



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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## More British companies bring latest product innovations to Interzoo

Thirty suppliers and the PetQuip trade association represent the largest British group of companies to exhibit at Interzoo for the past ten years. Organised by PetQuip, the group of leading British suppliers is introducing the latest product innovations from the UK that represent every aspect of petcare including feeding, health care, grooming, exercise, training and even pampering! Among the many new food items are healthy fish treats and holistic puppy foods; health items include various homeopathic remedies; among the grooming items are new quick wash/self rinse shampoos; exercising aids include improved dog walking devices; a new instructional DVD guide provides everything needed for dog training; and pampering needs are met with new Petite Amande dog fragrances, suede diamante collars or a 100 per cent Merino wool bed.

Pet product buyers from around the world can source UK products by visiting the supplier stands or the PetQuip association's British pet equipment information stand (Hall-Stand 9-401) within the British pavilion. A full-colour preview brochure featuring all the exhibitors in the British group is available free-of-charge to overseas buyers. The brochure, produced by PetQuip, is in English, German, French and Italian and was mailed to buyers and opinion formers around the world prior to the show.

### The British exhibitors

**Best Friends Pet Products Ltd (Hall-Stand 9-407)** is the manufacturer of the Tastybone range of nylon, edible and rubber products toy products for dogs and cats. Several new products are on show including a flexi bone and ring, which is for light to medium 'chewers' and a range of oven baked biscuits called RRRUFFS. The company's production techniques ensure that the flavours last for the life of the products. The quality of the Tastybone range is such that it is stocked by many well known UK department stores such as Harrods and Selfridges, as well as pet shops and garden centres. The company also exports to a number of European countries.

**The Bramton Company UK (Hall-Stand 4-343)** has been producing stain and odour remover for 100 years and its other products include training and grooming products as well as clothing, accessories and pet food. New product launches will include 1<sup>st</sup> Choice Super Premium dog and cat food and ProNature Premium dog and cat food. Bags on Board is also another product that is being launched into the European market on a large scale for the 1<sup>st</sup> Time. Bags on Board are made from bio-degradable materials that are also friendly on the environment. Also for the first time in Europe, The Bramton Company will promote the Hurttta Activity Clothing and Lead and Collar Range.

**Bronte Glen Ltd (Hall-Stand 9-409)** is a family owned and operated company producing high quality textile products including veterinary bedding, British wool and merino wool products and high grade waterproof pet beds. On show are puppy-soft veterinary bedding for puppies and whelping, Super Gold veterinary bedding for pets with skin problems, Senior Gold wool veterinary bedding designed for older pets with arthritis and 10 per cent wool pet mats. New products being launched at Interzoo are 100 per cent Merino wool beds for pampered pets and a new range of water-proof dog beds made from bullet proof fabric. Bronteglen is seeking to add new distributors to its new European website.

**The Canny Company Ltd (Hall-Stand 4-510)** is showing its revolutionary dog training collar that provides complete control and good behaviour when walking a dog. Simple to fit and easy to use, it tackles the most common dog behavioural problem of lead pulling and ensures that within minutes the dog is walking happily by the side. It is a simple piece of dog training equipment comprising a conventional flat collar with a traditional buckle fastening for security. The lead attaches to a thinner slip line, made from soft yet strong material, which then fits over the nose of the dog. Unlike other dog walking devices where the lead fastens under the chin, the lead fastens behind the dog's head - an innovative and unique design in dog behavioural training. New developments on show at Interzoo include a padded collar, recyclable 'touch and feel' packaging and 'how to fit and use' guidance in six languages.

**Denes Natural Pet Care Ltd (Hall-Stand 9-606)** is showing a wide range of high quality, natural, complete wet, dry and complementary foods, together with licensed herbal medicines, herbal supplements and aromatherapy products. The company is also launching a range of homeopathic remedies for cats, dogs and other small animals, and these are being showcased to the international market for the first time at Interzoo. The main aim for Denes at the show is to secure distribution of foods and veterinary herbal products in key European markets including Germany, The Netherlands, Italy and Scandinavia.

