



The White House
High Street, Brasted
Near Westerham
Kent TN16 1JE
United Kingdom

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

4 November 2010

Dutch, Estonian, Romanian and Slovenian pet and garden product buyers visit PetQuip to source British products

The latest in the series of popular 'Meet the Buyer' business matchmaking events, organised by the PetQuip federation, will bring together British suppliers of pet and garden products and key export buyers from Estonia, Romania, Slovenia and the Netherlands. It is to be held on 24th November at the PetQuip offices in Brasted, Kent.

The pet product buyers travelling to the UK to meet with relevant suppliers are from a Dutch pet product distributor and a Romanian wholesaler and retailer of pet products. Seeking to source British garden products will be an Estonian distributor/wholesaler/retailer and a Slovenian garden centre chain that is also a wholesaler.

Pet product buyers

The Romanian buyer is from Animax, a leading distributor, wholesaler and retailer of pet products. Animax has around 20 stores located in Bucharest and the larger cities across Romania. Its wholesale division has three warehouses serving 1,000 stores, including the Animax chain. The company is interested in sourcing pet food, accessories, cosmetics and grooming products.

The buyer from the Netherlands is from Warmako, an importer/distributor of high quality food and accessories, supplying wholesalers, pet shops and garden centres in the Netherlands and Belgium. Its products are sold in more than 2,500 shops. Warmako is looking to source innovative pet accessories and pet care items, including the latest technology in cat and dog products.

Garden product buyers

One of the garden product buyers is from Selteret, an Estonian company that originally specialised in seeds, bulbs and products for the professional sector but is now seeking to expand its current range of items for hobby gardeners for both wholesale and retail trade. The company has two wholesale outlets located in the capital city of Tallinn and the second largest city, Tartu, plus two retail outlets located in the vicinity of the capital city and in the city of Pärnu.

The Slovenian buyer is from Semenarna/Kalia Garden Centres, which is a specialised chain of garden centres and a market leader among retailers of gardening and home accessories in Slovenia. The

company has 23 garden centres and stores in Slovenia, one garden centre in Croatia and one in Hungary. Apart from a wide range of plants, the company's product range includes garden tools, machinery, garden furniture, seasonal deco materials, indoor and outdoor pots, substrates for flowers, fertilisers, seeds for vegetables, flowers, grass, bulbs and also some pet products (mainly food). The larger garden centres include florist departments. Customers are mainly hobby gardeners.

The garden product buyer from the Netherlands is Larix Gardenware, an importer/distributor supplying small, individual, independent shops with products aimed at professional and serious hobby gardeners. It also operates a specialist consumer garden mail-order catalogue, De Wiltfang. Larix/De Wiltfang is already working with a number of UK suppliers, and is looking for UK manufactured high quality products that are also unique.

The Meet the Buyer event will follow the highly successful format of previous one-to-one meetings between suppliers and buyers that have resulted in important overseas business for the British participants. Notable orders placed with British firms as a result of recent PetQuip and Gardenex events have been a \$300,000 order for cats' toilet training systems from North America, as well as orders from Germany for 10,000 'grow your own' kits and other garden care items.

Attendance on the day will also provide the opportunity for UK firms to view the federation's research library, meet with the PetQuip and Gardenex teams and find out about the programme of export initiatives for next year.

Companies who wish to take part in these meetings or other events organised by PetQuip and Gardenex should contact The Federation of Garden and Leisure Manufacturers Ltd, the trade association that works on behalf of British companies to help its members increase sales worldwide.

Telephone: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885

email: info@petquip.com website: www.petquip.com

For further press information contact:

Peter Evers – PetQuip and Gardenex international PR consultant

Tel: +44 (0)1543 491496 e-mail: news@petproductpr.com