approach

Clearly, there are many more herbs with potential health benefits in companion animals. However, a cautious approach regarding dosage and route of administration is advised. For example, the use of comfrey in small animals should be limited only to external use. Garlic can cause anemia in small animals, but this blood toxicity happens in higher doses. According to Wynn and Fougère (*Veterinary Herbal Medicine*, 1st ed. 2007) one clove of garlic per 20-25 kg is not toxic.

The simple recommendation for pet owners interested in the possible benefits of herbs for their companions, but confused by scarce or contradictory information, would be to talk to a veterinarian with a background in botanical medicine in order to define how to use herbs safely and effectively. With responsible use, botanicals can be a great support in companion animal health protection. ♦



Jelena Šuran

Assistant Professor at
The Faculty of Veterinary Medicine
University of Zagreb
jelena.suran@vef.hr





Sustainability

Sustainability is an important issue in any industry, including ours. Read how sustainability translates into packaging demands. And learn how examining your whole lifecycle can help you make more informed material choices during product design and development.

Sustainable trends and packaging	74
Waste not, want not	76

Mediterranean gourmet

Gosbi

The very best from the beginning

Some years ago, producing natural gourmet pet food seemed like a risky bet. It wasn't that common to find natural recipes, without processed ingredients, by products or artificial preservatives. A product not being tested on animals was just a dream.

Today, experts say that all this is trendy, the path to follow for the companies.

We just believed it was the best way to take care of our beloved dogs and cats. Now and from the beginning.



Sustainability

Sustainable trends and packaging

Three trends that are impacting the design and manufacture of packaging materials.

Defining what your product looks like

Packaging is one of the primary components of a product, defining its marketing and sales strategy. With sustainability top of mind for many manufacturers lately, how does sustainability translate into packaging developments that fulfil current consumer demands? This article will dwell on three important trends that are defining packaging, how it is made and its design.

1. Circular packaging

In view of the environmental effects of pollution and its related climate change more and more governments and companies aim for a circular economy.

In terms of packaging, this means looking beyond, for example, recycling plastic bottles. It calls for reusing all components of packaging materials. It also requires the discouragement or banning of plastic bags in stores, as is the case in the EU countries. But, upgrading of packaging materials is another option. For instance, turning a bamboo basket into a flower pot.



This type of packaging opens a vast array of sustainable options, where packaging is used to create another or accompanying product. Plantable paper containing flower seeds, is the ultimate form of circularity!

As for online sales channels: research shows that consumers are often annoyed by the vast amount of materials that are used for packaging online purchases. It is essential that players in this fast-growing market reconsider packaging options and provide sustainable solutions.

2. Clean the oceans

Unfortunately, nowadays, the images of polluted oceans and beaches are familiar to us all. Much of this pollution is caused by packaging. Recycling of products, such as PET bottles, is proving to be less effective than hoped. Clothes made out of recycled PET bottles shed small plastic particles into the environment and into our oceans, where they have become part of the so-called 'plastic soup'. Moreover, the particles bind with coral reefs and when consumed by fish even end up in the human food chain.

Research shows that consumers are often annoyed by the vast amount of materials that are used for packaging online purchases.

Of late, manufacturers have become more open to using bio-degradable products such as paper, hemp, starch and cellulose. They prefer to use these sustainable materials rather than the more accessible, cheaper and previously preferred alternative: plastic.

3. The youth is the future

It has been said many times before, but it certainly still holds true: our youth is the future. Up till now that youth has proven to be more environmentally conscious than previous generations. For manufacturers to reach the youngest generation of consumers, it is essential they are knowledgeable of what youth finds attractive when it comes to the look of product packaging.

What to watch out for

So, what can you be doing packaging-wise? More is less. Packaging should have less text, bigger letters and clear contrasts. An overkill of information makes today's consumer suspicious. The trend is to keep things simple and distinct. Understandable texts provide consumers - who want to be able to check what they are purchasing - clear information. Product transparency can be reflected in translucent packaging materials: what you see is what you get. Simultaneously, contemporary, unique and vintage-looking designs are hot. As is packaging that contributes to longer shelf life. But, the overriding challenge for manufacturers is to use packaging that helps make our world a little cleaner and greener. ♦



Marlou van Teunenbroek
Online and offline concept creator
info@louzepouz.nl
louzepouz.nl | planconcepts.nl

Waste not, want not



Now that the devastating impacts of plastic waste are evident to all, companies are looking for sustainable alternatives.