**Diamond Dogs (UK) Ltd (Hall-Stand 9-505)** is a specialist pet leathersgoods manufacturer producing items such as English bridle leather dog collars, matching leads and harnesses, dog coats, tassels and bespoke dog beds. The company is a licensed Swarovski crystal

partner and many of its leathersgoods are decorated with the crystals. New dog harnesses, cat collars, a bespoke leather bed and the latest Swarovski colours are being shown for the first time at Interzoo. Diamond Dogs products have been specially designed for the pets of stars of film, theatre and the music world, including Mick Jagger, David Bowie and U2.

**Doggy Things Ltd (Hall-Stand 9-509)** is showing its wide range of dog collars and leads, harnesses, waterproof coats, jumpers, plush toys, bowls and bedding. New at the show is a Spring Range of collars and leads including bright patent collars and Suede Diamante collars together with new designs for the soft harnesses such as the Hearts and Polka dots range. The Doggy Things brand is widely available in the UK and has been launched successfully in Ireland and Spain. The company is now seeking distributors for the German and other European markets.

**EMAP TPS (Hall-Stand 9-614)** is the organiser of Glee Petindex, Europe's largest annual pet care and aquatics buying event. Positioned alongside Glee, the Petindex trade show attracts over 11,000 visitors comprising a unique mix of buyers from dedicated pet retailers, garden centres, supermarkets, multiples and on-line retailers. The trade exhibition takes place in 2008 between 21 - 23 September 2008, at the National Exhibition Centre in Birmingham in the UK. The Glee Petindex agent for Germany is Caroline Bouchaud (caroline.bouchaud@novalys.com)

**Feelwell's (Hall-Stand 7A-210)** is showing its Adult, Mature 7+, Puppy and Lite ranges of probiotic, healthy pet treats. The Adult range contains over 35 per cent lamb meat and omega 6 & 3. The Mature 7+ range contains 26 per cent fresh salmon and whole rice and has added glucosamine, chondroitin and MSM which help to promote joint maintenance. The Puppy variety has 26 per cent lamb meal meat and whole rice and is high in omega 3 essential oil. The Lite range has been developed specifically for overweight dogs of any age. The treats contain only 5 per cent fat and 15 per cent protein.

**Fetch Pet Toys Ltd (Hall-Stand 7-549)** is best known for its Bubble products that were featured on UK Channel 4's "Its me or the dog" television programme. The company is also the market leader with its Safety Blinkers and Chucka ball thrower. A new Retractable ball thrower and new Safety Blinker are being launched at Interzoo. The company expects its products to attract key European multiples and distributors.

**Fish 4 Dogs Ltd (Hall-Stand 9-501)** is introducing a new range of Fish Treats which is based on natural, hypo-allergenic, organic and healthy concepts. The treats, in a variety of sizes, include Cod Cookies, Pollock Biscuits, Shrimp Biscuits, Skinny Strips and new Bone-shaped fish skins. Another new product is a Salmon Mousse, produced from 99 per cent salmon, and packaged in a 100g pouch. This is produced in a completely new European manufacturing facility that has been designed to produce fish products for the pet food

industry. The facility will allow the 'made in the EU' label to be applied, following the new labelling legislation coming into force next year. The company is also developing a range of Fish4Ferrets, Fish4Horses, Fish4Koi and Fish4Wildbirds which will be available later in the year.

**Groomers Ltd (Hall-Stand 9-610)** manufactures a wide range of luxurious scents, specialised shampoos, styling products and food additives. The items are formulated for specific skin and coat conditions and contain Evening Primrose oil and Royal Jelly which are renowned for the ultimate condition in coat texture and hair replenishment. Groomers products are used and recommended by top breeders and exhibitors world wide for their unique skin and hair care properties. New product launches at the show are Groomers Quick Wash – Self Rinse Shampoo, a new formulated Groom and Detangle Spray and an Equine Range. The company's products are currently exported to 12 countries and are made under licence in the USA. A distributor is being sought for the German market.

**Healthy Paws Ltd (Hall-Stand 9-516)** produces a range of certified holistic complete food for adult dogs and vegetarian dog treats. A new puppy food, based on the same philosophy of holistic feeding principles, is being launched at Interzoo. Healthy Paws' Rabbit and Brown Rice provides a highly digestible protein source with omega 3 fatty acids to help maintain a healthy skin and coat plus added herbs to help promote health and vitality. The treat varieties include Peanut and Oat biscuits and Fruit Cookies. The products contain only the highest quality ingredients and are wheat gluten free, hypo-allergenic and free from artificial flavours, colours and preservatives. All products are certified holistic. Healthy Paws is seeking distributors and wholesalers for its entire product range.

**Houndstar Films LLP (Hall-Stand 9-514)** is looking for large pet store groups interested in taking the company's library of informative pet DVD guides. The company has brought together a wide range of expertise from both film and advertising in order to create high quality educational and entertaining films. Houndstar's DVDs consist of 22 titles comprising the top twelve dog breeds, dog training, aquatic guides and small animals. New training titles being launched at Interzoo are 'Teaching Tricks', which is an owner's guide to teaching their dog a range of fifteen tricks, and 'Banishing Bad Behaviour', which tackles the ten most common problems encountered with dogs.

**Hug X Ltd (Hall-Stand 9-506)** is showing its new and innovative product Hugx pet bowls, including two new designs called Hugx Diamond Kiss and Hugx Diamond Devotion that are commission-only versions. Hugx provides "pet-thoughtful" stylish design that enables pets to access their food at the optimum angle to prevent mess and slippage of the bowl. The bowls are available in two sizes, four contemporary colours and finished in rustproof aluminium with a high gloss ASB plastic bowl. The bowl allows post-operative pets that are encumbered with 'Elizabethan collars' or 'Buster collars' still to eat unrestricted. When used

for puppies or kittens, the bowl can be turned 180 degrees to ensure that the food can be reached during the various stages of the pet's growth. The bowl is also beneficial for obese pets as the 180 degree facility makes smaller portions still look like a full plate. The company is seeking new European distributors.

**JAM Pet Foods (Hall-Stand 9-512)** is making its European launch with a range of drinks for dogs. These include Pow Wow, the original isotonic dog drink that provides improved hydration which is vital during warm weather and when exercising. Pow Wow also contains glucosamine for healthier joints. Another isotonic drink product is Pow Wow Active which contains L-carnitine to help burn fatty acids and to create energy. The product is ideal for active sports dogs and also helps to reduce obesity. JAM Pet Foods has an agent in The Netherlands (Van Ree BSV) and is seeking to appoint distributors in other European countries.

**K9 by Igloo Designs (Hall-Stand 9-503)** was the first British producer of T-shirts for dogs as well as being one of the first companies to design and produce design-led pet accessories. K9 has not only designed award winning products for its own range but has also assisted with ranges for Marks & Spencer, Virgin Atlantic, The Royal Collection and Bonio by Purina. The company's range consists of T-shirts for dogs in five sizes, award winning cat, dog and rabbit bowls, hoodies, scarves, Identity tags, snug rugs, travel bags, canvasses, cushions, mugs, chopping boards, badges and mirrors. K9 has been selling direct to retailers in the German market for several years and has distribution in several other European countries and in Dubai, Japan and New Zealand.

**Lintbells Ltd (Hall-Stand 9-415)** produces a range of high quality functional dog food supplements and also distributes Salmopet salmon oil products that can improve mobility, agility and eye and brain development in puppies and kittens. The company's first product Yumega has proved to be a great success and at the 2008 Crufts Dog Show, dogs that had been given Yumega won numerous classes, including at least three of the best of breeds. Based on high quality human grade ingredients, Yumega was developed to deliver critical Omega 3 and 6 oils that are essential for good skin and coat quality. The product is a blend of plant oils and natural vitamin E. It aims to deliver these nutrients in a way that pets can use them effectively. Lintbells has chosen Interzoo as the ideal event to introduce its latest pet health product called Yumega Cat.