How sustainable is sustainable?

There is no universally agreed upon definition on what sustainability is. With multiple and varying views on what it is and how best to achieve a sustainable future, policies also vary widely. But, generally speaking, sustainable development is considered to be: 'Development that meets the needs of the planet without compromising the ability of future generations to meet their own needs', according to the Bruntland Report for the World Commission on Environment and Development (1992).

Since then, this basic definition has been redefined many times. Many argued that sustainability has been hijacked and twisted to suit governments and industries that are only interested in doing business as usual. But, times are changing and general concern about the environment is growing considerably. Plastic waste - and its devastating impact on marine life - is a major concern for many.

Sea of change?

Currently, one waste truck-worth of plastic is dumped into sea every minute, and the situation is getting worse. If nothing changes, production of new plastics will consume 20% of all oil production within 35 years, up from an estimated 5% today. Plastics production has increased twentyfold since 1964, reaching 311 million tonnes in 2014. It is expected to quadruple by 2050. Despite the growing demand for recycling, just 5% of plastics are recycled effectively. A staggering 40% ends up in landfill and a third in fragile ecosystems such as the world's oceans.

Following China's decision to ban imports of foreign recyclable material, the EU is waging war against plastic waste to ensure that every piece of packaging on the continent is reusable or recyclable by 2030. "If we don't do anything about this, 50 years down the road we will have more plastic than fish in the ocean," EU Commission Vice President

Learn about the life cycle of a pet food product

The sustainability-related efforts encompass the full life cycle of the Nestle Purina products. This means everything from sourcing ingredients responsibly to using energy, water and raw materials most efficiently, to utilizing protective and increasingly recyclable packaging while optimising the amount of materials used to transporting products using highly efficient methods.



The Life Cycle of a Pet Food Product by Nestle Purina

Frans Timmermans recently expressed his concern. Thankfully, market demand for sustainable and socially equitable products is also on the rise. This provides new and interesting business opportunities for pet companies who are able to demonstrate their products' environmental and social performance.

What are some companies doing already?

Manufacturers are redesigning plastic items and packaging for better re-use and production methods are being adapted to make recycling easier. Similarly, more products are being made out of plastics that can be composted on an industrial scale. For example, Lily's Kitchen has made a conscious decision no longer to use plastic pouches for its cat food and wet dog food, given their non-recyclability. Instead, the company uses aluminium trays which can be widely recycled by pet owners. In addition, for its dry complete food, specially designed paper 100% compostable bags are used. 85% of Lily's kitchen packaging is made from compostable or recycled material or is recyclable at end of life.

And there is more hope...

There are new ground-breaking sustainable initiatives on the horizon that could mean the end of plastic waste. One such is edible packaging made of milk proteins. Another is a casein-based film designed by the US Department of Agriculture. The film is 500 times better at keeping oxygen away from food than starch. This means food stays fresh significantly longer and creates

zero environmentally impacting waste. And that's not all: the film can be infused with vitamins and probiotics to make complete meals. The introduction of these and other ground-breaking innovations are hopeful signs for a more sustainable future.

How can you make the difference?

A small effort goes a long way to make a big difference. Examine your whole lifecycle to make more informed material choices during product design and development.

Let yourself be inspired or get advice and support from organisations such as the Pet Sustainability Coalition. There are also companies who specialise in designing sustainable products and packaging - such as Trayak in the US. Using advanced tools, their designers and engineers are able to incorporate environmental feedback at every stage of the product or packaging development process. This agile approach has already provided manufacturers with measurable results for material optimisation, waste reduction, manufacturing efficiency, and profitability. ♦



Helen Bennie

Strategic retail consultant
helen.bennie@shopperinsight.org
shopperinsight.org



Global leader in pet premix

World-beating food safety and peace of mind for your brand.

Operating from our ISO22000:2005 accredited premix plant, Trouw Nutrition is acknowledged worldwide as the industry's gold standard leader. Our unrivalled knowledge and expertise, supported by our unique Nutrace® food safety and traceability system, make us your only choice of expert partner in developing and delivering nutritional solutions tailored to your specific requirements.