**Muksak Ltd (Hall-Stand 9-612)** is new to the European market and while at Interzoo is aiming to identify distributors for its new product concept for dog owners. The muksak is a light, rigid, reusable container designed to address the problem for dog owners of clearing up dog waste, in a simple and convenient way. The muksak is leak-proof and smell-proof and can be carried by hand, over the shoulder or put safely into another bag. The product is

ideal for use when travelling, and can easily be kept in the car, caravan or holiday home. The muksak was designed to help combat litter and promote environment-friendly and responsible dog ownership. It also assists owners respond to dog fouling control legislation in most parts of the world. There are opportunities for distributors to promote this product in conjunction with state and municipal authorities in their fight against litter, and with dog groups in support of responsible ownership.

**Mungo & Maud Ltd (Hall-Stand 4-105)** is launching a number of new products at the show, including a Petite Amande dog fragrance and shampoo, Kimono collars and leads, bolster beds, dog and cat bowls and cashmere and merino wool pullovers. The company's range of elegant, well-designed pet accessories are stocked by leading department stores in the UK and USA and is expected to make a major impact with its launch on the European market. The company's complete range comprises leads, collars, beds, baskets, bowls, towels, organic treats and feeding mats. The hand-stitched leather collars and leads, ceramic feed bowls, cotton beds and Mungo & Maud own-recipe organic treats all make use of natural materials. Among the company's 'firsts' are a unique dog tag range by jewellery designer Vinnie Day, and the world's first premium fragrance for dogs.

**My Pet Foods (Hall-Stand 9-508)** is the manufacturer of the top-selling Mr Johnson's range and is showing its complete range of natural, wholesome foods for rabbits, guinea pigs, hamsters and other pet rodents. The foods contain ingredients that include cereals and pulses which are prepared by steam pressing to preserve nutrients and flavour, and have been developed by a team of veterinary and nutritional experts. The products are presented in long shelf life, controlled atmosphere packs with eye-catching designs. My Pet Foods is seeking new European distributors for its food ranges while at the show.

**W R Outhwaite & Son (Hall-Stand 9-513)** is a traditional rope maker that now specialises in manufacturing and supplying high quality and innovative pet products. Its products include a leading range of Breathe-Comfort™ quality dog coats, hand-laid and spliced rope gun-dog leads and an exclusive new line of high quality padded leather leads and collars. The company is the exclusive distributor of the Rugged Pet™ range of outdoor coats and Rugged Pet Toys™ and several new additions to this range are on show. W R Outhwaite is also a supplier and distributor of pet accessories, including chew tugs and rope balls.

**PetQuip (Hall-Stand 9-401)** is the UK-based International Trade Association of Pet Equipment Suppliers, which assists and promotes the development of international trade in the pet equipment sector. It is a division of The Federation of Garden and Leisure Manufacturers Ltd, the trade association which has been providing a comprehensive range of services to British companies and overseas buyers in the garden and leisure sector for over 47 years. PetQuip provides a catalyst for business contact between manufacturers,

suppliers and international buyers. Membership is open to manufacturers and suppliers of pet equipment anywhere in the world.

**Pet Bakery (Hall-Stand 9-504)** is exhibiting its range of luxury dog biscuits including Chicken Crunchies, Sunday Roast Beef & Veg, Cheese Paws, Puppy Chicken Bones and Apple and Cinnamon Bones dipped in yogurt icing. The products are based on the company's own recipes, using only human food quality ingredients with no artificial flavouring, colours or preservatives and no meat by-products. The company is interested in appointing new distributors for its quality pet food products, all of which are produced in its own bakery.

**Pettex Ltd (Hall-Stand 9-405)** is introducing its aquatic range to the European market while at Interzoo. Products from this family-run business which has been trading for nearly 50 years include Dr Clarkes and the Pettex Premium pond food range. The Roman Gravel range including aquarium sands and gravels, Aqua Gemz, Natural Stones, Miniature Terracotta Urns and various natural aquarium rock alternatives are on display.