Contact Tony Hollett or Roderick Prince on: +44 (0)1335 341121 or visit trouwnutrition.co.uk/globalleader



PetExpo Romania 2018

15 to 17 June 2018
Romexpo, Bucharest, Romania
petexpo.ro



Expozoo

26 to 27 August 2018
The Centrexpo de Drummondville,
Drummondville, QC, Canada
pijaccanada.com/events/canadian/expozoo



SuperZoo 2018

26 to 28 June 2018
Mandalay Bay Convention Centre,
Las Vegas, NV, United States
superzoo.org



AquaTerra Show-2018

31 August 2018 to 2 September 2018
Exhibition Center ACCO International,
Kyiv, Ukraine
aquaterrashow.com.ua/en



Pet South America 2018

21 to 23 August 2018
São Paulo Expo, São Paulo, Brazil
petsa.com.br



ParkZoo 2018

19 to 21 September 2018
Sokolniki Congress and Exhibition Center,
Moscow, Russia
parkzoo.ru



Aquarama 2018

22 to 25 August 2018
Shanghai New International Expo Centre,
Shanghai, China
aquarama.com.cn



China International Pet Show (CIPS) 2018

27 to 30 September 2018
China Import and Export Fair Complex,
Guangzhou, China
cipscom.com
zoomark.it



Pet Fair Asia 2018

22 to 26 August 2018
Shanghai New International Expo Centre,
Shanghai, China
petfairasia.com

Contact us

China, Hongkong, Macao, Taiwan

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

Greece, Bulgaria, Cyprus, Turkey

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

Poland

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

Ukraine

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

France, Monaco

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

Italy, Malta, San Marino

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

Russia

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

United States, Canada

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

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

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

Japan

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

United Kingdom, Ireland

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

Rest of the world

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

South Korea

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

In this issue

AFB International	56	Lintbells Ltd.....	64
Agras Delic SpA	53	Myfamily Srl.....	23
Aminola B.V.....	26	P.L.A.Y. Pet Lifestyle And You.....	39
Bacterfield GmbH	46	Pet Market Spain	62
BHJ A/S Denmark - Pet Food	12	Petkit Network Technology (Shanghai) Co., Ltd.....	16
Canina Pharma GmbH	7	Pro Pet Koller GmbH & Co. KG.....	back cover
China Great Wall Int'l Exh. Co., Ltd. (CIPS)	8	Scruffs.....	40
Dinnissen bv	7	Shandong Luscious Pet Foods Co., Ltd.	50
DNP s.a	2	Tianjin Ranova Petfood Co., Ltd.	56
Dr. Clauder solutions for pets GmbH	13	TrePonti Srl Unipersonale	18
Gosbi Pet Food S.A.	74	Tropical Tadeusz Ogrodnik.....	64
GR Tech S.R.L.	32	Vietnam Happy Chews Pet Food Co., LTD.....	55
Holland Animal Care	inside front cover	Wrigley Foster Media Direct Ltd.	78
Italfeed Srl.....	51	Yantai China Pet Foods Co., Ltd. ..	inside back cover
Laroy Group nv	16	Zolux s.a.s.	40

Upcoming issue | Advertising deadline: 27 July 2018 | Publication date: 7 September 2018

See page 5 for subjects. Contact head office (below) or local representatives (page 79).

Colophon

InterMedium Publishers

PO Box 1719, 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

Senior editor: Heiny van den Ham

Editors: Lynn Radford, Marita van Oldenburgh, Martine Croll

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

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.



Wanpy®

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

STOCK CODE: 002891



NATURAL WOOD
FORMULA



GLOBE AMARANTH
FORMULA



OSMANTHUS
FORMULA



ROSEMARY
FORMULA

CLUMPING Cherrywood Cat Litter!



Absorb more liquid



Deodorant



Antibacterial



Dust-free



Flushable



Plant Friendly



**Der Wolf ist ein Jäger und Tundra die ideale Beute.
The Wolf is a hunter and Tundra the ideal prey.**



FOOD GRADE QUALITY



LOW GLYCEMIC INDEX



HORMONE FREE



NATURALLY PRESERVED



MODERATE PROTEIN LEVELS



POTATO FREE

100% GRAIN-FREE



PRO PET® Koller GmbH & Co. KG www.tundra-petfoods.de

Kölnener Str. 46 D-53937 Schleiden-Gemünd (Germany)

Contact Phone +49 (0)24 44 / 95 44 0 E-Mail export@propet.de