**Prestopets Ltd (Hall-Stand 9-510)** is exhibiting its Decofern natural decorative plant for aquariums, which has been a bestseller for more than 30 years. It is made from natural material and is available in red, light green, dark green, yellow, dark blue and orange and in three sizes. Customers can choose their own colour combination; red and green being the most popular. The product is supplied complete with polywrap and bar coding on the packaging, and can be branded Decofern under a company's own label. In addition to its British customers, the company exports its ferns to Germany, Japan, the USA and Asia.

**Rosewood Pet Products (Hall-Stand 9-305)** is a specialist accessory supplier of a wide range of products to the household pet market. Its extensive product ranges cater for many pet sectors including dogs, cats, small animals, birds and aquatics. The company has built an excellent reputation through product innovation and quality, the development of private label and the sourcing of well known branded products to complement the range. New products being launched at Interzoo include grooming products, toys, collars and leads and Christmas items.

**Scruffs (RC Distribution Ltd) (Hall-Stand 4A-425)** has one of the largest collections of pet bedding in the UK. Its pet beds and accessories are sold under the following brands; Scruffs® a range of pet beds specifically designed for dogs; Tramps® a range of pet beds specifically designed for cats; and Freeway® providing both cats and dogs with an impressive choice of leads and collars. Each brand consists of a number of different product collections, that are extended regularly. Scruffs is launching a new Woodland collection at Interzoo comprising four styles of dog bed. One of the beds has been specifically designed for the car to transport dogs in comfort, while also protecting the vehicle and retaining the

normal function of the luggage compartment when not in use for carrying pets. Scruffs is also unveiling two licensed product collections during Interzoo. The company's German distributor is Wagner's Premium Pet Products e.K, and other European distributors are being sought during the show.

**Spotless UK Ltd (Hall-Stand 9-616)** is exhibiting its cat and dog repellent product ranges under the Vapet brand, which is part of the well known GET OFF range. Vapet is a comprehensive range of pet care products, ranging from simple shampoos and flea powders to more complex calmatives and toothpastes, all of which contain herbals extracts. A number of new pet care products which contain herbal extracts have also been added to the range. A good proportion of the company's pet care range and repellent sales is achieved through sales to the German market.

**Wagg Foods Ltd (Hall-Stand 9-413)** is launching a new, super premium range of extruded small animal foods in a joint venture with Scratch & Newton. This Posh Nosh range forms part of a new and exciting feeding plan with more product launches to follow. The Wagg product range includes a full 'life stage' group of high quality complete dry dog foods ranging from Puppy food to a Light & Senior diet. The company also has a range of treats for dogs including Wagg Meaty Bars and Wagg Dental Bones and a variety of small animal foods for rabbits, guinea pigs and hamsters. Wagg has a range of muesli style mixes and also a fully extruded Optimum range which reduces selective feeding and improves digestion. Completing the display is a range of treats for small animals plus high quality hay and bedding. Wagg is seeking to gain distribution with major European retailers, including the supply of own label products.

**Waterlife Research Ind Ltd (Hall-Stand 9-507)** is adding a range of water test kits and pond biological culture (Bacterlife P) to its aquarium and pond products. The company's product range includes fish medications, water treatments, test kits, reef additives and sea salts, filter media, algicides and pond remedies. This year marks the 40<sup>th</sup> anniversary of the company's formation by Graham Cox. Over the years, Waterlife has helped many businesses to get started in aquatics and its knowledge and experience has helped grow the aquatic market. Projects have included establishing fish farms and exporting stations and the setting up of public aquariums, both in the UK and overseas. In addition, Waterlife has been contracted to create several aquatic exhibits for multi-national companies and government bodies, and has been involved with various TV and film productions. The company supplies over 30 countries, including Sweden, Finland, Iceland, India, Australia, Taiwan, Hong Kong, Singapore, South Africa, Cyprus, Greece, U.A.E., Qatar and Portugal. The company is looking particularly for distributors in Germany, France, Spain, Italy and Russia.



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